

Welcome

Please call-in: **+1 (213) 929-4231**

Attendee Passcode: **935-530-885**

(Note: Panelists received a different passcode via email)

We'll get started with roll call in a few minutes...

MAY 20TH, 2015, 1-2:30PM

THIS MONTH'S PEER LEARNING EXCHANGE TOPIC:
SUMMER MEALS OUTREACH & PROMOTION

Housekeeping

- All lines automatically muted upon joining webinar
- We prefer to **umute** everyone throughout entirety of webinar. Please manually **mute your own phone while not speaking** to eliminate background noise.
 - Note, if you are on a cell phone and moving around, please be extra mindful of muting yourself when needed.
 - Avoid putting an office phone on 'hold', we may hear elevator music...
- Unfortunately the **'chat'** function is not available to attendees through the webinar service. You may, however, enter a question into your **'questionpane'**. Questions can be viewed by panelists and organizers.
- Please feel free to ask questions of us or each other at any time. You can use the **'raise hand'** feature to indicate you've got something to say.

INTRODUCTIONS & ICEBREAKER

Roll Call

- ☐ Imperial
- ☐ Inyo
- ☐ Riverside
- ☐ San Bernardino
- ☐ San Diego

Icebreaker

What was your favorite activity to do in the summertime as a kid?

- Swimming
- Playing sports
- Camping
- Reading
- Other (type into the chat box)

Today's Agenda

1:15 – 2:00pm

Peer Learning Exchange: Summer Meals Outreach & Promotion

- Discussion led by Rachel Kramer, Project Manager, TRC

2:00 – 2:30pm

TRC Updates

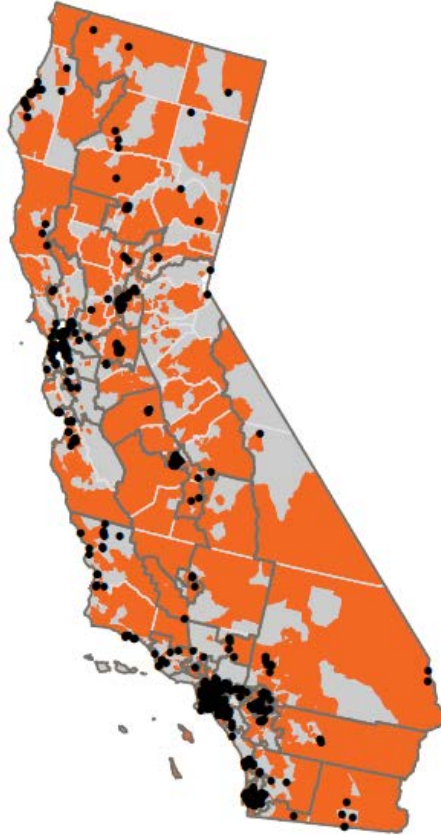
- Training & TA
- Media

Summer Meals Outreach & Promotion



DISCUSSION LED BY RACHEL KRAMER, PROJECT MANAGER,
INLAND DESERT TRC

California: At a Glance



2,442,773 kids qualify for free or reduced price meals

18% of low-income kids are receiving summer meals


25% of low-income kids live in areas ineligible for summer meals

- 2014 Summer Food Service Program Site
 - Congressional District
 - Eligible Area
 - Ineligible Area
- SFSP eligibility calculated for Census Block Groups and Census Tracts. County boundaries shown in light grey.

*Data from Share Our Strength, 2014

California: Summer Nutrition Gap



 = 100,000 children & youth benefitting from federally funded, free or reduced-price lunches

*Data from California Food Policy Advocates, 2014

Outreach & promotion tactics

1. Materials and messaging
2. Events
3. Social media
4. Earned media
5. Partnerships
6. Influencers
7. Paid media



Outreach & promotion tactics

1. **Materials and messaging**
2. Events
3. Social media
4. Earned media
5. Partnerships
6. Influencers
7. Paid media



Tips for Developing Outreach Materials

- Always include a call to action with a phone number to call or a website to go to for more information
- Use images with kids of all ages (including teens), diverse range of ethnicities, healthy foods such as fruits and vegetables, parents with children, and depict a range of activities
- **Words to use:** free, helps families save, fun, activities, learning opportunities, safe, healthy
- **Words to lose:** vulnerable, hungry, hunger, no paperwork or enrollment required



DC Free Summer Meals Program
KIDS & TEENS EAT FREE

DC Parks and Recreation Sites, Schools, Churches, Community Organizations & More

June through August

To find a site near you: CALL 311 or TEXT 202.6565.EAT
dcsummerfun.dc.gov

Children, ages 18 and younger, do not need to show registration, documentation, or an ID to receive their meals. An equal opportunity program

Logos: DC Department of Parks and Recreation, OSSE, SHARE OUR STRENGTH, National Recreation and Park Association

