

GOING THE DISTANCE IN INNOVATION AWARD

The **Going the Distance in Innovation Award** will be presented to a returning sponsor who used innovative strategies and saw increased participation in their SFSP or SSO program in 2019. Additionally, the nomination should demonstrate how using a strategic plan for growth increased program participation. The award is open to all returning eligible sponsors.

To apply for this award, please submit:

- An electronic [Summer Nutrition Award Intent Form](#) by **August 30**.
- A **PowerPoint presentation**, 3-5 slides, no more than 40 words per slide plus notes as needed. The presentation should explain how using marketing and other innovative strategies increased participation in your program in 2018. Innovative concepts could include but are not limited to mobile feeding, use of social media, innovative partnerships, and adding new sites in rural or underserved areas.
- A written explanation of your **strategic plan for growth** in 2019. See the rubric for an outline of key topics that should be addressed in your strategic plan.
- **Bonus: Supporting Documentation.** Supporting documentation could include but is not limited to news clips about your program, photos, testimonials, outreach and promotion materials, community statements, State Agency feedback, special events, activities at meal sites, etc.

See the rubric on the next page for the distribution of points and additional guidance in preparing your materials for submission. Note: NCDPI will calculate your change in participation based on claims data from 2018 and 2019.

For submission to any of the 2019 Summer Nutrition Champion Awards, please send the presentation and all attachments in ONE email to SummerNutritionProgram@dpi.nc.gov with the title **"2019 Summer Nutrition Champion Awards – Your Sponsor/Stakeholder Name"** in the subject line of the email. Label the documents and/or attachments with the title of the award you are entering and your sponsor/stakeholder title, **Ex. "Going the Distance Award – Banana County Schools"**.

All nominations should be submitted no later than Friday, September 13th by 5 PM.

Awardees might be asked to make a short presentation at the SummerPalooza! within or outside their geographic area. Further information regarding the presentation content will be provided to award-ees. The Summer Nutrition Champion nominees will be judged by an independent party outside of the NCDPI School Nutrition Staff.

For questions, please email mccamy.holloway@dpi.nc.gov.

Thank you and good luck!



Going the Distance in Innovation Rubric

Presentation Components (up to 6 points)	0 points (Sponsor does not describe this topic)	1 point (Sponsor provides moderate explanation)	2 points (Sponsor provides detailed explanation and provides multiple examples)	Total Points
Innovative Concepts				
Marketing Strategies				
Connection to Growth				

Strategic Plan (up to 4 points)	1 point	1 point	1 point	1 point	Total Points
Refer to sponsor's Strategic Plan	Identified a clear goal/vision for growth in 2019	Identified key tasks, activities, or strategies	Assigned tasks and due dates to team members	Documented results or completion of tasks	

Change in Participation from 2018 to 2019 (up to 4 points)	0 points	1 point	2 points	3 points	4 points	Total Points
	Less than 5% growth	6 – 15% growth	16 – 25% growth	26 – 35% growth	36% growth or higher	
NCDPI will provide this information						

Bonus: Supporting Documentation	0 points	1 point	2 points
	Sponsor does not provide any relevant supporting documentation	Sponsor provides one form of relevant supporting document	Sponsor provides two or more forms of relevant supporting documentation

Total points from Presentation, Strategic Plan, Change in Participation, and Supporting Documentation:	out of 14
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