School’s Out, Food’s In!

Reaching Hard to Reach Communities: Leveraging Innovation and Partnership

April 13, 2022
Today’s Agenda

Welcome and introductions
- Valeria Hawkins, Senior Program Manager, Center for Best Practices, Share Our Strength
- Ceara Chirovsky, St. Mary’s Food Bank (AZ)
- Constance Moore, YMCA of Memphis and the Mid-South (TN)
- Lynsi Barnhill, Paducah Public Schools (KY)

What Does “Hard to Reach” Mean?

Strategies

Audience Q&A

Additional Resources
No Kid Hungry is a campaign of Share Our Strength. We are committed to ending childhood hunger in the United States by helping launch and improve programs that give kids the food they need to thrive.
No Kid Hungry’s Center for Best Practices provides information, tools, and resources designed to end childhood hunger.

bestpractices.nokidhungry.org
THANK YOU!
Valeria Hawkins
Senior Program Manager,
Center for Best Practices
Share Our Strength
Who are the “hard-to-reach”?

Often describes the section of the community, individuals or families:

- That are deemed as difficult to involve in the participation of the community and public programs
- Also describes those that are overlooked by service providers and programs
- Those that are resistant to services
- Those that do not know how to access or use the services being offered
Lessons Learn:
10 key ingredients to engage rural and hard-to-reach

1. **Build trust** - show that you’re listening by inviting people, traditionally hard-to-reach, to be involved in surveys, focus groups and home visits.

2. **Seek representation** - Use your equity lens- look to build the diverse background and mindsets on key committees - not just with engagement but also at the point decisions are made.

3. **Engage respected community stakeholders** - especially nontraditional partnership (make sure your trusted partner is also trusted in the targeted community)

4. **Get to know the groups/community** - take the time to understand the key dynamics of groups and shift your approach according to this insight.

5. **Go beyond digital engagement** - consider the digital divide and what this means for your targeted communities or families.
Continued - Lessons Learn:

10 key ingredients to engage rural and hard-to-reach

6. Be mobile - Go to the community/where the families are

7. Promote and deliver services in a non-stigmatizing and non-threatening way

8. Employ strategies that empower families

9. Get uncomfortable - change your norm

10. Have the right staff (diverse, flexible, and reflects the make-up of the local community)
Instead of thinking outside the box, get rid of the box.

~ Deepak Chopra ~
“Nobody cares how much you know and until they know how much you care”

— Theodore Roosevelt
THANK YOU

Valeria Hawkins
Senior Program Manager
vhawkins@strength.org
Ceara Chirovsky
St. Mary’s Food Bank, Arizona
“Freeze & Thaw”
Kids Meals Model

Ceara Chirovsky, Northern Arizona Program Manager
SMFBA Service Area

- One of the largest Food Banks in the country Service area:
  - 81,000 square miles
  - 9 of 15 counties in Arizona
- 2020 Year in Review:
  - 816 Agency partners
  - Over 115 million pounds of food distributed
SMFBA Child Nutrition Programs 2020 Overview

- **Weekend Backpack Program**
  - 167,723 backpacks distributed
  - Approximately 80 local partners
  - Over 50 rural partners outside of Maricopa County

- **Kids Café Operating Summer Food Service Program (SFSP) and AtRisk Supper Meals:**
  - 1,297,720 meals served
  - 281 afterschool and summer sites
“Hard to Reach” Communities

- Communities with primitive roads
- Communities with no roads to access
- Children riding bus 2 hours each way to school
- Limited or no infrastructure (running water/electricity)
- Food deserts, large areas with no groceries stores
Freeze and Thaw Model

- Daily meal access for children in hard to reach communities
- All components provided in bulk, including bag
- Site assembles meals based off menu
## Freeze and Thaw Menu

### Week A

<table>
<thead>
<tr>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat / Sun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bean &amp; Cheese Burrito (5.2 oz)</td>
<td>Sunbutter Crustless Sandwich - Grape (2.8 oz)</td>
<td>Turkey-ham &amp; Cheese Sandwich (4.5 oz)</td>
<td>Cheeseburger Slider</td>
<td>Turkey-ham &amp; Cheese on a Hawaiian Bun (3.1 oz)</td>
<td>Turkey-ham &amp; Cheese on a Hawaiian Bun (3.1 oz)</td>
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<tr>
<td>Salsa Dipping Cup (3 oz)</td>
<td>Mozzarella String Cheese (1 oz.)</td>
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<td>Sunflower Seeds (1 oz.)</td>
<td>Sunflower Seeds (1 oz.)</td>
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<tr>
<td>Vegetable Cup (4 oz)</td>
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<tr>
<td>Applesauce Cup (4.5 oz)</td>
<td>Fruit Cup (4 oz)</td>
<td>Fruit Cup (4 oz)</td>
<td>Fruit Cup (4 oz)</td>
<td>Fruit Cup (4 oz)</td>
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<tr>
<td>Fat-Free - Shelf Stable - Chocolate Milk (0.5 pt)</td>
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</tr>
</thead>
<tbody>
<tr>
<td>Oven Roasted Turkey &amp; Cheese Sandwich (4.5 oz)</td>
<td>Chili Cheese Dog, (Chicken Frank, American Cheese &amp; Chili Sauce) in Whole Grain Bun (4.5 oz)</td>
<td>Chicken Patty on Whole Grain Bun (4.1 oz)</td>
<td>Sub-Sandwich: Turkey-ham &amp; Cheese on a Hoagie Bun (4.4 oz)</td>
<td>Whole Grain Breaded Chicken Patty on Whole Grain Mini-Waffle (4.4 oz)</td>
<td>Whole Grain Breaded Chicken Patty on Whole Grain Mini-Waffle (4.4 oz)</td>
</tr>
<tr>
<td>Vegetable Cup (4 oz)</td>
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<td>Mayo/Mustard</td>
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Delivery

