

# LEVERAGE USER INSIGHTS TO ENHANCE YOUR SUMMER MEALS PROGRAM

2019 'School's Out, Food's In' Webinar Series  
Thursday, May 23 (2:00-3:00pm Eastern)

#nokidhungry



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## 'School's Out, Food's In' Webinar Series Calendar

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

**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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## Webinar Agenda

Human-Centered Design: Review of Key Concepts  
Elevating Youth Voices to Improve User Experience

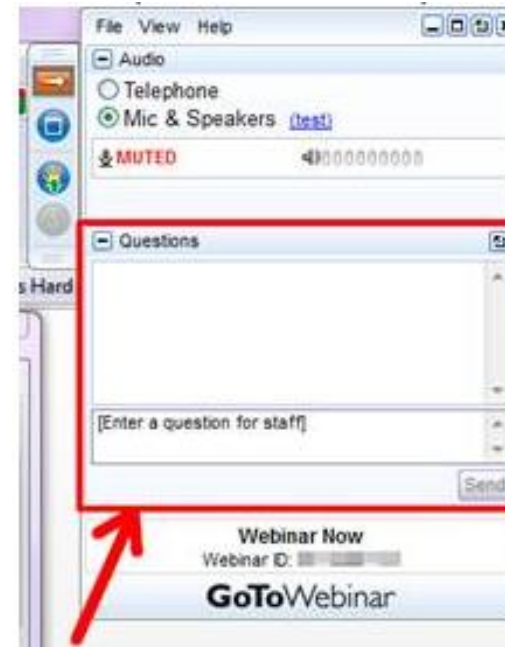
Focus Groups in Action

Summer Meals Outreach Resources

## MODERATED PANELIST Q&A

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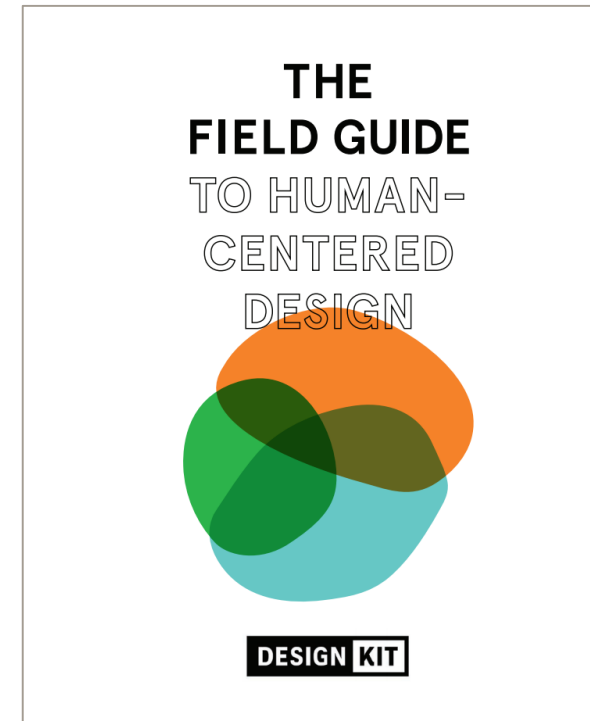
Question or comment? **Let us know!**



