

A young boy with dark hair, wearing a blue t-shirt and blue and white striped shorts, is sitting on a black metal bench at a playground. He is holding a small yellow and white carton of milk with both hands and looking directly at the camera with a slight smile. The background is a blurred playground with red and green equipment and trees. The lighting is bright, suggesting a sunny day.

**SPREADING THE  
WORD ABOUT  
SUMMER MEALS**  
MAY 14, 2015

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School's Out, Food's In.  
STRATEGIES & SOLUTIONS FOR CHILDHOOD HUNGER



# Speakers



**Lucy Melcher**  
Associate Director,  
Advocacy  
Share Our Strength



**Bernadette Di Rita**  
Advocacy Manager  
Share Our Strength



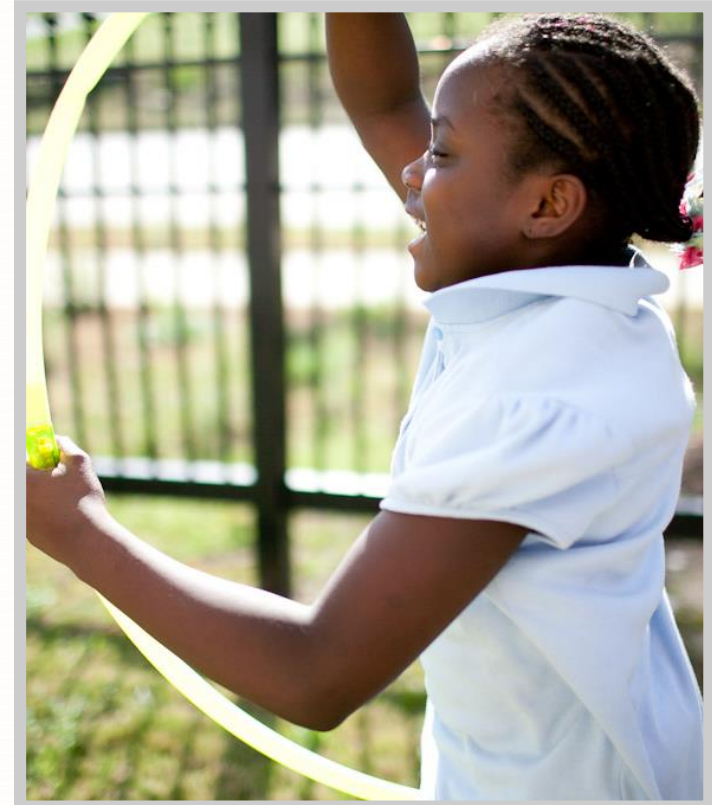
**Rebecca Frazin**  
Government Affairs Manager  
Great Chicago Food Depository

# About Us

- Share Our Strength has one bold but achievable priority:

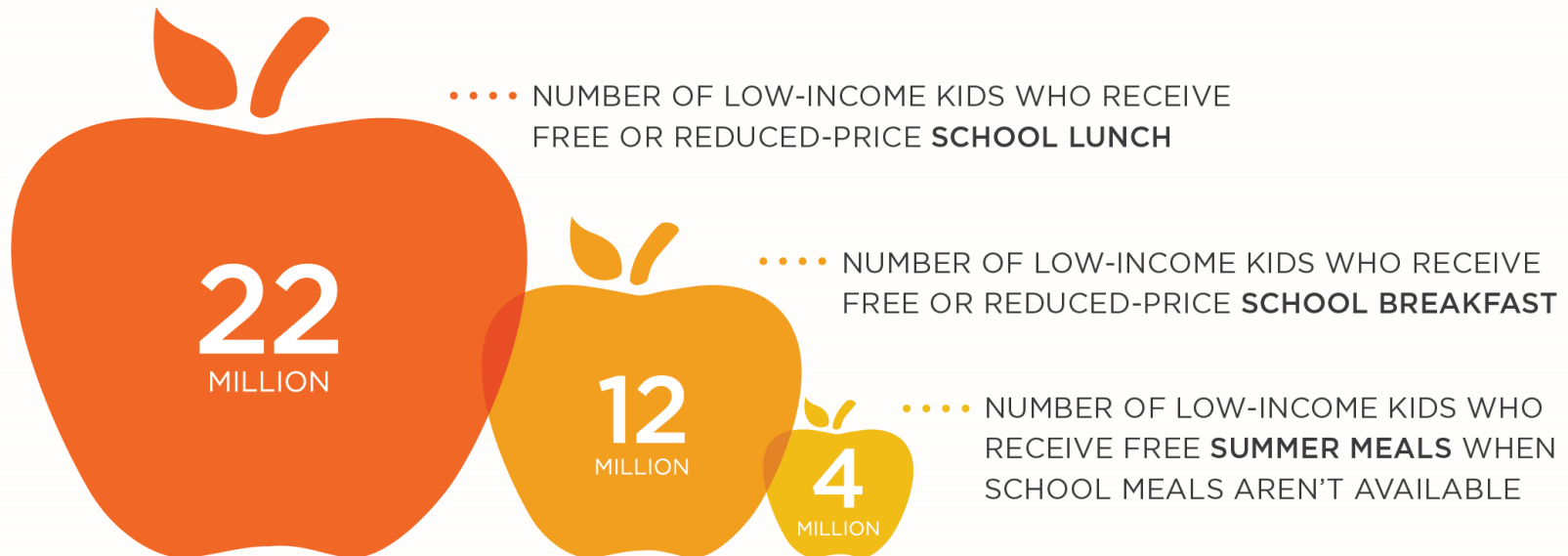
**WE'RE ENDING CHILDHOOD  
HUNGER IN AMERICA TODAY.**

