

# ENGAGE COMMUNITY LEADERS TO STRENGTHEN YOUR SUMMER MEALS PROGRAM

2019 'School's Out, Food's In' Webinar Series  
Thursday, June 13 (2:00-3:00pm Eastern)

#nokidhungry



*center for* BEST  
PRACTICES

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## Webinar Agenda

Goals and Background

Spotlight on Virginia

Spotlight on California

Keys to Effective Engagement

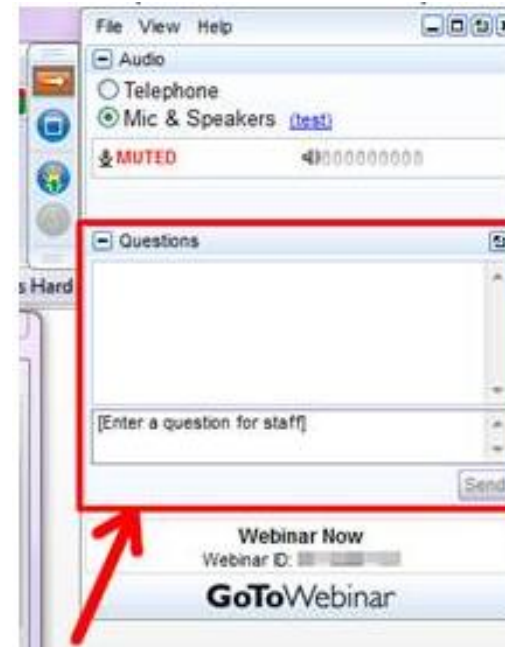




## MODERATED PANELIST Q&A

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Question or comment? **Let us know!**



# Goals:

Have the **RIGHT PEOPLE**

Take the **RIGHT ACTION**

At the **RIGHT TIME**



# BACKGROUND: Engage Community Leaders

**Opportunity:** Community leaders can play a powerful role in connecting kids to summer meals. With the right tools and education, they can connect with constituents, raise awareness in media, champion smart policies and use their leadership to ensure programs work effectively.

**Goals:** We can a) educate leaders about summer hunger; b) connect them with resources they can use to communicate with eligible families; and c) build them as champions for ending childhood hunger during the year.

**Audiences:** Governors. Mayors. Legislators. Representatives in Congress. Superintendents. School boards. Other influencers.

**Cost:** Price of swag and printable items. Capacity costs associated with logistics and outreach.





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# Spotlight on Virginia

Sarah Steely, Senior Program Manager  
No Kid Hungry Virginia



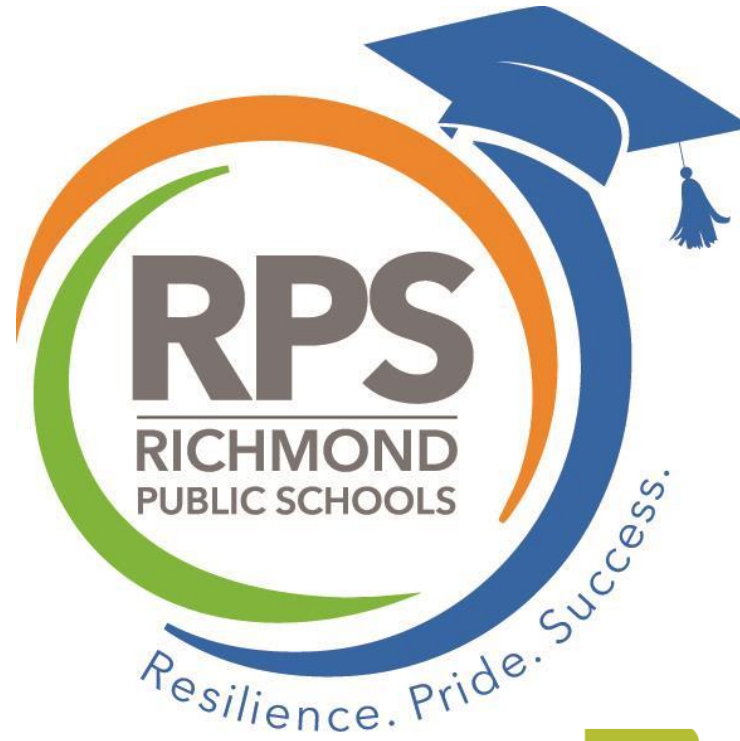


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## Mayor of Richmond Levar Stoney







