Successful Strategies in the Virginia Child and Adult Care Food Program (CACFP)

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Cultivating the CACFP in Virginia

Identify Program Goals

Establish Priorities

Develop the Strategies
Program Expansion Goals

1. **20% Growth (Meals Served)**
   - *FY18: >28M; FY19: 5.6M*

2. **18 Month Timeframe**
   - *January 2019 – July 2020*

3. **Cross-Agency Data Sharing**
   - *VA Dept. of Health and VA Dept. of Social Services*

4. **Focused Outreach for Early Childhood Education**
   - *VA Early Childhood Foundation*
Program Expansion Priorities

1. Extend Program Eligibility to Centers and Homes Receiving Subsidy Funding

Diagram:
- **State Agency**
  - Approves sponsors to add new subset of participants as sites
  - Provides site training, technical assistance & monitoring

- **Spouses**
  - Unlicensed/Unregistered Subsidy Providers (307)
  - Religious Exempt Centers Receiving Subsidy (875)
  - Unlicensed/Unregistered Providers & Religious Exempt Centers Non-subsidy
Program Expansion Priorities

2. Develop and Integrate Consistent CACFP Messaging Across Public and Private Sectors
   • Virginia CACFP Logo
   • Program Promotion w/in Service Systems via Partner Engagement

3. Raise Program Awareness and Educate Stakeholders During National CACFP Week
   • March 17-23, 2019
   • Sponsor Engagement and Incentives
Program Expansion Priorities

4. Support Early Childhood Education in the CACFP
   • Smart Beginnings Exploring Local Level Pilots Across the Commonwealth
   • Focused CACFP Training Sessions for Early Childhood Education Providers

5. The Virginia Departments of Health and Social Services Alignment of Data and Communications Processes
   • Increase Efficiency of Application Process
   • Reduce Duplication of Data and Increase Staff Efficiency
#1: Branding the Virginia CACFP
#2: The CACFP Strategic Plan: At-A-Glance

- The Virginia CACFP Mission, Values and Vision

- Our Commitment: The Portrait of a CACFP
  Best Practice:

  - Deliver Programs with Purpose
  - Expand Access Across Virginia
  - Promote an Exceptional Culture for Partners and Staff
  - Drive Operational Excellence, Innovation and Stewardship
#3: CACFP Expansion Through Cross-Agency Collaboration
Cultivating Partnerships & Promoting Program Awareness

...Are the *Key Ingredients for Implementing Successful CACFP Strategies*!
QUESTIONS?

Thank you!