

Collaborative Planning: Build Community & Leverage Resources to Strengthen Summer Meals Programming

Tuesday, January 24, 2017
2:00 PM Eastern



BESTPRACTICES.NOKIDHUNGRY.ORG





center for BEST
PRACTICES

Thanks to Our Sponsor:





center for BEST
PRACTICES

Welcome to Our Speakers:

Ellen Eichenbaum, Operations Associate,
No Kid Hungry Virginia

Sue Graff, Director of Community Investments,
United Way of Windham County (Vermont)

Agenda

1. Collaborative Planning: What It Is, Why It's Helpful
 - Key Elements of Successful Collaboration
2. Resource Review: No Kid Hungry's Collaborative Planning Toolkit
3. Collaboration in Action
 - Venues for Collaboration
 - Vermont: An Impact Model of Collaboration
 - Virginia: Regional Sponsor Councils
4. Key Takeaways
5. Q&A

1. Collaborative Planning: What It Is, Why It's Helpful

What It Is:



Why It's Helpful:

- Build and strengthen relationships
- Identify barriers to working together
- Uncover new ideas and opportunities
- Align resources
- Strengthen results

Achieving the benefits of collaboration takes time and commitment, but can ultimately lead to greater outcomes than you could achieve on your own.

1. Collaborative Planning: What It Is, Why It's Helpful

Key Elements of a Successful Collaborative Planning Process:

- People
- Space
- Materials
- Ground Rules
- Purpose
- Agenda
- Process



1. Key Element: People

Focus on the participants. Who is needed to implement a collaborative planning process?

- Right people in the room
 - Move forward in real-time
 - Minimize unexpected opposition
- Key to success: a powerful invitation



1. Key Element: Space

- Sufficient
- Accessible
- Physical Needs
- Seating



1. Key Element: Ground Rules



- Clarify expectations
- Reflect the room
- Ensure buy-in
- Comfortable correction
- Distinguish the meeting

1. Key Element: Purpose

**Why are we meeting?
What is the challenge?**

What is our task?



1. Key Element: Agenda

- If the purpose of your group defines the **destination**, the agenda is part of your **roadmap** to arrive there.
 - Clearly display
 - Confirm buy-in
 - Adjust, as needed
 - Preview, Do, Review



Meet Up and Eat Up Forum

Tuesday, November 29, 2016

Meeting Goals:

- Understand and apply final results from 2016 to existing plans for 2017
- Reaffirm Task Force Mission and Goals
- Establish Task Force Strategies/Tactics
- Identify Next Steps and Commit to Individual Actions

Agenda:

9:00am	Meet Up: Welcome and Introductions XXXXX XXXXX, Director, Office of School Support Services, XXXXXX Department of Education Derrick Lambert, Program Manager, Center for Best Practices, Share our Strength
9:40am	Freshen Up: Where we are starting in 2017 Stephanie Willingham, Consultant Manager, Michigan Department of Education Sara Harmon, Consultant, Michigan Department of Education
10:10am	Catch Up: No Kid Hungry Updates for 2017 Bryan VanDorn, Michigan No Kid Hungry
10:30am	Break
10:40am	Roll Up: National Priorities for 2016 Emily Delehanly, Program Analyst, USDA FNS
11:00am	Learn Up: Vendors and the SFSP Katherine Fuller, Department Manager, Michigan Department of Education
11:30am	Speak Up: Share Stories from 2016 Derrick Lambert, Program Manager, Center for Best Practices, Share our Strength
12:00pm	Eat Up!
1:00pm	Work Up: Establish Task Force Strategies Derrick Lambert, Program Manager, Center for Best Practices, Share our Strength Stephanie Willingham, Consultant Manager, Michigan Department of Education Sara Harmon, Consultant, Michigan Department of Education
2:15pm	Report Up: Discuss Task Force Strategies Derrick Lambert, Program Manager, Center for Best Practices, Share our Strength
3:00pm	Wrap Up: Next Steps Derrick Lambert, Program Manager, Center for Best Practices, Share our Strength
4:00pm	Thanks and Close

