

Ending Childhood Hunger by 2015



Re-Focusing Our Resources As Solutions - 2009 USDA SERO Listening Session

September 28, 2009

Dear Stakeholder:

As Regional Administrator for the United States Department of Agriculture's (USDA) Food and Nutrition Service (FNS) in the Southeast Region, I would like to invite you to join me in a unique opportunity from President Obama's Administration and USDA Secretary Tom Vilsack to ***End Childhood Hunger by 2015***. Neither FNS nor any one group or organization can achieve this goal on its own. Therefore, I ask for your help to identify innovative steps that FNS can employ towards meeting this challenge.

I have invited representatives from State agencies, local program offices, professional organizations, industry and advocacy groups, program participants, as well as their families, and other interested parties located within the Southeast Region to attend a listening session via Webinar. Using the Webinar will allow individuals or groups to link in via the Internet and through a conference line to listen in or to make comments and recommendations during the session. The event will be held on Wednesday, October 28, 2009, from 1:00 p.m. to 2:30 p.m. EDT. During this session, representatives from FNS Regional and National Offices will listen to comments and recommendations for the initiative from program cooperators, participants, and partners at the Federal, State, and local levels.

All comments and recommendations will be considered as our agency creates comprehensive work plans to end childhood hunger by 2015. We have developed five broad categories as guidance:

1. New programs that can fill existing gaps and/or extensive policy changes to existing programs.
2. Ways to maximize our current programs under their current authority.
3. Strategies that can help us market our programs to the public as well as raise awareness about the problem of childhood hunger.

4. Strategies to help us engage partners and other stakeholder groups in the process of ending childhood hunger.
5. Areas where new research efforts would help us achieve this goal. For example, what information might we need to collect or need to analyze.

If you are interested in making a three minute presentation during the session, please register for the webinar (see the weblink below) and submit your comments in writing by October 9, 2009, to: SEROlisteningsession@fns.usda.gov. You will receive notification by October 14, 2009, if you are placed on the agenda.

Should you wish to send written comments, you may submit them one of the following ways:

Fax: (404) 527-4514 or 4518

-Or-

E-mail: ECH2015@fns.usda.gov

For additional information on this Webinar, please call (404) 562-7102.

I hope that you or your representative will be able to join us on October 28th. To register for the webinar please go to the following site: <http://www.fns.usda.gov/fns/ech/default.htm>

If you are unable to listen in during the Webinar, I encourage you to e-mail or fax comments to our office by November 20, 2009. Thank you for your dedicated effort and the role you play in making a positive difference in the health and nutrition of our Nation.

/Signed/

DONALD E. ARNETTE
Regional Administrator