

Executive Summary

The SchoolFood Plus Initiative is a collaborative, multi-agency effort to improve the eating habits, health and academic performance of New York City public schoolchildren while strengthening the New York State agricultural economy through the procurement of local, regional produce. The Initiative is based on the principle that a multi-tiered effort of government, school, and community involvement is the most effective way to enhance the school food and physical activity environment. Funded by the W.K. Kellogg Foundation, SchoolFood Plus is being led by FoodChange and includes four additional primary partners: the Office of SchoolFood (OSF) at the NYC Department of Education, the NYC Department of Health and Mental Hygiene (DOHMH), the NYS Department of Agriculture and Markets, and Teachers College at Columbia University.

The roots of SchoolFood Plus can be traced to the election of Mayor Michael Bloomberg in 2002 and his Children First Initiative, an effort to bring fundamental reform to the NYC school system and a cornerstone of his mayoral agenda. In regards to school meals, the Department of Education was seeking to eliminate the near \$70 million in cost overrun that represented the difference between OSF expenditures and income that came from federal subsidy via the National School Meals program, some state contributions, and revenues from the student paid portion of reduced meals and full priced meals. New leadership at OSF brought an interest in partnerships and input from advocates and food professionals in New York. FoodChange (then called the Community Food Resource Center) was one of the organizations that provided its input and expertise to OSF.

In July 2003, the W.K. Kellogg Foundation awarded FoodChange a planning grant to develop the conceptual basis for the SchoolFood Plus Initiative and to begin laying the groundwork with partnering organizations. In June 2004, FoodChange received additional funding from the Kellogg Foundation to begin implementation of the SchoolFood Plus Initiative over a three year period, with the pilot year commencing in the fall semester 2004 and two full implementation years beginning in September 2005. Funds from the grant are primarily supporting staff lines and programming at OSF, FoodChange, DOHMH and other organizations as needed to further the work of SchoolFood Plus, as well as the evaluation.

In December 2004, Market Ventures, Inc., in partnership with Karp Resources and the Center for Health & Public Service Research at New York University, was retained by FoodChange to evaluate the SchoolFood Plus Initiative. This Interim Report comes at the conclusion of the second phase of the evaluation, which ran from February to August 2005.

In the fall of 2004, the primary partners developed a logic model as a tool to identify concisely the players, activities, goals, and projected outcomes of SchoolFood Plus over the course of SY 04-05 and SY 05-06. Since that first iteration, the logic model has been updated to reflect changes and progress. The version dated April 2005 expresses the most recent goals, implementation plan and projected outputs, and contains the components evaluated by the evaluation team.

The logic model reflects the three pronged approach toward achieving the dual goals of improving children's health and academic performance while invigorating the state's agricultural economy. These include **institutional change** within the New York City Office of SchoolFood (OSF), **school-based programming**, and **coalition building**. Through this three-legged stool