1. Key Element: Agenda (Facilitator v. Participant)

Agenda: **Derrick as note-taker/timekeeper during morning session**

- 9:00am **Meet Up: Welcome and Introductions**
 ██████████ Director, Office of School Support Services, XXXXXX Department of Education
Derrick Lambert, Program Manager, Center for Best Practices, Share our Strength
- Opening remarks - MM
 - **Review Goals, Agenda and Ground Rules - DL**
 - Opening Round: Name, organization, and what brought you to the meeting today
- 9:40am **Freshen Up: Where we are starting in 2017**
 ██████████ Consultant Manager, Michigan Department of Education
 ██████████ Consultant, Michigan Department of Education
- Review the qualitative outcomes from January Forum
 - Present new information/analysis from final numbers
 - Present 2017 target areas, increasing schools, rural and tribal area participation
 - Discussion:
 - How does this new information affect our learnings from 2016?
 - What, if anything, seems more or less important than it used to?
 - Reaffirm Task Force Mission: review process so far, reason for Task Force formation, distribute guiding document(s) to attendees

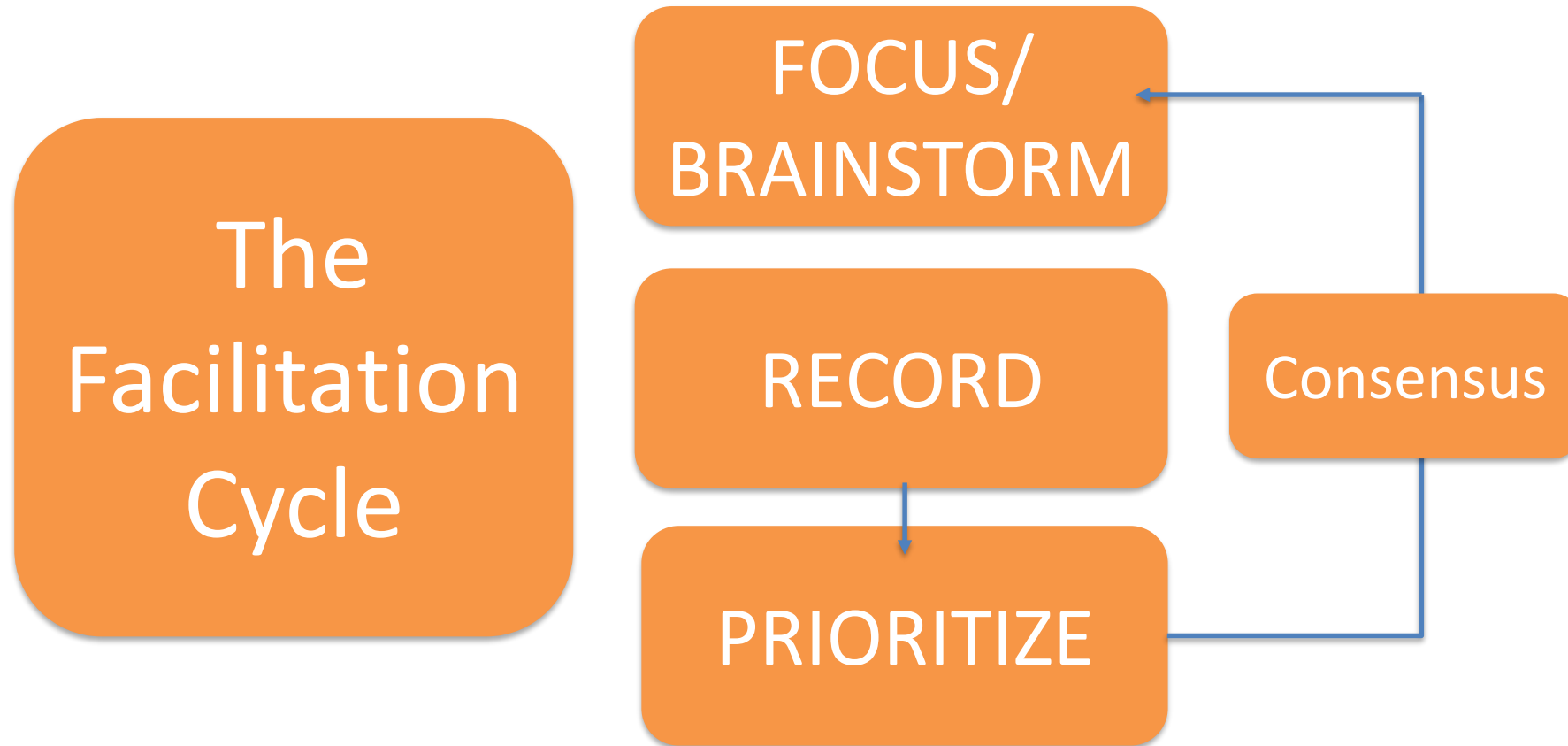
Agenda:

- 9:00am **Meet Up: Welcome and Introductions**
 ██████████ Director, Office of School Support Services, XXXXXX Department of Education
 Derrick Lambert, Program Manager, Center for Best Practices, Share our Strength
- 9:40am **Freshen Up: Where we are starting in 2017**
 ██████████ Consultant Manager, Michigan Department of Education
 ██████████, Consultant, Michigan Department of Education

Participant agenda: lets attendees know where they're going.

Facilitator agenda: supports the meeting leader as he/she orchestrates how the group will get there.

1. Key Element: Process



2. No Kid Hungry's Collaborative Planning Toolkit

- Engaging Key Stakeholders
- Creating & Managing the Plan
- Wrapping Up & Renewing Commitment

No Kid Hungry Summer Collaborative Planning Toolkit

Bringing together the major players in Summer Meals from around your state or community to plan together is an important strategy for growing participation in the program.

Collaborative Planning helps to:

- ▶ Build and strengthen relationships among the many groups serving kids
- ▶ Identify barriers for participation and expansion on the ground
- ▶ Uncover new ideas and opportunities
- ▶ Align resources around the most promising strategies
- ▶ Strengthen results through shared efforts

Achieving the benefits of collaboration take time and commitment, but can ultimately lead to greater outcomes than you could achieve on your own.

About the Resource

This resource is designed to help state agencies and nonprofit organizations, including No Kid Hungry Campaigns, develop a collaborative plan to increase participation in summer meals. It includes helpful tips, sample and template materials to implement a planning process and examples of collaborative summer planning in action.



2. No Kid Hungry's Collaborative Planning Toolkit

Engaging Key Stakeholders

- List of key collaborators
- Questions to help identify unique contributors
- Case study examples
 - Virginia No Kid Hungry
 - Michigan No Kid Hungry

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 the Virginia Library Association to join the planning collaborative. As a result of their participation, eight new libraries serve as meals sites and even more promote programs in their community.

Summer Planning in Action: 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 (learn more in this [case study](#)). 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 on their own.

2. No Kid Hungry's Collaborative Planning Toolkit

Creating & Managing the Plan

- Resources for the overall process
- Resources for pulling together a planning meeting
- Resources to finalize and manage the plan

- Tips for Developing an Effective Summer Plan
- No Kid Hungry Summer Planning Framework

Sample pre-meeting agenda
Sample invitation
Materials checklist
Facilitators guide
Planning Worksheet
Sample agenda

Template plan
Template PowerPoint presentation of plan
Monthly check-in agenda

2. No Kid Hungry's Collaborative Planning Toolkit

Examples:

Pre-Meeting Agenda

Purpose:

- Make sure all meeting leaders agree on the agenda and their assigned participation
- Ensure that all logistical needs are met such as copies, refreshments, parking instructions, etc.
- Provide a space to ask any questions and clarify expectations

Agenda:

- 9:00 Introductions
- 9:05 Review Participants
- Status of RSVPs
 - What additional steps should be taken to invite or remind desired participants?
- 9:15 Walk through agenda
- Review goals
 - Determine who will provide welcome (may be multiple people)
 - Walk through each activity address questions/concerns
 - Determine who will present and/or lead conversations for each section
- 9:35 Check in on logistics
- Review materials list and any additional needs identified in reviewing the agenda
 - Make sure all resources are assigned to a specific person/organization
 - Agree on who will send notes following the meeting and by what date
- 9:45 Adjourn unless there are additional questions

Sample Invitation

Subject: Meeting Invitation: Ending Summer Hunger in our Community

Help end childhood hunger during the summer months

During the summer kids are at a heightened risk of experiencing hunger. More than half of families whose kids eat a subsidized school meal during the school year have a harder time making ends meet during the summer than the school year.