**F E E D**  
**M O R E**

“Here in Richmond, we’re a city where 25% of our residents live under the poverty line. 40% of our kids live under the poverty line. So we do everything we can, working inside the halls of our city [government], to ensure that our kids don’t fall through the cracks.

**One of those ways is to make sure that they don’t go hungry.”**

–Mayor Levar Stoney, Summer Meals Interest Webinar (May 2018)

## Richmond Summer Meals Kickoff, Southside Community Center

June 19, 2017







## Richmond Summer Meals Site Visit, Randolph Community Center

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July 11, 2017

## Richmond Summer Meals Police Partnership, Multiple Locations

Summer 2017







## Richmond Summer Meals Spike Event, Southside Community Center

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July 9, 2018



# Richmond mayor serves kids lunch to highlight many go without

POSTED 6:29 PM, JULY 11, 2017, BY JAKE BURNS AND ALIX BRYAN, UPDATED AT 06:56PM, JULY 11, 2017

Video  
'We want to remove  
Preparations and  
meals program for  
Where children  
this summer

POSTED 1:21 PM, JUNE 18, 2018, BY KYLA COLEMAN

## How do hungry kids get food after school? Summer programs fill gap in Richmond

By JUSTIN MATTINGLY Richmond Times-Dispatch Jul 10, 2018



## First Lady McAuliffe, Mayor Stoney kick off program to provide free summer meals to kids in need

49 Shares



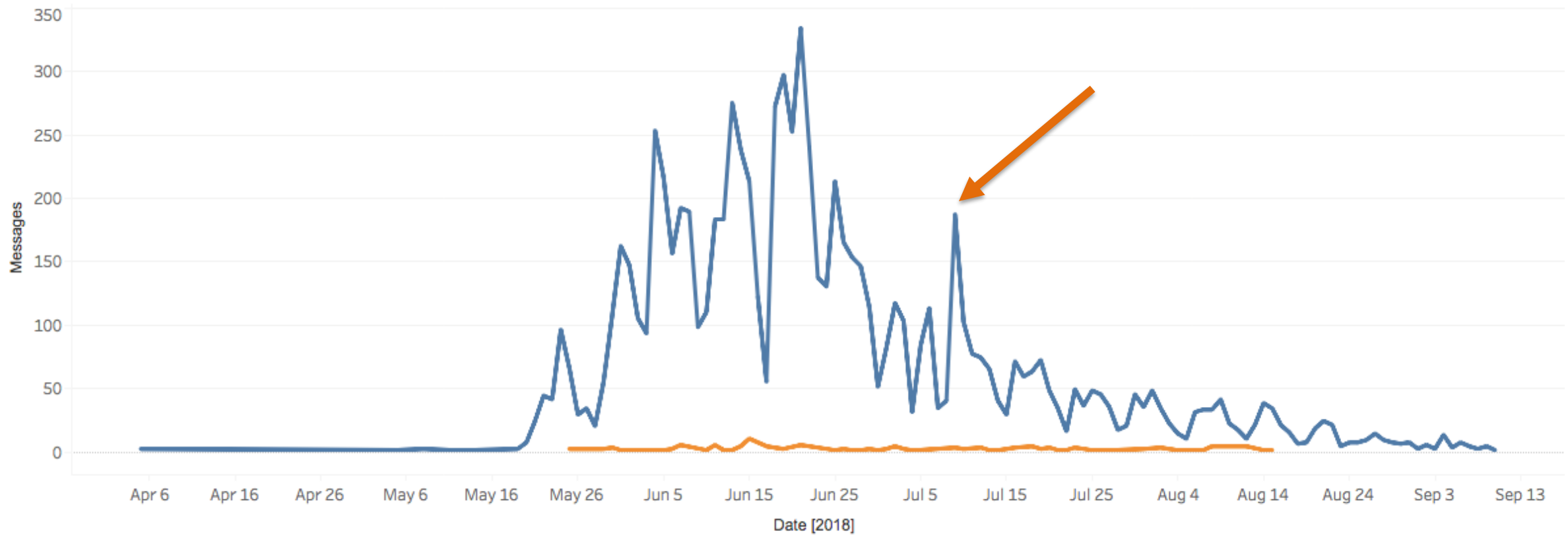
The program will provide free, nutritious meals to anyone under the age of 18 at 80 locations across the city all summer long.



