



RURAL CHILD HUNGER SUMMIT

2021

#ruralhunger @nokidhungry



DAILY AGENDA

Day One (March 23, 10:30am–5pm Eastern)

10:30–11:00am: Future Perspectives for USDA and Child Nutrition

Billy Shore, Founder and Executive Chair, Share Our Strength
Tom Vilsack, United States Secretary of Agriculture

The third annual Rural Child Hunger Summit will get started with a keynote address by Secretary of Agriculture Tom Vilsack, who was recently confirmed as Secretary of Agriculture for the Biden Administration, a role he previously held in the Obama Administration. In this address, we'll learn more about the Biden administration's priorities for USDA and Child Nutrition Programs.

Did you know? Billy Shore delivered a keynote address during our inaugural Rural Child Hunger Summit in 2019 in Louisville, KY. [Revisit the three important truths he outlined for our work in rural communities.](#)

11:00–11:20am: Is Food a Gift or a Commodity?

Why it Matters for Policy and Practice

Dr. Norman Wirzba, Gilbert T. Rowe Distinguished Professor of Theology and Senior Fellow at the Kenan Institute for Ethics, Duke University

Many of us have experienced food as a gift and expression of love, perhaps at the family table during holidays or among friends. However, if we look just beyond our own tables, we can begin to grasp complex underlying relationships connecting us to our food – land, water, living things, and each other – as well as the social dynamics at play which determine who has a seat at policy tables where decisions affecting food systems and our social safety net are made. Join us for a brief discussion on reframing our basic understanding of food and attendant implications for child nutrition and public policy.

Share Our Strength is proud to partner with Duke University's World Food Policy Center to bring attendees this session, in addition to a recent report on [Rural Child Hunger and Faith Community Engagement.](#)

11:20–11:25am: Break

11:25am-12:40pm: Lessons Learned from COVID-19: Where Do We Go from Here?

Monica Gonzales, Director, Federal Government Relations,
Share Our Strength

Stacy Dean, Deputy Under Secretary for Food, Nutrition, and Consumer
Services, United States Department of Agriculture

Cheryl Johnson, Director, Child Nutrition and Wellness, Kansas State
Department of Education

Emily Chatelain, Executive Director, Three O'Clock Project

Over the past year, as the COVID-19 pandemic unfolded, many came to recognize the vital role that School Meals, SNAP and Pandemic-EBT played in alleviating food insecurity. At the same time, opportunities exist to improve these programs and address inequities in access, especially among communities of color and isolated rural areas. This session will feature USDA leadership, state agency and community provider perspectives on what worked, what didn't, and how we can do better moving forward.

Did you know? No Kid Hungry's Center for Best Practices has [COVID-19 emergency response resources](#) to help program sponsors, community partners, and advocates provide meals to children in communities affected by the coronavirus.

12:40-12:55pm: Break | A Pinch of This: Flexible Approaches to Feeding Your Family

This video is brought to you by [Cornell Cooperative Extension Warren County](#), in partnership with Share Our Strength's Cooking Matters campaign.

12:55-2:10pm: Community Outreach Promotoras

Paola Babb, Community Engagement and Child Nutrition Manager, Hunger Free Colorado

Maria Judith Alvarez, Community Engagement Coordinator, S.A.N.A. Safe and Abundant Nutrition Alliance

Carolina Guzman, Neighborhood Navigator, Eagle County Community Navigators

Melina Valsecia-Monreal, Executive Director, Eagle Valley Community Foundation, MIRA (Mobile Intercultural Resource Alliance) Bus Project

It is important to build trust in the community in order to be able to effectively share resources and motivate the community to access programs and services. Hunger Free Colorado is committed to empowering the community by providing the tools necessary to successfully implement outreach for Child Nutrition programs in a participant-centered way. This session will feature a presentation about a statewide promotora outreach campaign in the summer of 2020 to promote Pandemic-P-EBT and other Child Nutrition programs to immigrant families, utilizing promotoras and other trusted community leaders. A panel of some of these leaders will speak to the success of their work. Participants will learn how to empower their partners and community to help promote Child Nutrition programs and will learn about effective strategies and toolkits that will help increase the comfort families have in participating in these programs.