- Our innovative No Kid Hungry model is the means to accomplish this goal.
- The No Kid Hungry network is feeding children daily where they live, learn and play. We find children facing the greatest need across the country, and then make every dollar count by investing in smart solutions that will end childhood hunger once and for all.
- Our focus is on sustainable change, the difference between just feeding a child today and making sure that children in the United States never go hungry again.



# Summer is the Hungriest Time of the Year

**16**  
MILLION ..... NUMBER OF KIDS IN AMERICA FACING HUNGER.  
**THAT'S 1 OUT OF 5 KIDS.**



# This summer, we have the chance to make change that matters.



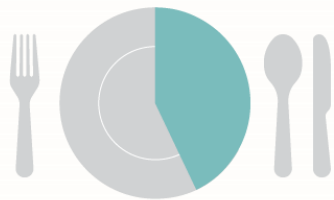
Childhood hunger in America is a solvable problem, and No Kid Hungry is building a network of problem solvers.

This year, Congress is taking a new look at the law that governs our summer meals programs through **the Child Nutrition Reauthorization process.**

In 2015, Congress has the chance to enact policies that would feed kids more effectively and efficiently.

The end result? More kids in the United States getting the healthy food they need in the summertime.

# It's Time to Improve the Summer Meals Program



43%

of low-income families say it's harder to make ends meet during the summer



30%

of eligible kids live in communities not allowed to serve free meals at open sites because of outdated program rules



\$300

is the additional amount low-income families spend on groceries each month during summer

# ENGAGING ELECTED OFFICIALS THIS SUMMER




# Improving the Summer Meals Program Through Engaging Elected Officials

## ❖ Three ways elected officials can make a difference:

1. Visit a summer meals site
2. Raise awareness in the media
3. Promote the program to constituents

**NO KID HUNGRY IN THE SUMMERTIME**  
- A LEGISLATOR'S CHECKLIST -



**Summer Meals**

Most children look forward to the carefree days of summer vacation. For far too many low-income children, however, the end of the school year brings an end to school meals and summer becomes a time of anxiety and stress. The Summer Food Service Program (summer meals program) was designed to ensure that low-income children get the food they need when school is not in session. However, of the 21 million children participating in the National School Lunch Program, only about 3.4 million children are receiving a meal during the summer months.

Here are three ways to ensure more children in your district are getting the healthy food they need this summer:

**1. VISIT A SUMMER MEALS SITE IN YOUR COMMUNITY**

- ✓ Arrange a visit to a summer meals site in your state or district and see first-hand why this program is so critical to your constituents.
- ✓ The No Kid Hungry campaign can connect you with sites in your community, as well as provide materials like child hunger statistics for your district, highlights of the local summer program work and other relevant background materials.
- ✓ We can also connect you with local nonprofit leaders and families who rely on these meals in the summer months, who can speak to the specific successes and challenges of the program in your district.
- ✓ Setting up a site visit in your district is easy. Contact Lucy Melcher at [lmelcher@strength.org](mailto:lmelcher@strength.org) for details.

