

PROJECT BREAD'S CHILD NUTRITION OUTREACH PROGRAM

Helping kids and teens access healthy meals

School Breakfast and Summer Eats are vital programs that provide healthy meals to kids and teens across Massachusetts. For families who need help supplementing their food budget or just want to help their children be ready to learn and thrive, these programs are excellent resources. But, too often, barriers such as stigma or lack of awareness prevent many kids and teens who could benefit from participating. Project Bread's Child Nutrition Team works directly with schools and communities, meeting them where they are to design the most impactful program.

Supporting child nutrition for over 20 years

The Child Nutrition Outreach Program connects children with reliable access to food by increasing participation in two underutilized federal child nutrition programs, the National School Breakfast Program and the Summer Food Service Program (known as Summer Eats in Massachusetts). For over 20 years, we have worked to ensure these programs have the greatest impact on the children who need them. Together with schools, and community partners, we strive to make sure all children and teens in Massachusetts have access to nutritious meals, both in school and during the summer months. The program is funded by the Massachusetts Department of Elementary and Secondary Education and administered by Project Bread.

LET'S WORK TOGETHER TO FEED MORE KIDS

Every school and community is different. We work with you to find solutions that make the most sense for your program.

Together we can ensure that all children in Massachusetts have access to healthy meals during the school day and over summer months.

FREE SCHOOL BREAKFAST ASSISTANCE

- One-on-one technical assistance for schools interested in starting a new breakfast program or expanding an existing one.
- Individualized support designing communication and outreach strategies to increase breakfast participation.
- Promotion support, including digital and printed signage, social media resources, and event planning.
- Tools and best practices to analyze the financial and logistical viability of changes to breakfast service models.
- Trainings for food service staff and teachers around breakfast model changes.
- Guidance on implementing and optimizing Community Eligibility Provision and Provision 2, including SNAP outreach support services.
- Facilitating peer-to-peer conversations between district and school stakeholders to share best practices.
- Grant funding to support School Breakfast programs.

FREE SUMMER EATS ASSISTANCE

- One-on-one technical assistance for schools and community-based partners looking to start or expand a Summer Eats program.
- Expertise in outreach strategies and best practices to increase Summer Eats participation.
- Support with state and federal regulation compliance.
- Facilitate connections within and between communities to maximize access to and awareness of Summer Eats.
- Printed signage, digital resources, and engagement materials to advertise the availability of Summer Eats.
- Help organizing Summer Eats events and media promotion.
- Annual Summer Eats Conference for sponsors and sites to share strategies for success, learn from each other and kick off summer planning.
- Grant opportunities to support Summer Eats programs.

Visit projectbread.org/schools to learn more. Contact Project Bread's Child Nutrition Outreach Program to get started at **617-239-2543** and cnop@projectbread.org.



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