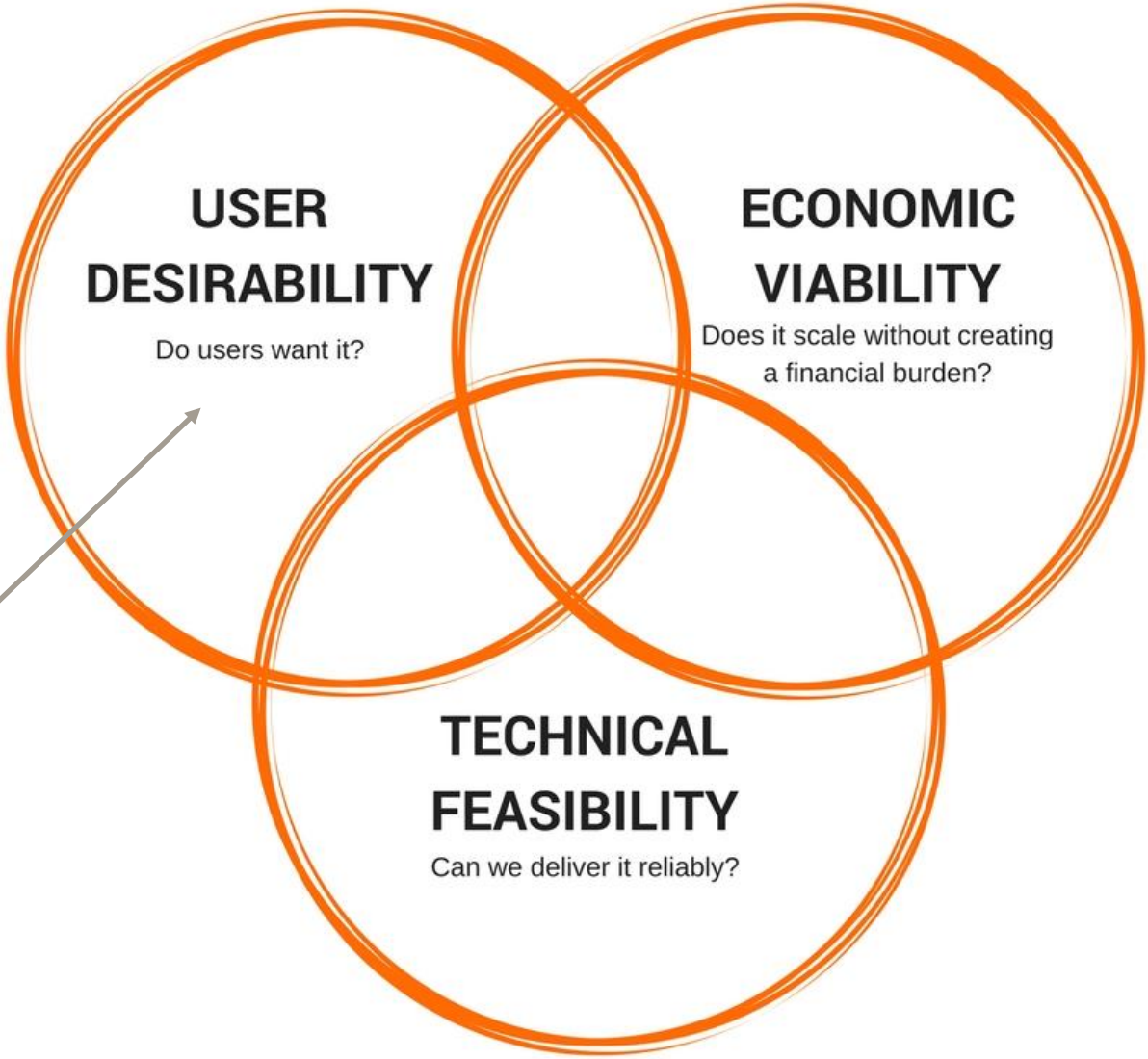
# HUMAN-CENTERED DESIGN: REVIEW OF KEY CONCEPTS

*‘Human-centered design is a creative approach to problem-solving, one that **starts with people** and ends with innovative solutions tailored to meet their needs. When you **understand the people you’re trying to reach**, and then **design from their perspective**, not only will you arrive at unexpected answers, but will come up with **ideas that they’ll embrace**. Human-centered design is both **how you think** and **what you do with it.**’*

[Video: What is Human-Centered Design?](#)



[IDEO Field Guide to Human-Centered Design](#)

