



End Childhood Hunger Day in DC

April 23, 2007

A PROCLAMATION BY THE MAYOR OF THE DISTRICT OF COLUMBIA

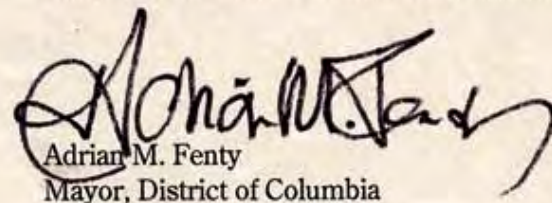
WHEREAS, the Partnership to End Childhood Hunger in the nation's capital is a joint effort of D.C. Hunger Solutions, the Food Research and Action Center, and Share Our Strength who seek to build a well-nourished, stronger, healthier, better educated and more productive District of Columbia by ensuring that all its children have access to the nutritious food they need to learn, grow and thrive; and

WHEREAS, more than 35,000 District children live in households that are uncertain where their next healthy meal will come from because of family poverty, limited access to adequate and affordable nutritious food, or limited understanding of the resources available to families on limited budgets; and

WHEREAS, the Partnership to End Childhood Hunger is embarking on the Plan to End Childhood Hunger in the nation's capital by 2016 developed in collaboration with more than 150 public and private D.C. organizations and individuals; and

WHEREAS, community awareness, funds, and community support will benefit the tens of thousands of District children at risk of hunger:

NOW, THEREFORE, I, THE MAYOR OF THE DISTRICT OF COLUMBIA, do hereby proclaim April 23, 2007, as "END CHILDHOOD HUNGER DAY IN DC" in Washington, DC, and call upon all the residents of this city to join me in supporting this campaign to increase awareness of childhood hunger.


Adrian M. Fenty
Mayor, District of Columbia



YEAR ONE PROGRESS REPORT APRIL 2007

WE WILL END CHILDHOOD HUNGER IN THE NATION'S CAPITAL

The Partnership to End Childhood Hunger in the Nation's Capital is a joint effort of D.C. Hunger Solutions, the Food Research and Action Center, and Share Our Strength®. Launched in April 2006, The Partnership developed a ten-year plan to end childhood hunger in the District by surrounding children with access to nutritious food in the places they live, learn, pray and play.

Our progress is a credit to the hard work of our many partners — District agencies, nonprofit groups, advocates and others — who helped make our plan a reality.

This report identifies our first-year accomplishments in each of the ten goals of the Plan and lays out the steps for next year. These achievements demonstrate that ending childhood hunger is a bold and attainable goal.