# Visit a Summer Meals Site

- ❖ **Inviting an elected official to visit a summer meals site is a great way to engage them in the program**
  - Learn more about the program from site staff
  - Talk to parents and kids about the importance of summer meals
  - Hear about challenges and opportunities faced by summer meals program
  - Raise awareness through media outreach



# Visit a Summer Meals Site:



## ❖ Greater Chicago Food Depository

Former Rep.  
Brad Schneider  
(IL-10)



Rep. Tammy  
Duckworth (IL-8)



Rep. Jan  
Schakowsky  
(IL-9)



Rep. Mike Quigley  
(IL-5)



# Telling Your Story Through Site Visits

❖ Use this opportunity to highlight the changes you're hoping to see in CNR

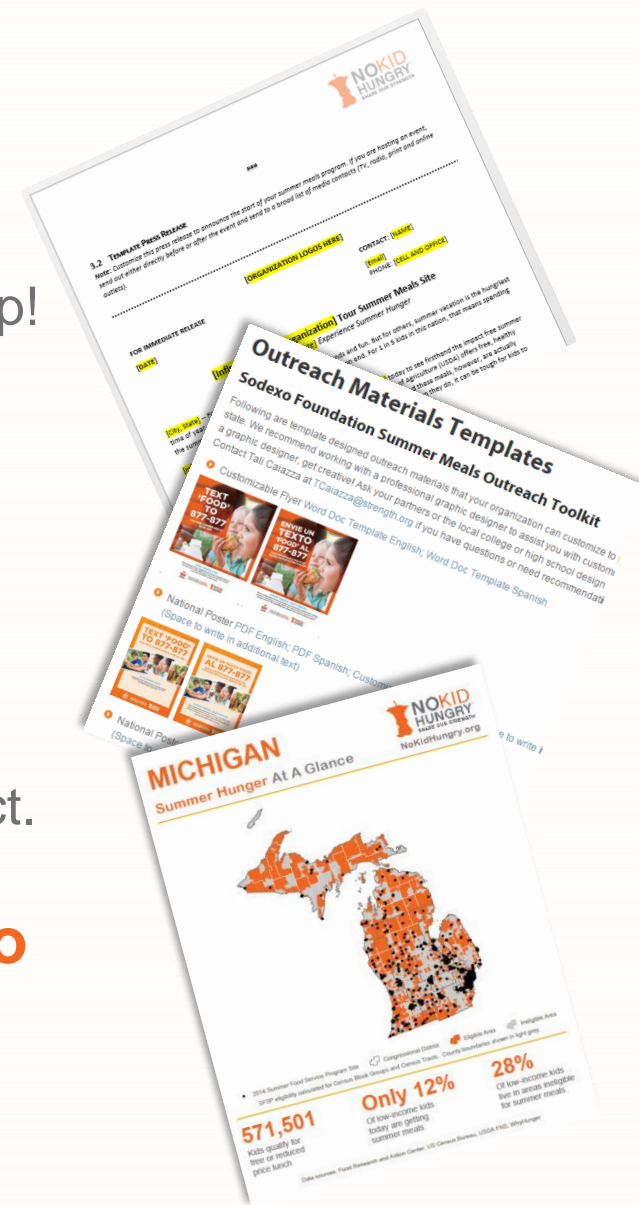
❖ What story do you want to tell?

- Rural
- Safety concerns
- Weather



# Planning a Site Visit: How-To

- ❖ **Work with district and DC offices to schedule the visit**
  - Request the visit now – schedules book up!
- ❖ **Offer the official a speaking opportunity**
- ❖ **Prepare packets**
  - Include fact sheets, maps and other resources about hunger in the state/district.
- ❖ **Visit the [Center for Best Practices](#) to download the toolkit**



# Raising Awareness in the Media



## ❖ Draft and distribute a media advisory

- Short overview of the event
- Office may also distribute
- Elected officials attract media and media attracts elected officials



## ❖ Create “media moments” – any visit can be a media opportunity

- Post photos on social media
- Leverage traditional and non-traditional media

## ❖ Tell the story you want elected officials to remember

- Highlight CNR priorities

# Promote The Program to Constituents

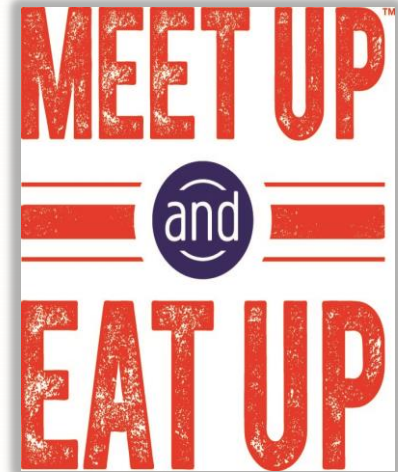


## ❖ Leverage elected officials to attract media attention about summer meals

- Host a media conference call at the beginning of summer
- Invite media to attend kick off events
- Record a PSA about summer meals
- Write an op-ed in a local paper promoting the summer meals texting information

## ❖ Ask your elected officials to help get the word out about summer meals!

- Add a summer meals button to their website
- Share fliers in their local offices
- Promote the summer meals texting information through social media outreach
- Share information about summer meals in constituent newsletters



### Free meals for kids this summer!



The Greater Chicago Food Depository's Lunch Bus brings healthy meals to children in your community.

