



School's Out, Food's In!

**Reaching Hard to
Reach Communities:
Leveraging Innovation
and Partnership**

April 13, 2022





HOUSEKEEPING





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.





center for BEST
PRACTICES

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 -

”

OkDay.com



**“Nobody cares how much
you know and until they
know how much you care”**

— Theodore Roosevelt



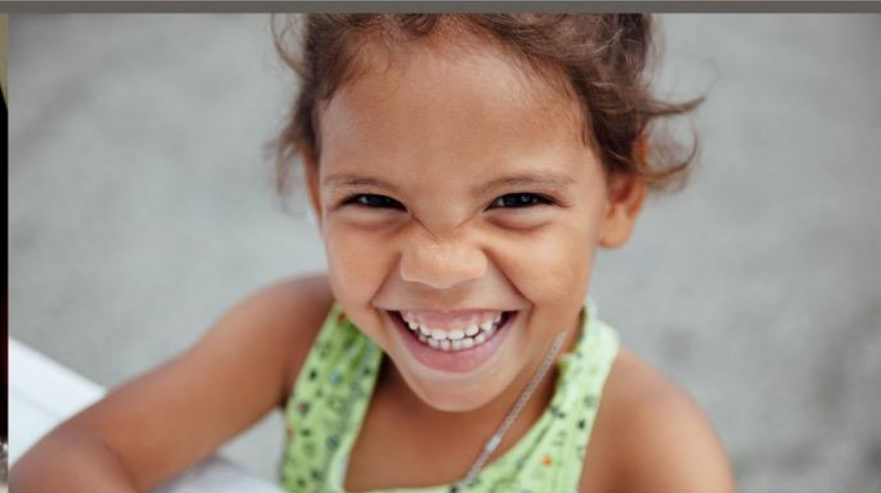


THANK YOU

Valeria Hawkins

Senior Program Manager

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Ceara Chirovsky
St. Mary's Food Bank, Arizona