- Monthly or twice monthly supply of bulk food (palletized)
- Pallets built based off of monthly estimates for meals served

Managing Inventory

- Complete a daily log (provided by SMFBA) to track the number of meals distributed
- Two weeks prior to scheduled delivery, submit an inventory log to plan next order
Equipment Needed at Site

- Dry storage
- Loaner refrigerator and freezers (as needed)
Distribution Sites

SUMMERTIME MEALS

Kids & Teens EAT FREE! All Summer Long!
Eat at ANY Location!
Meals & Activities for ages 1-18
No Proof of Residency or Income Required!

Look for fun events on Facebook at “Grand Canyon Food Pantry”

JOIN US FOR LUNCH AT ONE OF OUR 2 LOCATIONS!

1. GRAND CANYON VILLAGE
   Mohave Street
   Grand Canyon Village, AZ 86023
   M-F: 11:30 am - 7:00 pm

2. TUSAYAN
   J.J. Long Memorial Complex
   20 Long Horn Loop
   Grand Canyon Village, AZ 86023
   M-F: 11:30 am - 7:00 pm

Special thanks to Grand Canyon Recreation Center, Katie Learning Center, Town of Tusayan, Grand Canyon Unified School District, and Soil Development USA for supporting the Summer Cafe with staff and resources.
Additional Benefits

- Less waste - real time number adjustments
- Summer Backpack Distribution sites
- Highly adaptable - Bus Distributions
Thank you!

Ceara Chirovsky
480-510-8996
cschirovsky@stmarysfoodbank.org
Constance Moore
YMCA of Memphis and the Mid-South, Tennessee
BENEFIT MESSAGE
REACHING HARD TO REACH COMMUNITIES
NKH WEBINAR
April 13, 2022
REACHING HARD TO REACH COMMUNITIES

Focus on Areas with No Programming

• Housing Authorities

• Local Apartment Complexes
REACHING HARD TO REACH COMMUNITIES

Focus on Neighboring Authorities

- Police Departments
- Fire Stations
REACHING HARD TO REACH COMMUNITIES

Focus on Where Children May Go

- Community Centers
- Libraries
Y ON THE FLY
THANK YOU

Constance Moore
YMCA OF MEMPHIS & THE MIDSOUTH
901 766 7677
constance.moore@ymcamemphis.org
Lynsi Barnhill
Paducah Public Schools,
Kentucky
New Resource!

Communicating with Parents and Families About Changes to Summer Meals 2022 Operations

Available at: bestpractices.nokidhungry.org

Click “Latest Resources” on the orange navigation bar!
New Resource!

SFSP & SSO Requirements - Comparison Chart of Usual vs. COVID-19 Waiver Operations

Available at: bestpractices.nokidhungry.org

Click “Latest Resources” on the orange navigation bar!
Additional Resources

**Staffing Up: Strategies for Working Through Labor Shortages and Challenges** (resource)

**Tips for Staffing Summer Meals Programs** (resource)

**Tips for Navigating Supply Chain Disruptions** (resource)

**Materials for Communicating with Your School Community** (sample language in English and Spanish)

**Rural Communities Leading the Way: Introducing Local Foods to Meal Service** (resource)

From SNA: **Supply Chain Resources** (website)
From USDA: **Planning for a Dynamic School Environment** (website)
School’s Out, Food’s In!
*Summer Webinar Series*

**March 30 @3pm EST** – Planning for Summer Meals: Strategies to navigate no-waiver operations

**April 13 @1pm EST** – Reaching Hard to Reach Communities: Leveraging Innovation and Partnership

**May** – Promoting Your Summer Meals Program: Strategies and Tips to Promote Your Summer Meals Program

**June** – Evaluating and Incorporating Feedback into Your Summer Meals Programs: Tips and Promising Practices

**July** – Thinking 365: Transitioning Your Summer Meals Program to an Afterschool Program through CACFP At-risk
School’s Out, Food’s In!

Summer Webinar Series

April 26 @3pm EST

Summer Meals 101: Back to Basics & USDA Update

Register Today!
Stay in Touch!

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www.bestpractices.nokidhungry.org/subscribe

Visit the CBP website:

www.bestpractices.nokidhungry.org
THANK YOU

Paige Pokorney, MPH
Program Manager,
Center for Best Practices
ppokorney@strength.org