2:10-2:20pm: Break

2:20–2:55pm: Spotlight on the Promises and Pitfalls of SNAP Online Grocery Shopping in Rural Communities

Karen Wong, Senior Manager of Research and Evaluation,
Share Our Strength

Dr. Alison Gustafson, Buster Endowed Professor, Dietetics and Human Nutrition, University of Kentucky

Many states have chosen to offer online purchasing to SNAP participants in the past year as the pandemic has put an even greater spotlight on food access. Dr. Alison Gustafson from the University of Kentucky will discuss the current landscape of SNAP online ordering in rural communities. This session will focus on what has been learned so far from SNAP online ordering, barriers to SNAP online purchasing, and opportunities to improve access and purchasing options in rural areas.

Did you know? In 2019, Share Our Strength and Feeding America partnered with a team of researchers from six universities on an in-depth qualitative study to explore what makes it easier or harder for families in rural areas to provide food for their kids. [Here's what we found.](#)

2:55–4:10pm: Planning, Partnerships, and Policy: National and Local Perspectives for Expanding Summer and Afterschool Meals in Rural Communities

Carolyn Wait Vega, Senior Manager, Share Our Strength

Clarissa Hayes, Senior Child Nutrition Policy Analyst, Food Research & Action Center

Haley Kottler, Campaign Director, Kansas Appleseed

Stacey McDaniel, Anti-Hunger Initiatives Specialist, YMCA of the USA

Jeffrey Snyder, CEO, Osage Prairie YMCA

Amy Schumacher, Senior Manager, Programs, Feeding America

Mya Price, Manager, Commodity and Federal Nutrition Programs,
Government Relations at Feeding America

Kathy Prince, Director of Administration & Agency Relations, Second Harvest Food Bank of East Tennessee

The Summer and Afterschool Meal Programs play a critical role in filling the nutrition gap that exists during the summer and afterschool for millions of children in rural communities. This session will highlight various strategies for rural expansion gleaned from three national organizations and network partners, with a look at pre-pandemic participation along with current opportunities.

4:10–4:15pm: Break

Making Recipes Work For You and Your Family

This video is brought to you by the Cooking Matters campaign by Share Our Strength

4:15–5:00pm: Interactive Networking Session

Space is limited! [Click here to sign up.](#)

Day Two (March 24, 10:30am-4:30pm Eastern)

10:30-11:30am: **Inequity in Food Systems: The Impacts of Whiteness and COVID-19 on Food Insecurity**

Briana Webster Campbell, Director, Education and Training,
Share Our Strength

Jen Zuckerman, Director of Strategic Initiatives, Duke University's
World Food Policy Center

Dr. Carolyn Barnes, Assistant Professor, Sanford School of Public Policy,
Duke University

In order to understand food insecurity, we must understand the impact of the social policies and practices that both create and combat the inequities we seek to address. This session will unpack the historic inequity on which the food system in the United States was built and provide an overview of how whiteness continues to dominate food systems policy and practice today. Those issues have become even more clear over the last year, as COVID-19 exacerbated the historic and systemic inequity inherent in our food system. As such, we will explore two federal programs, WIC and SNAP, the impact of COVID-19 on navigating those programs, and provide recommendations for policy, practice, and organizational changes that have the potential to impact rural child hunger.

11:30-11:35am: **Break**

11:35-12:50pm: **Fresh Ideas for Sustainable Programming in Rural Communities**

Chelsea MacCormack, Program Associate, Share Our Strength

Gay Anderson, Child Nutrition Supervisor, Sioux Falls Public Schools

Andrea Kruse, Child Nutrition Director, Brandon Valley School District

Jodi Walker, Founder and Executive Director, Kids At Their Best

Elyse Kovalsky, Senior Manager for Program Innovation,
Share Our Strength

Innovation rarely goes according to plan, and sometimes you can learn more from a surprising outcome than one that's expected. In this session, attendees will hear from panelists working in South Dakota, Colorado, and Virginia who have taken a practical approach to innovation that pairs fresh ideas and community inclusivity with the dollars-and-sense realities of keeping programming afloat.