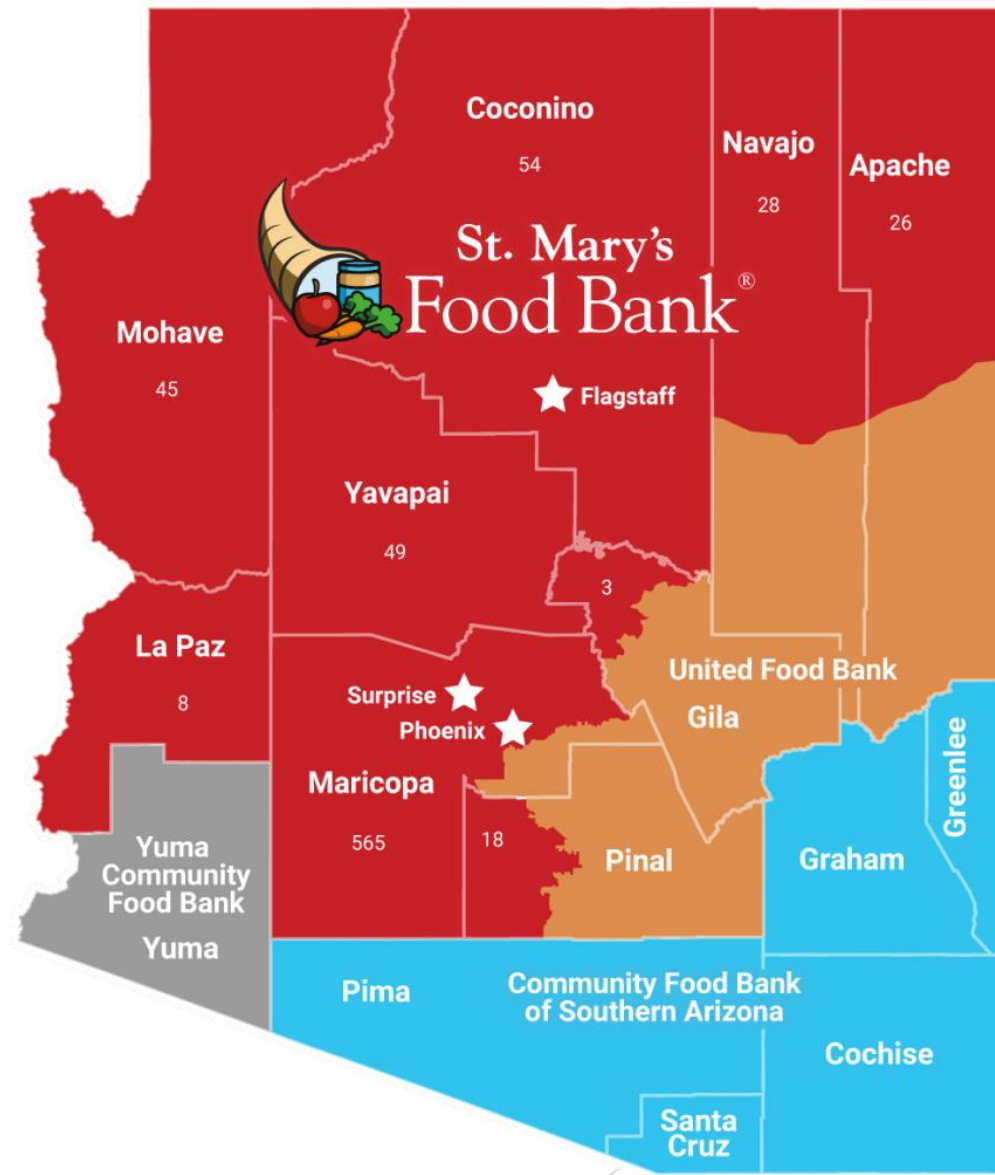


“Freeze & Thaw” Kids Meals Model

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



Kids Café



Backpack Program

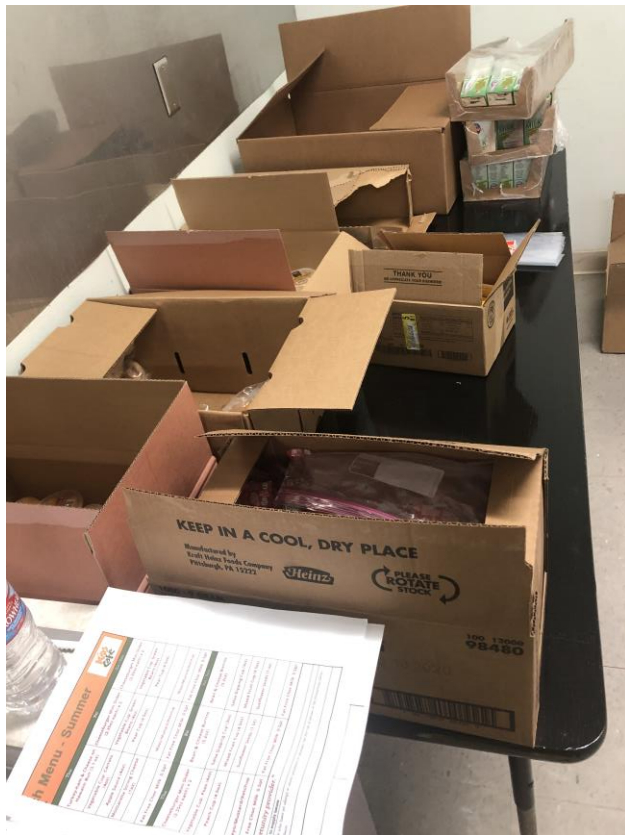
“Hard to Reach” Communities

- ▶ 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



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!

GRAND CANYON
TUSAYAN • VALLE

▶ Look for fun events on Facebook at "Grand Canyon Food Pantry" ◀

JOIN US FOR LUNCH AT ONE OF OUR 2 LOCATIONS!