# No Kid Hungry Summer Texting Dashboard

Navigation menu with six items:

- Share Our Strength No Kid Hungry Summer Texting Hotline
- 2018 Summer Sites by Date
- Messages sent and received by Campaign and Response Type
- Messages sent and received by Campaign, Year and Month
- Messages received requesting a summer site by State
- Messages received requesting a summer site by City and Zip Code overlaid with Population by Zip Code



Mayor Stoney's involvement unlocked additional opportunities for promotion

- City Councilmembers handed out flyers at their district meetings
- Social Services posted a banner in a high-traffic city location
- Richmond Public Libraries provided flyers for patrons
- No Kid Hungry ran advertisements on every city bus from July 15-August 15

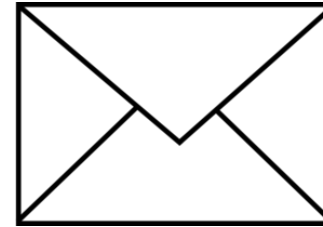


# FOUR WAYS TO ENGAGE WITH YOUR ELECTED OFFICIALS

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SEND AN EMAIL (OR SNAIL MAIL!).



SEND AN INVITATION.



PARTNER WITH A MUNICIPAL ASSOCIATION.



ATTEND A CONFERENCE.

“I believe to be a good mayor you have to be out there in the community and **roll your sleeves up.**”

–Mayor Levar Stoney, Summer Meals Interest Webinar (May 2018)