Vertical text on the left side of the poster: CALL 311 or TEXT us at 202.656.5EAT (328)

Tips for Sharing Your Message

- Parents are open to receiving information about the Summer Meals Programs anywhere parents and kids congregate, especially:
 - ✓ Schools
 - ✓ In the mail
 - ✓ Local radio/TV stations
 - ✓ Community newspapers
 - ✓ Local supermarkets



Outreach timeline

May

June

July

August

Outreach & promotion tactics

1. Materials and messaging
2. **Events**
3. Social media
4. Earned media
5. Partnerships
6. Influencers
7. Paid media

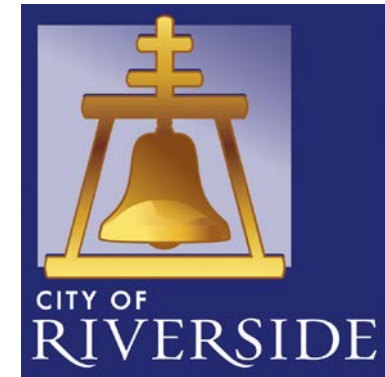


POLL

Have you hosted a Summer Meals kick off event before?

1. Yes
2. No, but my organization has supported an event
3. No

Guest speaker: Eddy Jara



PROGRAM COORDINATOR, NUTRITION EDUCATION & OBESITY
PREVENTION

CITY OF RIVERSIDE

Lessons Learned: City of Riverside

Health Promoting Event

- Fit
- Fresh
- Fun

Size of the Event & Layout

- 2700 Free BBQ lunch meals served
- Parks & Recreation and School Districts' Experience with large events
- For 2015: highlight selected aspects to preview summer meals; layout of exhibitors/activities closer to the stage



Lessons Learned: City of Riverside

Broad Representation & Collaboration

- Over 40 exhibitors/organizations)
- Attendance/participation of special guests/elected
- School Districts; City; County
- For 2015: Inland Empire Summer Meals Workgroup; coordinated promotion (radio; Inland Empire Summer Meals Week)

Promotion/Marketing

- All school children in two school districts received a flyer
- E-billboard
- Radio interview
- Invites

Outreach & promotion tactics

1. Materials and messaging
2. Events
3. Social media
4. Earned media
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POLL

What type of outreach tactics have you used to promote the Summer Meals program? (check all that apply)

1. Flyers
2. Banners
3. Social media
4. Op-eds
5. Other (use chat function to share)

POLL

What types of partners have you worked with to promote Summer Meals?
(check all that apply)

1. Food banks
2. Libraries
3. Hospitals/clinics
4. Parks & recreation
5. Other (use chat function to share)

Discussion questions

1. What tactics have you used to promote Summer Meals? Which have been most effective? Least effective?
2. Are you planning new outreach activities for this summer 2015?
3. How have you worked with the media to help promote Summer Meals?
4. How have you used social media to promote the program?
5. What types of partners have you worked with to promote Summer Meals? How have they supported with outreach?
6. How do you continue your outreach/promotion throughout the summer?

National Texting Campaign



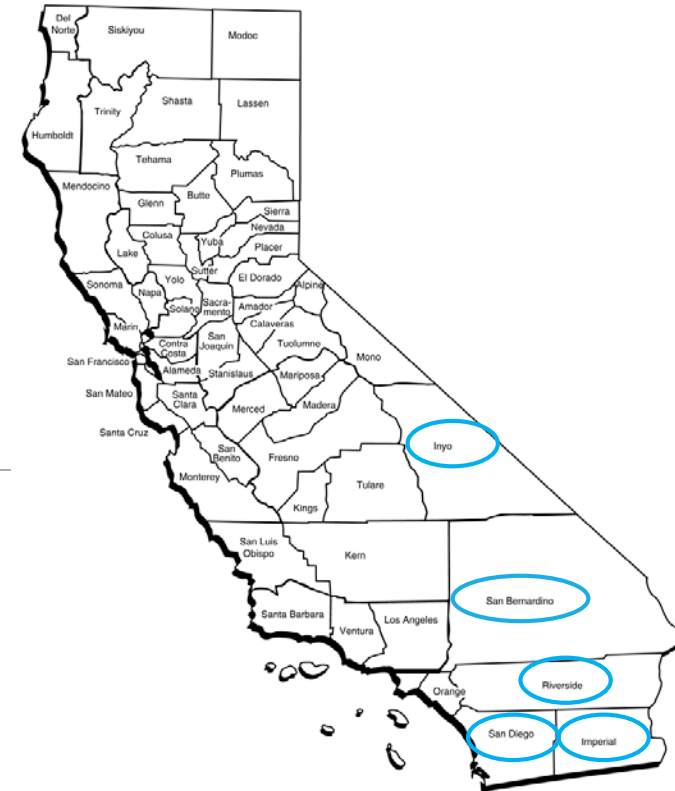
Media outreach

Power Up Your Summer

- Key messages
- Media advisory
- Calendar advisory
- News release
- Dignitary letter
- Social media posts
- Pledge card



Inland Desert TRC Updates May 2015



Training Update

ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER,
INLAND DESERT TRC

Save
The
Date!