By working together as a community, we can use existing funding to make sure that we reach kids in need with nutritious food. Join PARTNERING ORGANIZATIONS and community leaders from your area to strategize how we can use the Summer Food Service Program to reach kids in need.

What the forum is about

We asking attendees to share their knowledge about the community, ideas for feeding kids, and any resources they have to contribute to the effort.

At the meeting, we will:

- Create a vision for a hunger-free summer in this community
- Identify the challenges and opportunities around summer meals this year
- Brainstorm ways to overcome those challenges and make the most of opportunities
- Start to community-wide plan for increasing the number of kids eating free meals during the summer

Who should attend the forum

We encourage everyone interested in addressing childhood hunger during the summer to join our forum and especially hope to hear from:

- Local leaders from neighborhoods and city or county government
- Representatives from schools in the area, including principals, teachers and nutrition staff
- Leaders from any community organization that works with kids afterschool or during the summertime
- Those who have used the Summer Food Service Program in the past and who want to continue to serve children in the area
- Any parent or community member who wants to learn more or influence how and where we serve meals to low-income kids during the summer

How to Join

- Insert information about time, location, how to RSVP and how to get more information
- Mention that we will serve refreshments

We hope to see you there!

Word versions of many documents may be easily modified for use in your community.

2. No Kid Hungry's Collaborative Planning Toolkit

Wrapping Up & Renewing Commitment

- Hold a summer debrief meeting
- Celebrate successes and capture important feedback
- Retain sponsors, engage stakeholders for continued planning

Resources for debrief meeting:

- ▶ Invitation
- ▶ Facilitators guide
- ▶ Agenda

Summer Planning in Action: No Kid Hungry North Carolina

No Kid Hungry North Carolina partners closely with the North Carolina Department of Public Instruction to provide resources and support to schools increasing participation in federal nutrition programs. The campaign realized that School Nutrition Directors often went unrecognized when they expanded their programs and started attending School Nutrition conferences to publicly thank them in front of their peers. The rewards were small, like No Kid Hungry lapel pins for school lanyards, but meaningful. This investment has contributed to the record 93% of school districts providing summer meals in 2014.

3. Collaboration in Action: Venues for Summer Meals Collaborative Planning

Community Anti-
Hunger
Coalitions

Regional
Sponsor
Councils

Summer Debrief
& Planning
Sessions



center for BEST PRACTICES

Vermont: An Impact Model of Collaboration

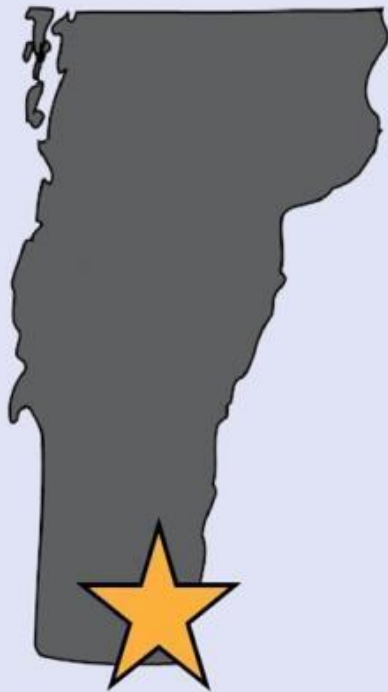
Sue Graff, Director of Community Investments,
United Way of Windham County (Vermont)



Improve lives by mobilizing the caring power of the community

United Way of
Windham County

Creating HOPE



HOPE for Windham County is:

- a countywide initiative that invites everyone to contribute in their own way;
- about making lasting changes in community conditions;
- a process that starts with what we want for Windham County, which then determines how we get there;
- outward facing, engaged with the whole community;
- a long-term proposition that requires ongoing re-evaluation;
- a strategic alignment of investments (including volunteer/staff time, convening power, issue expertise/data analysis, funding, advocacy/public policy);
- impactful at both the funded program-level as well as the countywide level!