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## Spotlight on California

June 13, 2019





## The need is great:

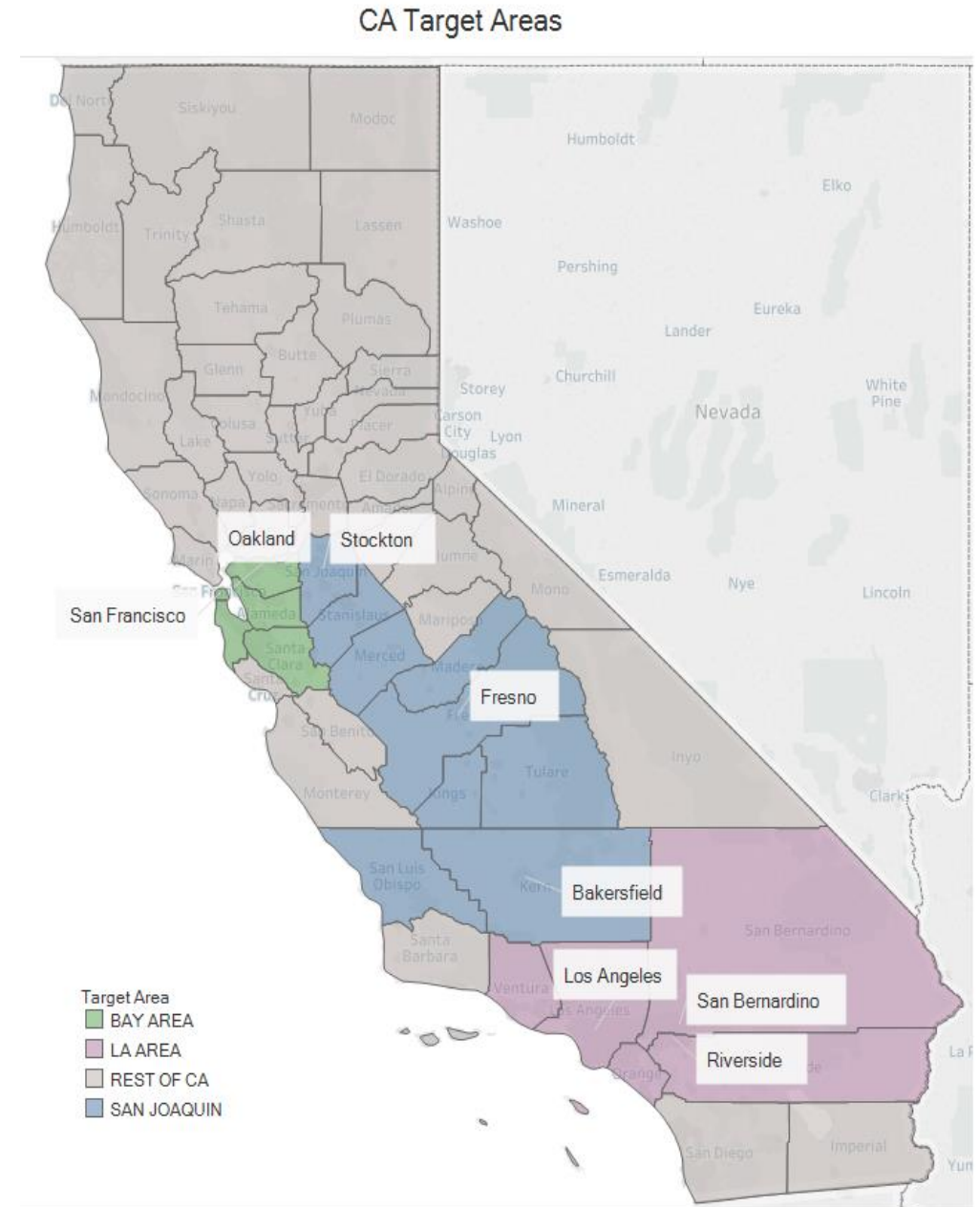
- Nearly 7 million K-12 students
- 1,024 districts (10,500 schools)
- 60% of students are eligible for free and reduced-price meals
- 1.5 million students are English learners
- Statewide breakfast gap is 336,000  
(doesn't tell the whole story)

## CA is BIG!

- 383 mi from San Francisco to LA
- 180 miles from Sacramento to Fresno
- 65 miles from LA to San Bernardino; not unusual to take 2 hours
- The areas in color represent our target areas: the Bay Area; San Joaquin and Sacramento Valleys; and, the LA area

## The Politics? Well, its complicated.

- State is overwhelmingly Democratic because of the population density in cities and coastal communities
- Lots of rural conservative areas, large geography but less population
- Liberal politics, but lots of support for local control



## OUR PARTNERS

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Elk Grove USD

Natomas USD

Twin Rivers USD

Sacramento City USD

United Way CA Capital Region

California Department of Education

CHOC Housing

University of California Agriculture and Natural Resources

Riverside USD

YMCA of Superior California

Sacramento Public Library

The Center for Ecoliteracy

California Dairy Council

Robla USD

San Juan USD

Sacramento Housing and Redevelopment Agency

Sacramento Food Bank

Senator Pan's office/staff

[No Kid Hungry](#)

# CALIFORNIA: MILLION SUMMER MEALS CAMPAIGN





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# ENGAGEMENT: Seven Tactics That Work