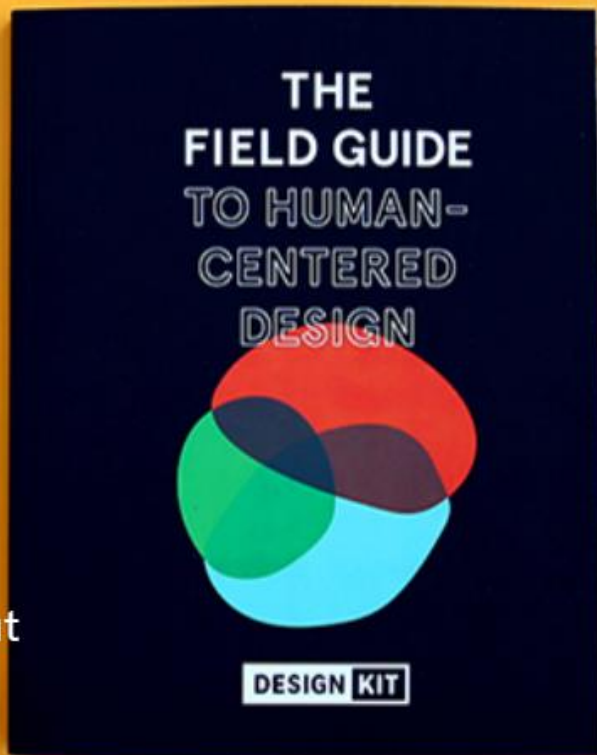


Focus of today's event



## Introducing the Field Guide

Now available for purchase and PDF download, check out the Field Guide to Human-Centered Design and start solving problems like a designer!



## Riya Rahman

Youth Engagement and Grassroots Advocacy,  
Share Our Strength





# Elevating Youth Voices to Improve User Experience:

There are multiple ways to gather insights from youth for Summer Meals, working towards active participation and engagement.



Menu Tasting



Focus Groups



Survey and Evaluation



Roles and Responsibilities

# Building Blocks of Youth Engagement



1. **Ask Them.** Let youth know: “We need you.” and listen. When a specific request is made, youth feel valued for who they are and the insights they can bring to the table.



2. **Be genuinely inclusive of youth.** Learning centered and incorporate the needs, assets, and perspectives of youth. Make it a strategic priority.



3. **Work with schools as a means to engage youth in the issue.**



4. **Appreciate youth and their perspective.** Like everyone, youth need to feel appreciated for their participation and the difference they are making. Recognize and celebrate their contributions.

# Building Blocks of Youth Engagement



5. **Be responsive. Be Authentic.** Respond to individual texts and emails, speak to them on their level, and make the investment to respond to those youth who do want to be engaged and support their efforts.



6. **Use the right communication platforms.** Email, text and social media. Despite the reliance on technology by almost all youth, it is important to remember that technology can only do so much. Our work is about people, and that means personal relationships.



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## Focus Groups in Action



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## Panelists



John Puder  
Regional Manager for Child Hunger Outreach  
Texas Hunger Initiative



Xiomara Ardon  
Child Hunger Specialist  
Texas Hunger Initiative

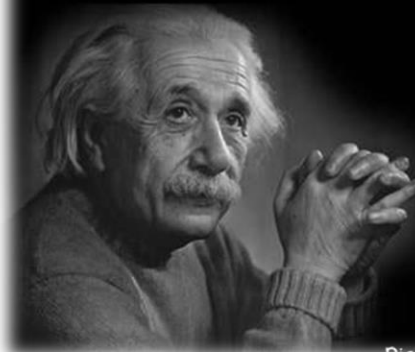
## Sponsors Wanted More Information

- What we're doing is not working
- Questioning current messaging
- Need for research
- THI was tasked with finding out more



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**Insanity: doing the same thing over and over again and expecting different results.**



**Albert Einstein**

PictureQuotes.com

## WHAT PARENTS TOLD US

- Financial burden for families
- Children  $\longrightarrow$  more groceries  $\longrightarrow$  more money
- Nutritional food intake
- Limited and/or no knowledge about the summer meals program