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*

14 HOPE Outcomes (Ends)

Prosperity Vision - Promoting financial stability and independence

Target Outcomes:

- **Basic Needs**
 - All people have access to an adequate supply of nutritious food.
 - All people have access to shelter.
- **Employment**
 - All people who want to work have the skills and resources they need to seek, gain and maintain employment.
- **Housing**
 - All people have safe, sustainable housing.
- **Transportation**
 - All people have the transportation they need to get to work and to meet their basic needs.



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*

How Do We Get There? (Means)

- Program Accountability
 - Data that measures how well a program is working
- Impact Strategies
 - A collection of actions based on our best thinking about what works (partners + HOPE Team)



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*

How Do We Get There? (Means)

- Investment
 - Applying the various resources of UWWC to an impact area
- UWWC Investment Resources
 - Staff time, collaboration, expertise, time/volunteers, convening, relationships, data analysis, strategic grant making, advocacy/public policy



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*

Windham County Initiatives

- Prosperity
 - Continuum of Care of Southern Windham Co
 - **The Hunger Council of Windham County**
 - Windham Region Mobility Pilot Projects (WRC)
 - Volunteer Income Tax Assistance (VITA) Program
 - MyFreeTaxes.com
 - United@Work



Improve lives by mobilizing the caring power of the community

United Way of
Windham County

How is Windham County Doing?

We're tracking county-level data related to target outcomes from multiple sources, including:

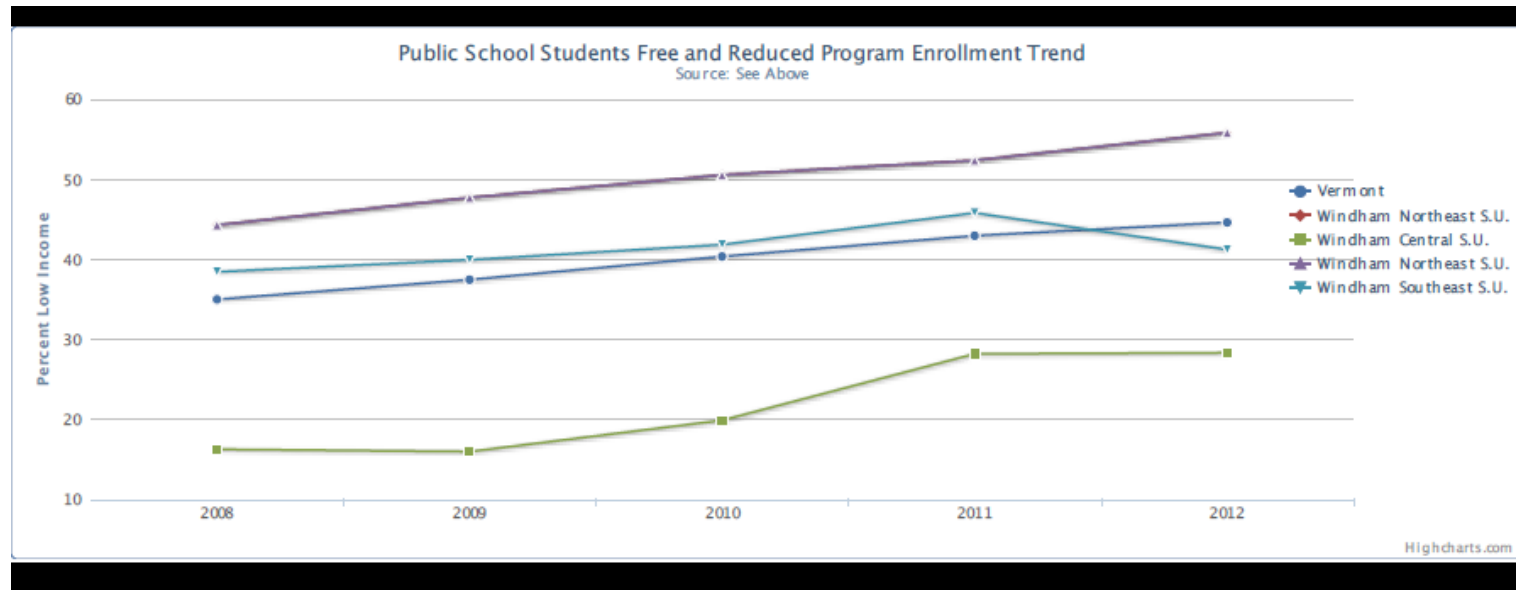
- Vermont Insights (www.vermontinsights.org)
- Healthy Vermonters 2020 Performance Dashboard (healthvermont.gov)
- Agency of Education (<http://education.Vermont.gov/data>)
- Hunger Free Vermont (www.hungerfreevt.org)