1. **Newsletter Blurbs:** Share pre-written language about how to find summer meal sites with leaders and their staff, asking them to use it in newsletters or on social media.
2. **PSA/Video:** Send short scripts focused on summer meals, urging leaders to record them and post on social media to act as local PSAs.
3. **Site Visits:** Invite community leaders, elected officials and their staff to visit summer meal sites to meet constituents and see the program in action. (Consider inviting media.)
4. **Legislative Drops:** Send/bring packets of information about summer meals along with visual assets (signs, sunglasses) to elected officials, encouraging them to share in their offices or on social media.
5. **Proclamations:** Encourage elected officials to issue Proclamations about the importance of summer meals. (Share with media.)
6. **Network Engagement:** Rally your network to reach out to community leaders with invitations to sites, flyers, info cards or requests for proclamations through your email and social media channels.
7. **Meetings:** Set up time to meet with your elected officials and other leaders to talk about the role summer meals play in your community, asking them to share their leadership and guidance to make these programs a success.



# REAL WORLD: Engagement In Action

Real Time: Drives awareness among constituents, both those in need and those looking to help.  
Future Success: Creates champions for the work in general, including breakfast.



First Lady Dorothy McAuliffe serves meals during a summer site visit.

A screenshot of a press release from Senator John Boozman's website. The header features the name "JOHN BOOZMAN" and "United States Senator for ARKANSAS". Below the header is a navigation menu with links for "About", "Services", "Issues", "News", and "Contact", along with social media icons for Facebook, Instagram, Twitter, and YouTube, and a "Newsletter Signup" button. The main content area has a "PRESS RELEASES" heading and a title: "Boozman Aims to Improve Summer Food Service Programs with Help from Little Rock Site Visits". The date is "Jul 31 2015". The text of the release begins with "WASHINGTON – U.S. Senator John Boozman (R-AR) joined Arkansas anti-hunger leaders at the Little Rock Children's Library and Arkansas Children's Hospital Summer Food Service Program sites to learn how summer meal services can be improved for students."

Sen. John Boozman issues a press release about summer hunger after visiting sites.

## PROCLAMATION "Healthy Summer Meals for Kids"

WHEREAS, Summertime should be about children enjoying all that Texas has to offer, from farm fresh foods to our state's natural beauty; and

WHEREAS, When school is out for summer, kids who count on eating meals at school might not otherwise have access to all the nutrition they need to be active and healthy; and

WHEREAS, One in four Texas children faces food insecurity, and Summer Food Service Program meals provide an important source of good nutrition; and

WHEREAS, Summer Food Service Program meal sites also provide Texas children with a place to spend time with friends and stay active; and

WHEREAS, Summer meals can help children stay healthy and prepare them to return to school ready to learn and thrive; and

WHEREAS, By increasing awareness of free summer meals through community outreach, adding new meal sites, expanding existing sites in underserved areas, and investing in summer programming to attract more kids to meal sites, expanding existing sites in underserved areas, and investing in summer programming to attract more kids to meal site, the **CITY OF FLORENCE** can increase access to summer meals in the Summer Food Service Program; and

WHEREAS, the **CITY OF FLORENCE** is committed to making sure no child goes hungry this summer;

NOW, THEREFORE, I "Mary Condon, Mayor of Florence, do hereby proclaim the **CITY OF FLORENCE** a Healthy Summer Meals for Kids Community and call upon citizens and partner organizations to celebrate with appropriate ceremonies to acknowledge these efforts.

In witness whereof, I have hereunto set my hand on this 6th day of June, 2017.



*Mary Condon*  
Mary Condon,  
Mayor,  
City of Florence, Texas

The mayor of Florence, TX issues a proclamation about healthy summer meals.

# BEST PRACTICES: Tips from the field

**Make it visual.** Along with basic information, include visual elements like signs, sunglasses, t-shirts, buttons to help it pop on social media.

**Keep a steady drumbeat.** Leaders and their staff are very busy; don't be afraid to (politely) follow up with new information, media clips and requests. One of the asks will resonate!

