Mobile Meals: What’s Working

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[Logos of Arby's Foundation, School's Out, Food's In., and C&S Wholesale Grocers]

[Images of children eating in a classroom]

[Logo of NO KID HUNGRY]

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BESTPRACTICES.NOKIDHUNGRY.ORG
Agenda

• Overview of Mobile Meals Playbook
• Mobile Program Overviews
  – Keven Vicknair, CitySquare
  – Melissa Moore, Family League of Baltimore
  – Ashley Moen, Colorado Department of Education
  – Erica Field, Florida Department of Agriculture and Consumer Services
• Panel Discussion
  – What makes a good mobile program?
  – Where is mobile thriving and why?
  – What is next in mobile meals?
• Wrap Up
Your connection to mobile meals
Why Mobile

• Participation in summer programs is low
• Many kids in locations that don’t work as traditional sites
• Transporting food is simpler than transporting kids
• Parents are looking for mobile programs
• Mobile is working for many communities
Creating the Playbook

• Saw increased focus on mobile – wanted to learn more
• Worked with Community Wealth Partners
• 23 interviews with sponsors, state agencies, etc.
• Additional survey of summer sponsors
• Distilled findings into an online tool
Mobile Meals Playbook

http://bestpractices.nokidhungry.org/summer-meals/mobile-meals-playbook

• About mobile meals
• Is mobile right for you?
• Planning your program
• Best Practices for mobile operation

While we have made progress in reaching low-income children with food during the summer months, getting kids to summer meal sites can be challenging. Mobile meal programs can be a great way to serve kids in underserved communities, taking the meals to them instead of the other way around.

No Kid Hungry Webinar:
The Playbook for Mobile Meals

Join us for a webinar about this exciting new tool on Tuesday, February 18, 2014 at 2:00pm ET: Register Today!

Why Mobile Meals Work:

• It is both costly and more of a liability to transport children to meal sites versus transporting meals.
• Parents have indicated an interest in these types of programs
• Sponsors around the country have operated successful mobile programs
About Mobile Meals

Checklist for planning
- General Planning
- Budget Planning
- Program Delivery
- Logistics
- Ongoing Success

Mobile Meals in Action: Case Studies
- Highlights five unique programs
- Looks at:
  - Start up and background
  - The delivery model
  - Best practices and Insights
- Links back to featured organization

Case Study: CitySquare

Program Snapshot:
Geographic focus: Urban
Delivery model: "Hopscotch" method
Number of meals served: 8,500 per day
Meal format: Cold, vended

Background and Startup
The U.S. Department of Agriculture has hailed CitySquare’s Food on the Move program as “a model for the rest of the nation” and the organization proudly received the Governor’s Volunteer Award in 2013 for Community Leadership for its Food on the Move program. The program began in 2011 and initially focused on serving the Dallas, Texas area. The program has since expanded to serve Houston and Austin.
Is Mobile Right for you?

Quiz includes:

• Have you already been successful at delivering summer meals?
• Is there a clear need for more meal service in your community during the summer?
• Is serving more children through a mobile meals program part of your core mission?
• Do you have partnerships or relationships in the community that could help with starting a new program and/or promoting the program?
• **Given the costs of running a mobile meals program, is this program a strategic use of organizational resources?**
The Calculator

Mobile Meals Calculator

Share Our Strength’s Summer Mobile Meals Calculator to help you plan for all of the financial components of running a program. Use this automated tool to help you determine if a mobile program is feasible for your organization and later to create a budget for your ongoing operations.

“The calculator] really does account for everything. I love that [it has] parameters and suggested costs set forth in the model. I wish this was available when we first started our program”.

Andrew Bauer, Hunger Free Heartland Program Manager

The calculator allows you to experiment with program variables (i.e., per meal price, number of meals served, days of operation, number of mobile vehicles) to understand the mix of funding and organizational resources needed to run your mobile meals program. Once you input your information the calculator will create a high-level budget, including both revenue and expenses. It will also show the impact of increased or decreased meal service on your bottom line.

Download the Summer Mobile Meals Calculator and get started today!
Planning your Program

• **Reaching New Communities**
  – How to select target communities

• **Partners and Resources**
  – Critical questions to identify partners and resources
  – Examples of partnerships
  – Sources for funding and capacity

• **Serving Meals**
  – Determining self-prep or vended
  – Best practices for working with vendors
  – Cold vs. hot meals
Best Practices for Mobile Operations

- Finding the Right Ride
  - Sourcing vehicles & developing routes
- Staffing your Program
  - Descriptions of roles & staffing best practices
- Creating Demand
  - Outreach, engaging champions, providing programming
- Meeting Demand
  - Forecasting demand and managing fluctuations
- Evaluating and Improving
  - Critical questions for reflection
Keven Vicknair

CitySquare
Food on the Move

Nine tent percent of DISD students qualify for free and reduced price lunches at school. When school is not in session, these children are at risk of going hungry when they lose access to free lunch programs. In addition, financial burdens that come up during the school year force many parents to struggle to provide dinners for their families. There are two programs that exist within Food on the Move to combat these challenges—their summer feeding program and afterschool meal program. Food on the Move takes a stand against childhood hunger statewide, now offering support in Dallas, Houston, Austin, and Waco.

SUMMER FEEDING PROGRAM

CitySquare delivers more summer meals than any other nonprofit organization in the State of Texas. In summer 2013, we delivered more than 1,000,000 lunches to nearly 20,000 children and youth from low-income neighborhoods, churches, nonprofits, and summer camps.

Through our continued partnership with AmeriCorps, our mobile feeding program has delivered meals and provided enrichment activities to thousands of children that reside in apartment communities. The U.S. Department of Agriculture has hailed this program as “a model for the rest of the nation.” CitySquare proudly received the Governors Volunteer Award in 2013 for Community Leadership for its Food on the Move program.
Melissa Moore

Family League of Baltimore
Summer Meals
Summer Meals
Summer Meals
Ashley Moen

Colorado Dept. of Education
Mobile Feeding in the Summer Food Service Program
Mobile Feeding in Colorado

- 77 mobile feeding sites throughout Colorado
- Mobile feeding sites increased by 18% from summer 2013
- Mobile sites target pools, apartment complexes, mobile home parks, playgrounds, and parks
Erica Field

Florida Dept. of Agriculture and Consumer Services
SUMMER BREAKSPOT
FRIENDS FOOD FREE ALL SUMMER LONG
Mobile Feeding
Planning for mobile feeding

Florida’s Roadmap to Living Healthy

“Florida’s Roadmap to Living Healthy” is a new way of looking at information about health and nutrition in our state. The map uses GIS technology to visualize data. It can help government agencies, nonprofits and other organizations identify gaps in services and improve access to nutritious food. The interactive map includes data on Florida’s food deserts, death rates from diet-related illnesses and more.
Panel Discussion
What makes a good mobile program?
Question 2

Where is mobile thriving and why?
Question 3

What is next in mobile meals?
Questions?
Thank You!
Contact Information

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Mobile Feeding Strategies

- Discuss mobile feeding during annual training
- Provide a resource outlining costs that may be associated with mobile feeding
- Piggy-back mobile sites with traditional sites
- Encourage mobile sites to provide meal types not served in the area
Outreach

- **State partnerships:**
  - CO Dept. Public Health and Environment
  - CO Dept. of Education State Library
  - Hunger Free Colorado
  - USDA Mountain Plains Regional Office
  - Western Dairy Association

- **Weekly email updates and provide best practices**
- **Facilitate a sponsor meeting twice a year**
- **Connect sponsors to other sponsors with mobile feeding**
- **Encourage peer-to-peer shadowing**