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*

Example: Free & Reduced Lunch

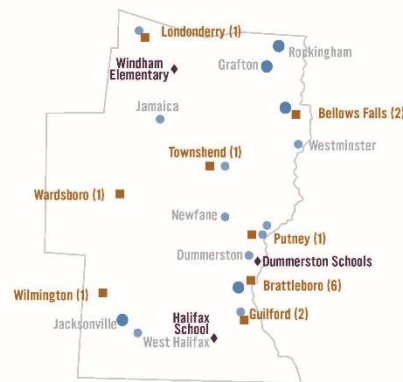


Improve lives by mobilizing the caring power of the community

United Way of Windham County

Example: Hunger Free Vermont

- Senior community meal sites serving one or more meals per week
- Senior community meal sites serving less than one meal a week
- Charitable Food Sites (number of sites)
- ◆ Schools not offering either Federal Breakfast and/or Lunch Programs



Hunger is on the rise in our state. How strong is the safety net in Windham County?

"I buy in bulk and then we separate it so we can get more meals, and when my kids are not eating much a big package of hamburger will last us three meals. When we run low or we run out, I say to the kids, "let's go down to grandma's house" and they know when dinner is so they go, and when they come home, they're not hungry."

- 3SquaresVT Recipient

- 1 in 4** children in Windham County are food insecure.
- 48%** of grade school and high school students are eligible for free or reduced-price meals.
- 11** afterschool meals programs (serving 5 of 10 eligible towns/cities).
- 18** child care centers participate in CACFP, the Child and Adult Care Food Program, which provides nutritious meals to preschool and afterschool programs.
- 31** summer food sites.
- 7,291** number of county residents participating in 3SquaresVT (formerly known as Food Stamps).
- 3** senior community meal sites serve meals two or more times per week.

* Data sources available upon request

Recent surveys show that 1 in 5 Vermont children and nearly 1 in 8 Vermont households are food insecure. Join us in our efforts to end hunger. Visit hungerfreevt.org for more information on solutions to hunger and how you can help.

Hunger in Windham County



UPDATED 5/5/15



Improve lives by mobilizing the caring power of the community

United Way of Windham County

Hunger Council Model

Hunger Council of Windham Region launched in 2011 by Hunger Free Vermont, as part of statewide expansion/capacity building to address hunger in VT.

- The UWWC Executive Director was co-chair for its first 3+ years.
- Vision: Increase access to food and decrease the stigma of hunger.



Improve lives by mobilizing the caring power of the community

United Way of
Windham County

Summer Meals

- Priority of the council since its inception.
- Following a crisis in summer meal sponsorship in 2012, a subcommittee was formed to find a new sponsor.
- Work expanded to year round to identify assets/opportunities, understand issue, build relationships, develop/leverage resources, etc.

= Collaborative Planning



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*

Subcommittee Members

Chaired by UWWC and comprised of:

- Summer Food Program Site Coordinators
- Community Partners
 - Media
 - Early childhood agencies
 - Youth-serving organizations
 - Food-related organizations
- Hunger Free Vermont – provides data and liaison to Agency of Education via Child Nutrition Specialist. Leverages statewide reach to maximize participation and resource development (public libraries, grants, etc.)