**But don't overwhelm.** Staffers don't have the time to page through long briefing books or extended letters or emails. Keep it short and make your asks as turnkey as possible.


**Make your ask clear.** Provide sample social media messages. Provide cards with the summer texting number and ask them to post by their office phones to help with constituent calls. Ask them to visit a site to help raise awareness.





# Key Resources for Effective Engagement This Summer






## Summer Meals 2019: Build Awareness Around Ending Summer Hunger

Summer meals only reach a fraction of children who may need them. One of the biggest barriers? Public awareness.

In this toolkit you'll find ideas and resources for promoting summer meals and the summer text line while also building brand awareness and adding to the drumbeat story of summer meals as a solution to childhood hunger.

**Table of Contents:**

- ❖ [7 ways to get the word out about summer meals](#)
- ❖ [Engaging Reporters/Press](#)
- ❖ [Harnessing Social Media](#)
- ❖ [Supporting Community Outreach](#)
- ❖ [About No Kid Hungry's Share Summer campaign](#)



### KEY DATES

- ❖ **May 20-24<sup>th</sup>**  
Media hook week: Start press outreach re: summer meals
- ❖ **May 23<sup>rd</sup> @ 2:00pm**  
Webinar: [Leveraging User Insights to Enhance Summer Meals Programs](#)
- ❖ **June 13<sup>th</sup> @ 2:00pm**  
Webinar: Engage Community Leaders to Strengthen Your Summer Meals Program
- ❖ **June 17<sup>th</sup>-21<sup>st</sup>:**  
No Kid Hungry's #ShareSummer Action Week
- ❖ **June 17<sup>th</sup>:**  
Summer Hero Contest launch
- ❖ **August 7<sup>th</sup>:**  
No Kid Hungry Summer Heroes announced

## Elected Official Action Sheet Sample Summer Meals Proclamation



### FACT SHEET

## The Summer Hunger Solution

*Connecting kids to the nutrition they need during the summer months is a critical step in ending childhood hunger in the United States.*



### SAMPLE SUMMER MEALS PROGRAM PROCLAMATION



#### Hunger Free Summer for Children

**WHEREAS**, More than **x%** of **[state residents]** struggle to provide enough food for their families, and more than **x%** of **[state]** children are food insecure, meaning that they do not have regular access to adequate food<sup>1</sup>; and

**WHEREAS**, **X** percent of low-income **[state]** families find themselves without enough food in the summer months and **x%** of low-income families find it harder to make ends meet in the summer months;

**WHEREAS**, Hunger and food insecurity among low-income children increases during the summer months as families struggle to make up for lost school meals such as school breakfast and lunch;

## Summer Awareness Building Toolkit

# Key Resources for Effective Engagement This Summer



### 1 CHECKLIST AND TIMELINE

#### 1.1 LOCATION AND LOGISTICS

Action Item	Timeline	Target Date	Staff Lead	Notes
Secure Location	1 month before			
Finalize date and time	1 month before			

#### 1.3 MEDIA, COMMUNICATIONS, AND CONTENT

Action Item	Timeline	Target Date	Staff Lead	Notes
Send out invitations; Track RSVPs	1 month before			
Approach TV stations for morning show or week-of coverage	3 weeks before			
Confirm speakers	3-4 weeks before			
Develop Run of Show	3 weeks before			
Approach TV/Radio about day-of coverage	2 weeks before			
Finalize media advisory and news release with approval from all parties	2 weeks before			
Brief speakers	1 week before			
Send out media advisory	1 week before			
Follow up calls to pitch press on media advisory	Day after advisory is sent			

### 3.3 TEMPLATE FAQs

**Note:** Customize these FAQs about summer meals to announce your summer meals program. Use this information on your website and in materials to provide more information about programs.

When school is out for the summer, meals will still be in session. Learn how to get free summer meals.