**What:** The Greater Chicago Food Depository's Summer Lunch Bus travels to locations throughout the South side each weekday to serve nutritious meals to children.

**All meals must be eaten on-site.**

**Who:** Children 18 and under

**When:** June 9 to August 27  
(Except July 4)  
Monday through Friday



Site Name	Address	Community Area	Time
Franson Park	145 <sup>th</sup> and Atlantic Ave.	Riverdale	10:00 to 10:20 a.m.
Dolton Park	14700 Evers Ave.	Dolton	10:35 to 10:55 a.m.
King Park	East 13 <sup>th</sup> Street & Center	Chicago Heights	11:20 to 11:40 a.m.
Enterprise Park	3140 Enterprise Park Ave.	South Chicago Heights	11:55 a.m. to 12:15 p.m.
Smith Park	Ashland Ave. & 14 <sup>th</sup> Pl.	Chicago Heights	1:20 to 1:40 p.m.
Martin Luther King Park	16200 Laffin St.	Markham	2:00 to 2:20 p.m.
Bethel Pentecostal	2726 Broadway St.	Blue Island	2:40 to 3:00 p.m.

**For more information, please contact the Food Depository at 773-247-3863 x 4080**  
In accordance with Federal Law, this Federal source of information and the United States Department of Agriculture policy, this information is prohibited from discrimination on the basis of race, color, national origin, sex, age, or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call 800-795-5272 or 202-720-6382. (TTY) 202-720-6382. An equal opportunity provider and employer.

Greater Chicago Food Depository

chicagosfoodbank.org 773-247-FOOD

[www.NoKidHungry.org/summer](http://www.NoKidHungry.org/summer)



**SUMMER**  
IS THE  
**HUNGRIEST**  
TIME OF THE YEAR

Many kids who rely on school meals struggle to get enough to eat during the summer months. It's time to improve the way we feed kids when school is out of session.

THE NEAREST SUMMER MEALS  
SITE IS 32 MILES AWAY.  
I'M 9 YEARS OLD. I CAN'T DRIVE.

TELL CONGRESS TO UPDATE THE FEDERAL  
SUMMER MEALS PROGRAM FOR KIDS TODAY.

ACT NOW



## Be a Problem Solver

Whether it's signing a letter, sending an email, making a call or finding new ways to stand up for children, your voice is powerful in creating the change we need to end childhood hunger. **Take action.**

## Resources

### State Maps



- Alabama • Alaska • Arizona • Arkansas • California • Colorado • Connecticut • Delaware
- District of Columbia • Florida • Georgia • Hawaii • Idaho • Illinois • Indiana • Iowa • Kansas • Kentucky
- Louisiana • Maine • Maryland • Massachusetts • Michigan • Minnesota • Mississippi • Missouri • Montana
- Nebraska • Nevada • New Hampshire • New Jersey • New Mexico • New York • North Carolina • North Dakota
- Ohio • Oklahoma • Oregon • Pennsylvania • Rhode Island • South Carolina • South Dakota • Tennessee
- Texas • Utah • Vermont • Virginia • Washington • West Virginia • Wisconsin • Wyoming

### State One-Pagers

- Alabama • Alaska • Arizona • Arkansas • California • Colorado • Connecticut • Delaware
- District of Columbia • Florida • Georgia • Hawaii • Idaho • Illinois • Indiana • Iowa • Kansas • Kentucky
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- Ohio • Oklahoma • Oregon • Pennsylvania • Rhode Island • South Carolina • South Dakota • Tennessee
- Texas • Utah • Vermont • Virginia • Washington • West Virginia • Wisconsin • Wyoming



STUDENT

Questions?



# Thank you!

For more information:

Lucy Melcher, Assoc. Director Advocacy, Share Our Strength

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Bernadette Di Rita, Advocacy Manager, Share Our Strength

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Rebecca Frazin, Government Affairs Manager,  
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