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## CHALLENGES PARENTS FACE

- Transportation
- Unfamiliar with site location tools
- 211, Text FOOD or COMIDA to 877877 or etc.
- Increasing fear of immigration issues





## HOW PARENTS WANT INFORMATION

- Schools are trusted sources of information
- Prefer to receive automated calls (limited)
- Social media platforms - Facebook



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## WHAT TEENS TOLD US

- No knowledge about the summer meals program
- Some travel during the summer
- Most teenagers stay home during the summer
- Refrain from using the word “**FREE**”
- Verbiage should be simple





## “FREE LUNCH”, WHAT WE ENVISION

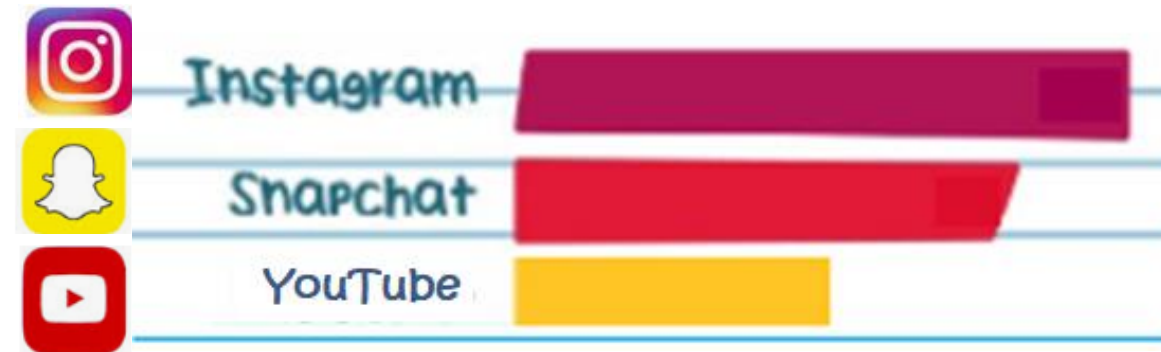


## “FREE LUNCH”, WHAT TEENS ENVISION

## HOW TO REACH TEENS

- Trust information from peers over authority figures
- Celebrity spokesperson
- Social media platforms
- Most participants use Instagram, Snapchat and/or YouTube videos (music/entertainment)
- Prefer texting tool, 877-877

### TOP SOCIAL MEDIA PLATFORMS FOR TEENS *Teens!*



## INITIATING FOCUS GROUPS



- Convene and collaborate with key stakeholders – discuss challenges/goals
- Collaborate with key stakeholders and assist with focus group coordination
- Prepare ahead of time
  - Questions, room setup, nametags, pen, paper, laptops, note-taker and etc.
- Extract participant responses and summarize
- Follow-up and share participant responses with key stakeholders



# SUMMER MEALS OUTREACH RESOURCES

- No Kid Hungry Summer [Awareness Building Toolkit](#)
- No Kid Hungry Summer [Outreach Materials](#)
- No Kid Hungry Summer Meals Texting Hotline ([overview one-pager](#))



### 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.



**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

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- ❖ [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](#)



**COMIDA Y AMIGOS. ¡QUÉ DIVERTIDO!**

**ENVIE EL TEXTO 'COMIDA' AL 877-877**  
PARA ENCONTRAR COMIDAS DE VERANO GRATIS EN SU COMUNIDAD

Niños y adolescentes en su comunidad pueden obtener comidas gratis y saludables mientras se divierten con sus amigos en un lugar seguro.

Llame 1-877-HAMBRE para más información.  
Esta institución es un proveedor que ofrece igualdad de oportunidades.




Thanks for joining us.  
Thanks to our panelists!

**Join us next month:**

Engage Community Leaders to Strengthen Your Summer Meals Program

Thursday, June 13 @ 2pm Eastern