**Summer Meals: Food, Friends and Fun**  
Frequently Asked Questions

**What are summer meals programs?** Summer meals programs are a federal child nutrition programs funded by the USDA and designed to provide kids and teens ages 18 and under healthy meals during the months of June, July, and August when school is out.

**How do I find a Summer Meal site in my community?** Summer meals sites are in the community at safe, supervised places like churches, schools and community centers. Go to WEBSITE or call 1-XXX-XXX-XXX to find a site and learn more or text [SHORTCODE] to 877-877 to find a site near you.

**What kind of food is served at these sites?** The meals served are healthy and meet USDA guidelines. A typical lunch, for example, will include a turkey sandwich on wheat bread, milk, an apple and a salad. Here is a sample menu [INCLUDE LINK].



### 3 MEDIA

#### 3.1 TEMPLATE MEDIA ADVISORY

**Note:** Customize this news advisory to invite local media to attend your event. Send out one week before, then call to follow up and resend the day before the event. Send the advisory to your local TV stations, radio stations and statewide/community newspapers.

[Name, Title, Contact Info]

**MEDIA ADVISORY: [INSERT DATE OF EVENT]**

**[Influencer] to Join [Organization] for Summer Meals Site Visit**  
Free Summer Meals Offered to Area Kids and Teens at X sites in [City/State]

[City, State] – For many kids, summer vacation can be the hungriest time of year. [Influencer] and the [Organization] will join children and families at the [Site Location] on [Date of Event] to see firsthand the impact summer meal programs have on kids struggling with hunger when school is out.

When schools across the country close for the summer, school meals also come to an end. For the 1 in 6 kids who struggle with hunger, that means summer vacation can be a time of uncertainty and anxiety about meals. It is also tough on families who see their tight budgets further strained in the summer months.

The federal summer meals program helps low-income children get the healthy food they need when school is out. These healthy meals are available to kids and teens across the country, but only a fraction of those in need have access. Barriers like extreme weather, transportation challenges and excessive red tape block most kids from getting the meals they need. In [City/State], only X percent of children who receive a free or reduced-price lunch during the school year are participating in the summer meals program.

Childhood hunger in [State] is a solvable problem. The [Organization] works with the No Kid Hungry campaign to find the most efficient and effective ways to connect more kids with the healthy food they need every day. Together, we are ending childhood hunger in America.

**Who:** [LIST NAMES, TITLES, AND ORGANIZATIONS OF SPEAKERS]

**What:** [DESCRIPTION OF EVENT] to highlight the [STATE/CITY] free summer meals program

**Where:** [SUMMER MEALS SITE RECOMMENDED FOR EVENTS – INCLUDE EVENT ADDRESS, DIRECTIONS AND PARKING INSTRUCTIONS IF NECESSARY]

**When:** [DAY OF WEEK, DATE OF EVENT, TIME]

**Other:** [INCLUDE INFORMATION ABOUT VISUALS, WHO'S AVAILABLE FOR INTERVIEWS, PHOTO OPS AND ANY OTHER INFO THAT WILL APPEAL TO MEDIA]

## Summer Site Visit Toolkit

# 2019 'School's Out, Food's In' Summer Meals Webinar Series

Webinar recordings and slide decks for all webinars are [available here](#).

**January 24:** Program Basics and Early Planning for Summer 2019

**February 14:** Successful Partnerships to Strengthen Summer Meals Programming

**March 28:** Innovations to Expand Access to Summer Meals in Hard-to-Reach Communities

**April 11:** Core Summer Meals Strategies to Overcome Transportation Barriers

**May 23:** Leverage User Insights to Enhance Your Summer Meals Program

**June 13:** Engage Community Leaders to Strengthen Your Summer Meals Program



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Thanks for joining us.  
Thanks to our panelists!

## Stay in touch:

- **Need support? Have a great idea or story to share?**  
Contact us at [bestpractices@strength.org](mailto:bestpractices@strength.org).
- Subscribe to our [monthly newsletter](#) for information on trainings, resources, and grant opportunities!