Photovoice Training

- Snapshots & Stories: Photovoice Training for LHDs & Partners Working with Elementary School-Aged Children
 - In-person, Center for Community Health, UCSD, San Diego, Rm 640
 - June 3rd, 9:30am-3:30pm
 - Who should attend: Adult leaders who work with elementary school-aged children in schools, afterschool programs, summer programs, or faith-based organizations. NEOP program staff who train other adult leaders may also attend.
 - [Register here](#) by 5/27/15



Worksite Wellness in the Agriculture Sector

- Worksite Wellness in the Agriculture Sector
 - In-person, Center for Community Health, UCSD, San Diego, Rm 640
 - June 25th, 9am-1pm
 - Who should attend: NEOP-funded worksite program staff. You may also wish to invite partners who are in the position to support your efforts in the agriculture sector.
 - Registration coming soon!



CATCH Training

- Still working on the details in coordination with CATCH.
- Will focus on elementary school curriculum.
- Host in San Diego in July or August.



Youth Engagement, Leadership thru the Lens

- Leadership thru the Lens
 - Leadership and photojournalism training for youth champions and/or existing YE groups
 - In-person, full day
 - TBD, August/Early September
 - Two workshops will be provided
- Who should attend: Youth ages 13-19 currently involved as a youth champion or engaged in a YE/YPAR project & their adult allies.
 - *Note: If your county currently does not have a cohort of youth available/needing training, we can potentially reshape one workshop to be train-the-trainer only for adult allies/program staff*

****These trainings are dependent upon state approval of funds**



Technical Assistance Update



ELLE MARI, TRAINING & TECHNICAL ASSISTANCE SENIOR MANAGER,
INLAND DESERT TRC

HOTM Calendar 2015-2016 School Year



HOTM Rotation for the 2015-2016 School Year

Fall September October November	Peppers Grapes Root Vegetables	Suggested variety Sweet Peppers Daikon Radish
Winter December January February	Apples Salad Greens Citrus	Red Leaf Lettuce Mandarins
Spring March April May	Cooked Greens Cucumbers Strawberries	Bok Choy (featured raw) Persian
Summer June July August	Stone Fruit Avocados Melons	Peaches

Compiled by NEOP partners from the following agencies:

- Orange County Department of Education
- Los Angeles County Department of Public Health
- Los Angeles County Office of Education
- County of Riverside Department of Public Health
- San Bernardino County Superintendent of Schools
- University of California, San Diego, School of Medicine, Department of Pediatrics, Division of Child Development and Community Health
- Southern California Farmers



This material was produced by the California Department of Public Health's Nutrition Education and Obesity Prevention Branch with funding from USDA SNAP-Ed, known in California as CalFresh. These institutions are equal opportunity providers and employers. CalFresh provides assistance to low-income households and can help buy nutritious food for better health. For CalFresh information, call 1-877-847-3663. For important nutrition information, visit www.CaChampionsForChange.net.



Tools

- TRC website, www.ucsandiegotrnc.org
- Archived training materials, check the [resource library](#)
- Missed a monthly TA webinar? [Check here](#)
- Champion Profile development support, [Contact Rachel](#)
- Fact sheets– content development to begin July
- One-on-One support is an email/phone call away
 - Subs, LIAS, and CNAP members welcome to contact us too
- Professional photography services available, [Contact David](#)



Media & PR Update



WHITNEY BALL, PROGRAM COORDINATOR
INLAND DESERT TRC

Welcome Whitney!

Whitney is a Program Coordinator for the Inland Desert Training and Resource Center & SNAP-Ed Programs.

She is from San Diego, but just moved back after living in the Bay Area for 3 years. Her most recent work was with the NEOP team in Napa County.

She will be assisting the TRC team on the Inland Desert County Success Story Video Projects as well as other on Media and Public Relations projects.

Whitney has a passion for sustainable agriculture, social justice, and food systems policy. She looks forward to meeting and working with you all in the future!



Success Story Videos

- Opportunity for each LHD to highlight local success stories
- Up to 2 videos per county
- Filming schedule: now – July
- Post-production & approvals: August & September
- Get in touch to start planning!



June Monthly Technical Assistance Webinar

Wednesday, June 17th, 2015

1:00-2:30pm

Discussion Topic: TBD

**Please forward meeting invitation with agenda to subcontractors, CNAP members, and other interested parties as appropriate*