

School Nutrition Program At-A-Glance

Topic: School Breakfast and Summer Meals Outreach

Overview:

All School Food Authorities (SFAs) are required to promote USDA summer meals, including the Summer Food Service Program (SFSP) and the Seamless Summer Option (SSO), even if not participating in summer meals.

SFAs operating the School Breakfast Program (SBP) must also promote breakfast meals. The goal of promoting both programs is to encourage participation and ensure that low-income children continue to receive nutritious meals when school is not in session.

Requirements:

- ✓ **School Breakfast Program Operators:** Inform families about the availability of breakfast to students immediately prior to or at the beginning of the school year
 - Reminders about SBP should also be sent to families throughout the year
- ✓ **All Sponsors:** Conduct summer meal program outreach before the end of the school year to ensure that families are informed of the availability and location of summer meals.
- ✓ Summer outreach includes distributing information on how to find locations, meal times, and contact information through regular communication channels.
 - Call 2-1-1 and the operator can help families find a summer meal site
 - [USDA Summer Meals Finder](#)

Outreach Ideas:

- Advertise on the back of your May or June menu
- Post information on your website
- Send a flyer home with students
- Post a message on your reader board

Outreach Resources:

- ✓ [USDA Promotional Materials](#)
- ✓ [Summer Food Service Program webpage](#)
- ✓ [Food Hero Summer Food Website](#)
- ✓ [USDA School Breakfast Program Toolkit](#)

Regulatory Reference:

- ✓ [7 CFR 210.12\(d\)](#)

This institution is an equal opportunity provider.

Acronym Reference and Definitions

CFR	Code of Federal Regulation	SFSP	Summer Food Service Program
SBP	School Breakfast Program	SSO	Seamless Summer Option
SFA	School Food Authority		

The Washington Office of Superintendent of Public Instruction created this document. The Oregon Department of Education modified the document to apply to Oregon. August 2026