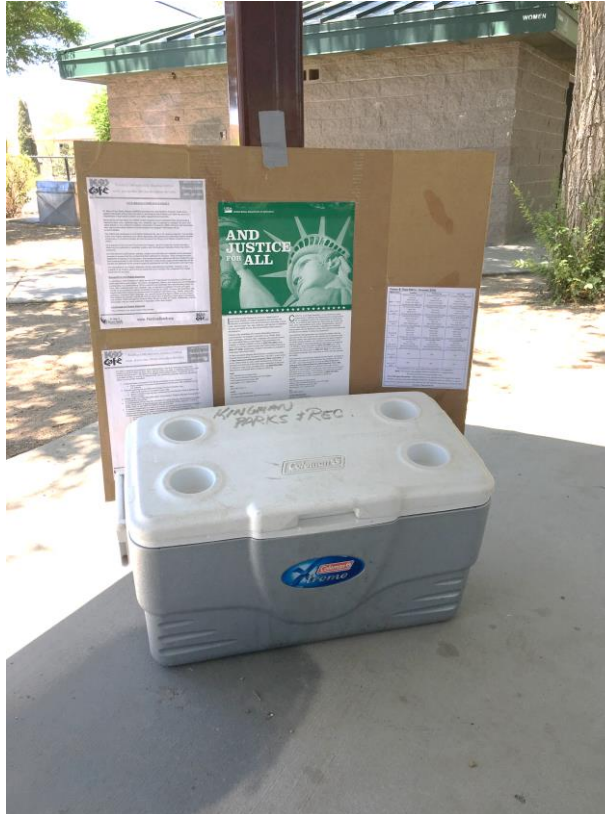
1

GRAND CANYON VILLAGE
GRAND CANYON RECREATION CENTER
2 Mohave Street
Grand Canyon Village, AZ 86023
5/28-8/2 • M-F • 11:30 am-1:30pm



2

TUSAYAN
TUSAYAN - GCSD SPORTS COMPLEX
330 Long Jim Loop
Grand Canyon Village, AZ 86023
6/3-7/31 • M-F • 11:30am-12:30pm



Special thanks to Grand Canyon Recreation Center, Kiabab Learning Center, Town of Tusayan, Grand Canyon Unified School District, and Stilo Development USA for supporting the Summer Cafe with staff and storage space.

Additional Benefits

- ▶ Less waste- real time number adjustments
- ▶ Summer Backpack Distribution sites
- ▶ Highly adaptable- Bus Distributions



Thank you!

Ceara Chirovsky

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Constance Moore

YMCA of Memphis and the Mid-South, Tennessee





FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

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

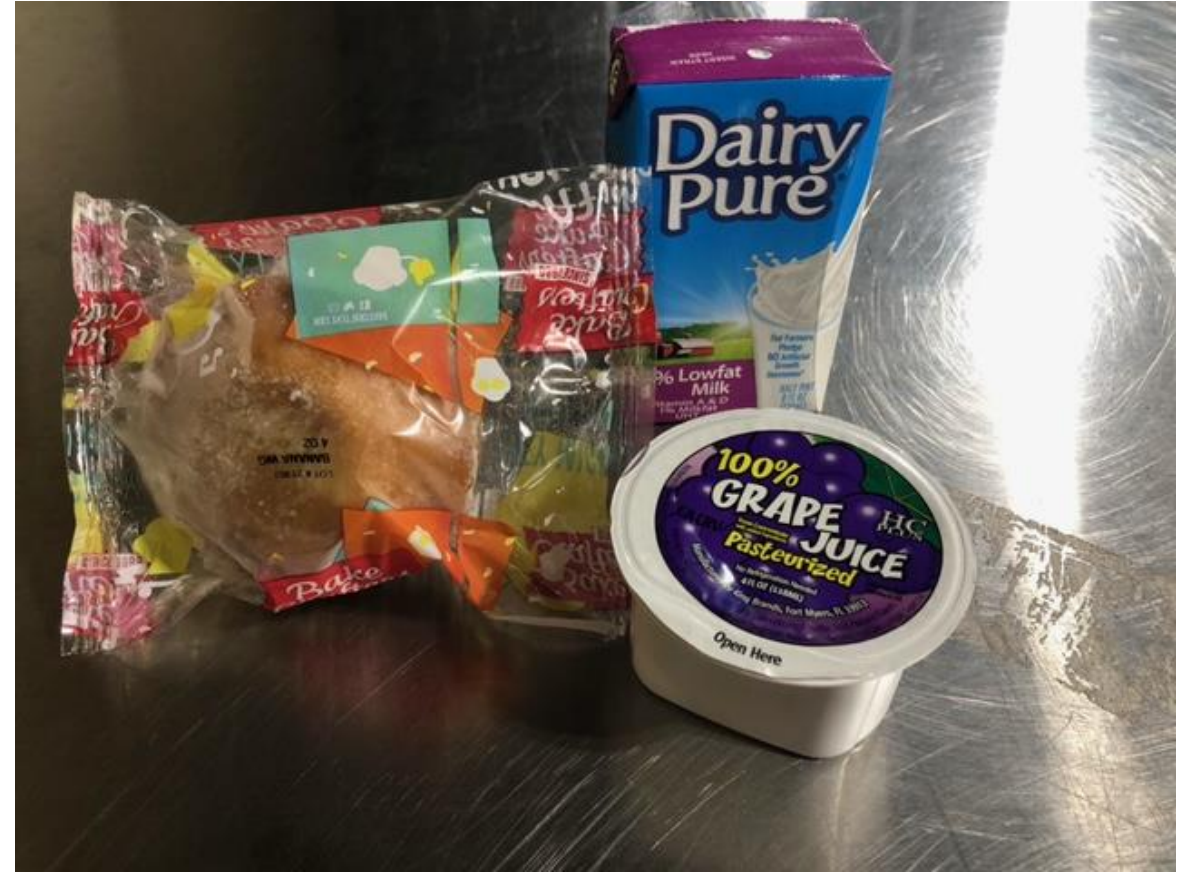
- Police Departments
- Fire Stations



REACHING HARD TO REACH COMMUNITIES

Focus on Where Children May Go

- Community Centers
- Libraries



Y ON THE FLY





THANK YOU

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Lynsi Barnhill

Paducah Public Schools,
Kentucky





Q&A

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!