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*



Contact Information

Sue Graff, Community Investment Director
802.257.4011 x113
sue@unitedwaywindham.org

Visit our website:

www.unitedwaywindham.org

Sign up for our e-newsletter online

Find us on Facebook:

United Way of Windham County



Improve lives by mobilizing the caring power of the community

*United Way of
Windham County*



center for BEST
PRACTICES

Virginia: Regional Sponsor Councils

How No Kid Hungry Virginia Uses This Strategy
in SFSP Collaborative Planning

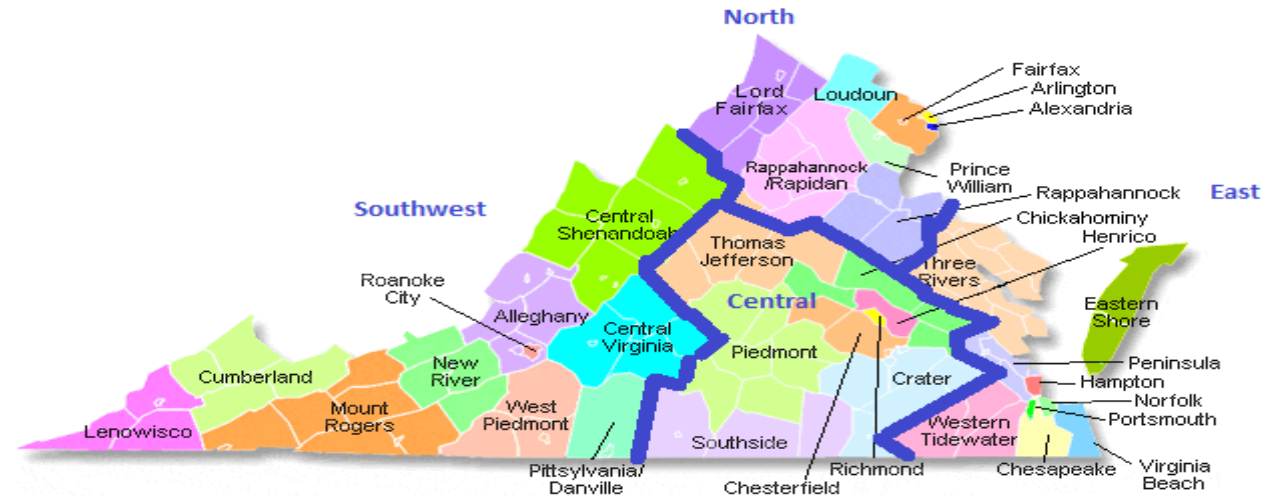
Ellen Eichenbaum
No Kid Hungry Virginia

Why Sponsor Councils?

- Brings SFSP partners together consistently
 - Engages sponsors year-round
- Means for collaboration, best-practice sharing, and planning
 - Opportunity to discuss challenges and talk through solutions
- Idea came from the Center for Best Practices staff

How They Started in Virginia

- Worked with the Virginia Department of Health
- Separated out the state into 4 regions
- Set up meetings in these 4 regions
- Invited all SFSP sponsors by email



Key Steps Involved Before, During, & After

- Work with the state agency that administers the SFSP in your state!
- Schedule regional meetings at least 1 month out
 - Choose a meeting space
 - Reserve for 1 ½ to 2 hours
- Invite sponsors about 3-4 weeks ahead of time via email
 - Use incentives
 - Follow up with engaged sponsors by phone who have not RSVP'd
- Engage sponsors at the meetings through activities
 - Ex: share evaluation takeaways
 - Ask for their input for future meeting topics
- Send a follow-up email to attendees with key takeaways and next steps

Sample Agenda

Virginia Regional Summer Food Service Program (SFSP) Sponsor Council



August 16, 2016
1:30pm-3:00pm
Agenda

Thank you for participating in the Virginia Regional SFSP Sponsor Council! This council offers a unique opportunity to work with state nutrition leaders to improve nutritional access for Virginia kids throughout the summer.

Welcome and Orientation

Summer Debrief

Activity

- Lows: Share one thing that you were not happy with about this summer regarding SFSP and share how you hope to improve upon that aspect next summer.
- Highs: Share one highlight or your favorite memory from your experience this summer with SFSP.

Data

- How did participation turn out this summer?

