



COLLABORATIVE PLANNING

ENGAGING KEY STAKEHOLDERS

Summer collaborators will play many roles. They will help you understand the breadth and depth of work happening in the summer; bring different perspectives to the planning process; increase the credibility and reach of the collaborative; and carry out elements of a shared plan.

KEY PLAYERS TO INCLUDE IN THE PLANNING PROCESS

State Government: The state agency or agencies that oversee the summer meal programs are critical to include. There may be additional state agencies serving children or low-income populations with perspective or resources to share. Specifically, those overseeing SNAP, WIC, Housing and Urban Development and USDA's Rural Development.

Sponsors: While not all sponsors may be interested to participate, it would be great to engage large sponsors or sponsors that have capacity to grow.

Local Government: Local governments are both potential sponsors and champions for prioritizing summer meals in their jurisdiction. Consider engaging the office of the mayor, libraries, departments of recreation and parks, local departments of health, county extension offices, and more.

School Districts: Schools are critical for expanding summer meals. They can serve as sponsors or sites and promote summer meal sites to students and their families.

Nonprofit Organizations: Groups that focus on serving low-income children (such as the YMCA or Boys & Girls Clubs) or providing food (such as food banks, food pantries, Meals on Wheels or soup kitchens) may be sponsors or have a perspective on the needs and opportunities in their communities.

Faith Community: Faith-based organizations can help promote summer meals to families in need, provide volunteers, or serve as sites.

Connected Nonprofit Organizations: There may be nonprofit organizations or existing collaboratives with community goals that overlap with yours. Locally, you may look to a United Way or a lead organization for the Grade Level Reading Campaign. For statewide planning, consider reaching out to the organization that manages the Kids Count Data Center or the No Kid Hungry campaign.

USDA National & Regional Offices: USDA staff have a strong understanding of what is possible in program delivery and what strategies are working in other states.

National Anti-Hunger Organizations: Groups like No Kid Hungry, FRAC, and Feeding America may be able to help by providing a national overview of best practices, helping you make new connections, and potentially attending a meeting.

SHARE OUR STRENGTH'S NO KID HUNGRY CAMPAIGN

In the world's wealthiest nation, no child should grow up hungry. Over the course of a year, however, more than 11 million children in America cannot count on having enough nutritious food. That's one in seven kids in America today who live in families impacted by hunger.

The No Kid Hungry Campaign® catalyzes innovative coalitions among governors, mayors, businesses, chefs, teachers and community leaders across the country to connect families at risk of hunger with the programs that can help them.

Combining access with education, we also teach families how to cook healthy, affordable meals through our Cooking Matters® program.

Together, we are making No Kid Hungry a reality in America. Learn more at www.nokidhungry.org/.

ADDITIONAL COMMUNITY RESOURCES

Within your community, there may be other individuals or organizations that can add value to the collaboration. To identify these stakeholders, ask yourself the following questions:

- Who knows what is happening with kids and families in the community?
- Who has resources to put toward summer meals in the community?
- Who needs to be involved for the community to see this plan as legitimate?
- Who can open new doors or un-stick doors that you haven't been able to open?

SUMMER PLANNING IN ACTION

VIRGINIA NO KID HUNGRY

In 2014, the Virginia Department of Health, Department of Education, Mid-Atlantic Regional Office of the USDA, and Virginia No Kid Hungry convened to start their second year of summer collaborative planning as part of the State Targeted Assistance program. After hearing about successes in other states, the Virginia team reached out to the Virginia Library Association to join the planning collaborative. As a result of their participation, eight new libraries began serving summer meals in 2014: that number has now increased to more than 60 locations.

MICHIGAN NO KID HUNGRY

Since 2012, the Detroit Chapter of Michigan No Kid Hungry has convened local stakeholders to identify common goals, share successful and challenging strategies, and plan for site locations and expansion. One focus of the collaborative is developing relationships among sponsoring organizations, allowing them to come together to discuss shared nutritional expectations for vended meals at sites. As a result, vendors in the region have improved the nutritional quality of the food, an impact that no single sponsor could have had on their own.