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

This toolkit was created to help you communicate to families about changes to your summer meals program. It includes two sections of customizable content - one for [providers changing \(but still operating\)](#) a summer meals program and one for [providers ceasing summer meals operations](#).

For the most up-to-date information and resources on summer 2022 operations, please visit the [No Kid Hungry Center for Best Practices website](#).

This document features sample language, in both English & [Spanish](#), that you can use as-is or customize to best fit the needs of your school or organization.

Just copy & paste!

For Programs Changing Operations

★ *Tip: If possible, communicate anticipated program changes to families ahead of summer's start. If [mid-summer](#) changes are anticipated, be sure to communicate with families again about program changes. In either case, include updates across multiple communication channels.*

Check your website to ensure that information about your summer meals program is up-to-date and easy for families to find.

- Ideally, this information should be located on the homepage.
- Make sure the information includes details about the times and locations of meals being served; any activities provided; and menus of planned meals.
- Be sure to include contact information so that families can reach out with any questions.

To Include on Posters and Flyers

The summer meals program is a federal program. Due to changes at the federal level, our program will be changing for summer 2022. We are no longer able to offer [\[TYPE OF MEAL - GRAB&GO/DELIVERY/PARENT PICK-UP/MULTI-DAY MEALS\]](#) but will be offering [\[MEAL TYPES\]](#) to kids and teens 18 and under. We are dedicated to still serving children and the community, and we plan to serve

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!

Comparison of Usual Summer Meal Program Provisions vs. Expired Flexibilities Permitted in Response the COVID-19 Pandemic



USDA issued a suite of nationwide waivers in response to the COVID-19 pandemic. **These waivers will not be available for summer 2022 SFSP/SSO operations.** Please follow the link to see the waiver language or review our [nationwide waiver summary chart](#) for the nationwide waivers referenced below. Contact your state agency for more information. This resource was last updated 3/29/2022.

Program	Provision	Usual Program Provisions	Expired COVID-19 Flexibilities
USDA	Waiver Authority	<ul style="list-style-type: none"> Cannot issue nationwide waivers Cannot approve waiver requests that increase federal costs Cannot approve waiver requests related to the meal pattern / nutritional quality 	<ul style="list-style-type: none"> Allowed to issue nationwide waivers Allowed to issue or approve waivers that increase federal costs Allowed to issue waivers from the meal pattern requirements if related to supply chain issues caused by COVID-19
SFSP / SSO	Congregate (Group) Meal Service	Congregate meal service required (children must be served & eat each meal on site in a supervised setting)	<ul style="list-style-type: none"> Non-congregate meal service allowed (waiver COVID-19 #75) Parent meal pick-up on child's behalf was allowed with verification of eligible child (waiver COVID-19 #76)
	Meals Reimbursed	Per child per day, up to: <ul style="list-style-type: none"> Breakfast + lunch/supper OR Any one meal + snack *Different for camps and migrant sites	SAME, except <ul style="list-style-type: none"> Sites permitted to serve meals for multiple days at the same time (within usual per child per day limits)
	Days of Operation	<ul style="list-style-type: none"> Allows for weekend service and service up to seven days per week Allows for service on holidays during summer break or intersession breaks for students attending year-round schools Service during planned school closures or non-school days during the regular school year (like spring break) is not permitted 	<ul style="list-style-type: none"> In Spring 2020 when operators were utilizing SFSP/SSO under the unanticipated school closure provision, service during planned school closures and non-school days was permitted In School Year 2020-2021, serving meals through SFSP/SSO was permitted on any day regardless of school operating status In School Year 2021-2022, schools were permitted to serve meals through SSO on school days and during unanticipated closures. Use of SFSP was limited to unanticipated school closures

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!

Sign up for our newsletter:

www.bestpractices.nokidhungry.org/subscribe

Visit the CBP website:

www.bestpractices.nokidhungry.org



THANK YOU

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