Did you know? In 2019, Share Our Strength launched a national survey aimed at understanding how stakeholders are testing and implementing new strategies for addressing child hunger. Almost 200 food banks, school districts, local governments, and private companies responded. Find out what we learned in the [Hunger Innovation Report](#).

Resource:

[Brandon Valley Wellness Journal - Spilling the Beans about Living Well](#).

12:50-1:05pm: **Break**

Healthy Tips to Hack Your Snack

This video is brought to you by the Cooking Matters campaign by
Share Our Strength

1:05–2:20pm: Emerging Strategies in Food Access in Health Care Settings

Kelleen Zubick, Health Strategies Director, Share Our Strength

Meghan Chancey, Program Coordinator, Eastern Oregon

Healthy Living Alliance

Carrie Thielen, Community Health Program Manager, Presbyterian
Healthcare Foundation

Brenda Williams, Healthy Food Coordinator, Communities Unlimited

Nonie Woolf, Chair of FAST Blackfeet

Mackenzie Sachs, Registered Dietitian, FAST Blackfeet

Grantees from the **No Kid Hungry Rural Clinical and Community Food Access Innovations Cohort** will discuss community-centered approaches to increase access to healthy food through produce Rx and voucher programs in partnership with referring local health providers. These pilot projects in Mississippi, Montana, New Mexico, and Oregon will serve families with children experiencing food insecurity.

Did you know? Earlier this month, the No Kid Hungry Center for Best Practices established its first “Promising Practices to End Rural Child Hunger” learning cohort to support and glean lessons learned from nine organizations working to end childhood hunger in their rural communities. [Learn more in this blog post.](#)

2:20–2:25pm: Break

2:25–3:00pm: Spotlight on Emergency Meals-to-You: Reimagining Summer Meals in Rural Areas

Cara Cliburn Allen, Research Analyst, Baylor Collaborative on Hunger and Poverty

Andrea Skipor, Program Manager, Baylor Collaborative on Hunger and Poverty

Jordan Laccetti, Vice President of Sales, McLane Global

Shawn Mason, Operations Manager, PepsiCo Food for Good

Margie Saidel, Vice President of Nutrition and Sustainability, Chartwells K12

Emergency Meals-to-You (eMTY) shipped shelf-stable breakfasts and lunches to National School Lunch Program eligible students in rural America during the pandemic. The program served over 38 million meals to 270,000 children. This panel will highlight how eMTY expanded access to school meals in rural areas. Session participants will learn about the program, lessons learned from shipping food to families, and how the concept of mailed food could inform future practice.

3:00–3:05pm: Break

3:05–4:20pm: Collaborative Planning and Community Engagement Strategies to Address Rural Child Hunger

Mia Medina, Program Manager, No Kid Hungry Texas

Michelle Troup, Director of Culinary Medicine, FoodShare South Carolina

Evette Tovar-Lugo, Program Manager, No Kid Hungry California

Kathy Holt, Senior Specialist, Collective Impact, Save the Children

While rural families can struggle from a range of resource and infrastructure challenges, they also have a unique strength – strong community ties. Combatting rural hunger requires trust and a whole community approach to develop holistic solutions that suit individual community needs. Join this session to hear how community organizers in South Carolina, southern Appalachia, and California’s Central Valley are working alongside community members to leverage community assets and build public will to end hunger.

*Did you know? At the onset of the COVID-19 pandemic, Save the Children Trustee Jennifer Garner and fellow actor Amy Adams partnered with Save the Children and No Kid Hungry to create **#SAVEWITHSTORIES**. Through this initiative, they offered stories on Instagram and Facebook to provide a little fun, a little education, and a little distraction for kids and parents during a difficult time.*

4:20–4:30pm: Closing Remarks
Courtney Smith, Managing Director, Share Our Strength