



Module 7 – Civil Rights and Community Outreach

Target Audience

- Designated Officials/Authorized Representative
- Summer Food Service Program Administrators

Estimated Time Required

- 10 minutes

Objectives

- Identify Civil Rights requirements for the SFSP
- Provide ideas for reaching out to the community to promote summer feeding sites

Tasks

- Read materials
- Review Web sites and resources
- Complete and submit online quiz

Civil Rights Requirements

Sponsors must:

- Train administrative and site staff
- Display the “And Justice for All” nondiscrimination poster at all sites in a prominent location
- Display the “And Justice for All” nondiscrimination poster in sponsor administrative offices.
- Annually collect beneficiary data
- Provide reasonable accommodations
- Provide equal access to the meal(s)
- Prevent overt identification
- Keep written procedures on file for civil rights complaints
- Display the following Civil Rights Nondiscrimination Statement on all flyers, program information that reference meals, media releases, and menus

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, sex, disability, age, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA.

Persons with disabilities who require alternate means of communication for program information (e.g. Braille, large print, audiotope, American Sign Language, etc.), should contact the Agency (State or local) where they applied for benefits. Individuals who are deaf, hard of hearing or have speech disabilities may contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program complaint of discrimination, complete the [USDA Program Discrimination Complaint Form](http://www.ascr.usda.gov/complaint_filing_cust.html), (AD-3027) found online at: http://www.ascr.usda.gov/complaint_filing_cust.html, and at any USDA office, or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

This institution is an equal opportunity provider.

Single-page documents that do not have space for the full nondiscrimination statement may contain the following shorter version:

This institution is an equal opportunity provider and employer.

Civil Rights Training

- Annual training on civil rights-related laws, regulations, and procedures is required for staff involved in all levels of child nutrition program administration.
- Sponsors are responsible for providing annual civil rights training to their administrative and site staff.

Specific subjects must include, but are not limited to the following:

- Collection and use of racial and ethnic data
- Effective public notification system and procedures
- Complaint procedures
- Resolution of noncompliance complaints
- Requirements for reasonable accommodation of persons with disabilities that restrict the diet
- Requirements for language assistance
- Conflict resolution

Preventing Overt Identification

Overt identification is any action that may result in a child being recognized as potentially eligible to receive or certified for free and reduced-price meals. Sponsors must assure that a child's eligibility status is not disclosed at any point in the process of providing free meals, including notification of the availability of free benefits; certification and notification of eligibility. **In SFSP, this applies primarily to camps where eligibility applications are collected.**

For more information see USDA Policy Memo SP 45-2012 on USDA's Web page at <http://www.fns.usda.gov/cnd/governance/Policy-Memos/2012/SP45-2012os.pdf>.

Medical Accommodations

Sponsors must have a completed medical statement on file for any child whose disability or accommodation prevents serving the child a meal.

An information booklet on what you need to know about food allergies and allergic reactions can be found on USDA's Web page at <http://origin.www.fns.usda.gov/fns/safety/pdf/FoodAllergyBook.pdf>

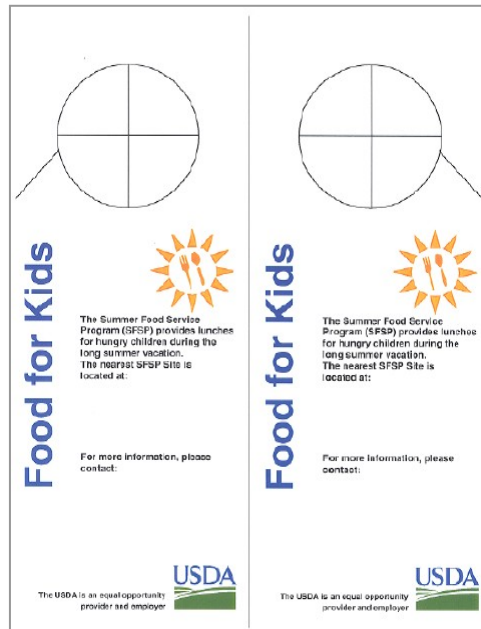
Faith-Based and Non-Faith Based Organizations

- Faith-based organizations can use their facilities to provide meals/snacks without removing religious art, icons, scriptures or other religious symbols.
- Non-faith-based programs run by *religious organizations* cannot include prayer before meal/snack. Religious practices are allowed if they occur at a different location or time and participation must be voluntary.

Reaching Out to the Community

To promote SFSP sites, the following outreach examples meet USDA requirements:

- Local media
 - Television
 - Radio
 - Web sites
 - Newspaper
- Door hangers/Flyers



- Banners

Poster Requirements

- Agencies must prominently display the USDA nondiscrimination poster “And Justice for All.”
- The mandated poster size is 11 inches in width by 17 inches in height.
- The poster must be displayed where meals/snacks are served or any location where parents and the public can read it.

Posters are available from the Food and Nutrition Division
Please call 702-668-4585 to request posters.

NOTE: The 8½ inches in width by 11 inches in height posters are no longer acceptable.

Resources

The USDA SFSP Summer Meal Toolkit is a great resource for outreach materials including: posters, PSAs, media releases, etc. <http://www.fns.usda.gov/outreach/getinvolved/toolkits.htm>

Program Staff

Your summer food staff at the Department of Agriculture, Food and Nutrition Division is the best resource for questions you may have about SFSP requirements.

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