PARTNERSHIP TO
END CHILDHOOD HUNGER
IN THE NATION'S CAPITAL

STRATEGY	YEAR ONE ACCOMPLISHMENTS	YEAR TWO PLANS	STRATEGY	YEAR ONE ACCOMPLISHMENTS	YEAR TWO PLANS
<p>1</p> <p>PROVIDE ALL D.C. CHILDREN A HEALTHY BREAKFAST</p>	<ul style="list-style-type: none"> Partnered with D.C. Public Schools (DCPS) on implementation of free, universal breakfast. Worked with charter schools to involve more in school breakfast program. Now 62 of 70 charter schools serve breakfast (up from 12 in 2002); 26 serve free, universal breakfast. Surveyed students, teachers, administrators, nurses, parents on school breakfast and ways to improve it. Built foundation for aggressive social marketing campaign for school breakfast. 	<ul style="list-style-type: none"> Create educational materials on importance of breakfast in partnership with local media company. Work with schools to raise participation by making breakfast more convenient for students (e.g., breakfast in classrooms, from carts in hallways, etc.). Launch campaign to increase school breakfast participation to 55% among students eating free and reduced-price lunch. Engage community organizations in school breakfast outreach campaign. 	<p>6</p> <p>HELP AFTERSCHOOL PROGRAMS PROVIDE HEALTHY MEALS AND SNACKS</p>	<ul style="list-style-type: none"> Tripled participation to serve 9,087 children. Reduced program application from 72 to 10 pages to simplify enrollment. State Education Office (SEO) now uses this model as prototype for other nutrition programs. Secured three new major sponsors; provided advocacy and technical assistance. Created outreach and technical assistance materials for sites and sponsors. 	<ul style="list-style-type: none"> Continue conducting educational campaign for afterschool providers about availability of funds for afterschool snacks and dinners. Leverage private funds and volunteer efforts to ensure adequate equipment for safe food storage and preparation. Continue expanding and supporting sites and sponsors.
<p>2</p> <p>ENCOURAGE HEALTHY FOOD CHOICES</p>	<ul style="list-style-type: none"> Led D.C. efforts for schools to adopt Wellness Policy that includes nutrition education, healthy meals and physical education. Worked with D.C. Public Schools and D.C. Action for Healthy Kids to ensure adoption and successful implementation of schools' first Healthy Vending Policy. School vending machines now only offer juice, water, and nutritious snacks. Supported community-based nutrition education through Share Our Strength's Operation Frontline®. 	<ul style="list-style-type: none"> Expand community-based nutrition education through support of Share Our Strength's Operation Frontline® and other programs. Launch public information campaign to promote availability of nutrition education in D.C. Provide nutrition-education materials and training to programs (e.g., food stamps, child and adult-care facilities, summer meals, etc.) serving families at risk of hunger. 	<p>7</p> <p>EXPAND REACH OF SUMMER MEALS PROGRAM</p>	<ul style="list-style-type: none"> Increased summer food sites by 25% to 376. Increased participation in summer meal programs by 1,000 to serve a record 29,000 children. Advised SEO on creating centralized application process for summer food sites; coordinated the connecting of sites with sponsors. Partnered with SEO, other community organizations to publicize summer food program to youth, parents. 	<ul style="list-style-type: none"> Provide renewed training to sponsors. Work to increase faith-based site representation among summer food providers. Monitor summer meal food sites and services through the Food Research and Action Center's Summer Food Standards of Excellence. Explore avenues to lengthen the program to cover the entire summer break.
<p>3</p> <p>HELP FAMILIES MEET NEEDS AT HOME WITH FOOD STAMPS</p>	<ul style="list-style-type: none"> Developed strategies to increase awareness of D.C. policy allowing food stamp application interviews by phone for people working during daytime hours. Distributed training materials for community groups in partnership with Capital Area Food Bank. 	<ul style="list-style-type: none"> Conduct outreach through employers of low-wage workers to increase food stamp participation by eligible working families. Provide technical assistance to reach eligible immigrants, seniors, and low-wage earners. 	<p>8</p> <p>ENSURE ACCESS TO BALANCED, NUTRITIOUS DIETS FOR ALL PREGNANT WOMEN AND PRESCHOOL CHILDREN</p>	<ul style="list-style-type: none"> Led formation and strategic plan implementation for the Child and Adult Care Food Program (CACFP) Collaborative. Advocated for the hiring of a Spanish-speaking monitor for CACFP sites. 	<ul style="list-style-type: none"> Work with community groups to identify eligible women and children who are not accessing the Special Supplemental Nutrition Program for Women, Infants and Children (WIC). Launch a targeted campaign to educate family child care providers about available funding to feed children in their care.
<p>4</p> <p>IMPROVE WORKING FAMILIES' ECONOMIC SECURITY</p>	<ul style="list-style-type: none"> Provided technical assistance and funding to increase participation in Earned Income Tax Credit (EITC). Supported legislation to adopt the Living Wage Act of 2006. 	<ul style="list-style-type: none"> Coordinate campaign with EITC sites to foster economic security by providing information on EITC, food stamps, nutrition, health insurance, child care, and budget planning. Serve on new Mayor's Commission on Poverty. 	<p>9</p> <p>ENSURE ACCESS TO NUTRITIOUS FOOD IN SHELTERS AND FOOD PANTRIES</p>	<ul style="list-style-type: none"> Formed a sub-group of the CACFP Collaborative to develop a plan for bringing federal funds to runaway, domestic violence, and homeless shelters. Began recruiting shelters for program participation. Founded an Access to Healthy Food Collaborative including members representing the homeless and food pantries. 	<ul style="list-style-type: none"> Continue work with the D.C. government, food retailers, and shelter operators to increase food and nutrition resources for children in shelters.
<p>5</p> <p>INCREASE FAMILIES' ACCESS TO FRESH PRODUCE</p>	<ul style="list-style-type: none"> Wrote and released "Healthy Food, Healthy Communities" report through the Mayor's Commission on Food and Nutrition. Revived Farmers' Market Collaborative; developed plans to increase its low-income consumer base. Began study of regulatory barriers to starting new farmers' markets. 	<ul style="list-style-type: none"> Work with stakeholders to increase access to fresh food in underserved neighborhoods. Create materials dispelling myths about business challenges in low-income neighborhoods. Continue working with D.C. government to create incentives for full-service food stores in underserved communities. 	<p>10</p> <p>PROVIDE COMPREHENSIVE PUBLIC EDUCATION ABOUT AVAILABLE ASSISTANCE</p>	<ul style="list-style-type: none"> Conducted outreach to parents and potential providers regarding available child-nutrition programs and food stamps. Briefed Mayor Fenty's Administration Transition Team on hunger, nutrition, and food-access issues. Participated in City Council briefing sessions to promote awareness of hunger and nutrition programs. Participated in city community groups: the Mayor's Commission on Food and Nutrition, D.C. Fair Budget Coalition, D.C. Act!, Action for Healthy Kids. 	<ul style="list-style-type: none"> Create and distribute compelling, targeted informational materials for students and parents. Develop and distribute public service announcements through popular media outlets. Recruit students as peer spokespeople, and promote breakfast and lunch through in-school programs. Launch social marketing efforts to spur volunteerism, donations, support for The Plan to End Childhood Hunger.

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