

Expanding Summer Meals: Setting Actionable Goals for Your Program and How to Get There in 2025

The Future

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Example: Summer meals are easily accessible to all 3,000 students in Washington County and a reliable, consistent resource available to families.

The Near-Term

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Example: We will expand the reach of our summer meals program in 2025 by adding at least 2 sites at housing complexes and optimizing marketing and menus to meet the need/preferences of all people in Washington County.

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The Key Changes that Need to Happen To Get You There

What changes do you need to make before Summer 2025? What audiences do you need to engage to make your goals a reality and program a success?

Audience

Key Shift/Change

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What changes do you need to make before Summer 2025? What audiences do you need to engage to make your goals a reality (and program a success)?

Example:

Native Spanish-speaking

households

Audience

Housing complex staff/

Community partners

Audience

School nutrition staff

Audience

Translate outreach materials.

Advertise/promote program

in Spanish language media.

Key Shift/Change

Add meal site in complex.

Train/educate staff. Provide

marketing materials.

Key Shift/Change

Diversify menu. Add culturally-

Inclusive items. Include taste

tests in summer meals kick-off.

Key Shift/Change