Evaluation and Lessons Learned

- Participation, Sites, Marketing, Meals, Partnerships

Peer Mentorship

- Pairing veteran (3+ years) sponsors with rookie sponsors (1 year)

Moving into the School Year

How to Keep Feeding Children with CACFP At-Risk Afterschool Meals

- Next steps

Next Steps to Make Next Summer Seamless

- Planning timeline, grants, NKH Summit

Advocacy

- CNR Update
- Ways you can get involved

Feedback and Sign-up

**Remember to fill out our peer mentorship matchmaker survey if interested!

Resources Used at Meetings

Virginia Summer Food Service Program (SFSP) Sponsor Council Plan

On average, only 13% of children in Virginia who receive free or reduced price school meals receive a free meal each day during the summer. The No Kid Hungry Virginia campaign, in partnership with the Virginia Department of Health, is convening regional groups of Summer Food Service Program (SFSP) sponsors around the goal of ending summertime child hunger throughout the Commonwealth.

Mission

Regional Summer Food Service Program (SFSP) Sponsor Councils will engage SFSP sponsors in networking and best practice sharing with peer organizations in order to support program growth.

Objectives

Historically, many SFSP sponsors and sites have competed for resources and participants. Regional SFSP Sponsor Councils will work to foster a collaborative environment and accomplish region-specific and statewide goals. Objectives of the Regional SFSP Sponsor Councils may include:

- Increase participation in the SFSP among Virginia youth
- Support greater capacity among SFSP sponsors through grants, leadership opportunities, peer mentorship, advocacy, etc.
- Utilize data to address participation barriers in communities with low access
- Promote greater program awareness among Virginia families through shared marketing strategies

Objectives are subject to change based on input from council members.

Council Membership

The council will be comprised of invited representatives from Virginia SFSP sponsors committed to program growth and collaboration. Sponsors may participate in the Council only if they are in good standing with the Virginia Department of Health. Members must be willing to commit to active participation in the council.

Four Regional Councils

The VA SFSP Sponsor Council will be comprised of four regional sponsor councils representing the four regions of Virginia: North, Central, East, and Southwest. The map below depicts the Virginia Department of Health regions divided into four comprehensive regions.

Responsibilities

I. Mentorships and Educational Opportunities:

As a member of the VA SFSP Sponsor Council, your organization is recognized as an innovative, strong sponsor in good standing. New or less advanced sponsors may request mentorship, attend trainings, or ask to speak with an experienced sponsor. Council members may be asked to speak with or mentor new sponsors on one or more of the following topics:

- Marketing and outreach
- Programming and activities
- Operational and financial management
- Menu planning and vendor relationships

II. Programming and Events:

Part of increasing participation of kids and sponsors in the SFSP includes hosting awareness events and summits to disseminate best practice information. The following are events and programs in which council members may be asked to participate:

- Plan and/or host regional kick-off events
- Contribute to annual and regional summits through participation in panel discussions, lectures, and groups sessions as made available
- Establish methods to recognize program growth and excellence

III. Meeting Attendance:

Each representative will be expected to participate in quarterly council meetings. See the following schedule for a list of tentative meeting dates.

Tentative 2016-2017 Schedule of Commitments:

August	Summer Regional Meetings
September	No Kid Hungry VA Summit
November	Fall Regional Meetings
February	Winter Regional Meetings
April	Spring Regional Meetings
June	Open Houses and Kickoffs
July	Webinar

Goal Setting for Summer 2017

Please write down at least 2 goals that you would like to accomplish next summer.

- 1.
- 2.
- 3.
- 4.
- 5.

No Kid Hungry Virginia can help you and your organization accomplish these goals through technical assistance and grant opportunities. We look forward to continuing to support your work around summer meals and helping you accomplish these goals.



Thank you!

Ellen Eichenbaum

No Kid Hungry Virginia

(804) 786-1994

Ellen.Eichenbaum@doe.virginia.gov

4. Key Takeaways

- The Right People Matter
- Collaboration is a Process
- Planning Takes Time
- Follow-through is Key
- Learn As You Go!



5. Questions & Answers





Thank you and please join us next month!
Save the Date: Tuesday, February 21 at 2:00 PM EST

Website: www.bestpractices.nokidhungry.org

Email: bestpractices@strength.org