

Southeast Kansas Summer Food Service Program (SFSP) Summit
Monday, November 13, 2017
Miller's on Madison Avenue
Iola, KS



9:00 - 10:15 a.m.

Registration open

9:30-10:00

Pre-session Workshop: Summer Food Service Program 101

Intended for new and potential sponsors, this session will give an overview of the USDA's Summer Food Service Program, answering questions regarding qualifying a site, reimbursement rates, rules around serving meals, what meals can consist of and more.

Speaker: Judy Neely, Child Nutrition Consultant, Kansas State Department of Education

10:15-10:30

Welcome

Speaker: Rebekah Gaston, Childhood Hunger Initiative Director, Kansas Appleseed

10:30 – 11:30

Innovative Approaches: Making Mobile Work, Restaurant-style Service and More

This session will feature how sponsors have integrated the program into their communities in ways that reduce stigma and promote participation, from "pop-up" restaurants to sports complexes and more. This session will also provide a step-by-step guide to implementing mobile services: acquiring and refitting mobile units, budgeting, scheduling and beyond.

Speakers:

- Matthew Shepard, CEO, Midwest Evaluation and Research
- Brian Donovan, Director, Opa! Food Management, Iola
- Shelly Hill, Food Service Director, USD 367

11:30– 12:00

Raising Money to Supplement Your Program

Have you ever raised money through the checkout at your local grocery store? Have you applied for grant funding? Raising additional funds to supplement USDA reimbursements can make a world of difference when it comes to funding activities, staff, transportation, adult meals and more. Speakers will discuss easy approaches to securing community-supported donations and applying for grants.

Speaker: Jennifer Parker, Director, Opa! Food Management, Augusta

12:00-12:45

Lunch

12:45 – 1:45

Activities and Partnerships

In addition to the nutritional gap during the summer, there's often an educational slide for low-income children. Activities at SFSP sites can play a vital role in reducing this slide and increasing participation. Many organizations throughout the state have also gotten involved in SFSP, and can be a resource for your program. Sponsors will rotate between guided roundtable discussions on working with community organizations and agencies to build a program in your community and how to successfully work enrichment activities into your program in ways that work for you.

Speakers:

- Janet Reynolds, Librarian, Linn County Library District #2
- Jake Howard, Director of Food and Nutrition, East Central Kansas Economic Opportunity Corporation
- Debi Kreutzman, Community Relations Manager, Kansas Food Bank

1:45 - 2:30

Outreach Tools to Reach More Youth

Low participation can often be attributed to a need for more effective outreach. We'll dive into strategies to ensure your SFSP marketing efforts are reaching youth and driving participation including social media how-to's (Facebook, Snapchat, Instagram and Twitter), website building, free and easy-to-use graphic design tools and partnering with organizations to spread the word. We'll also feature insights from teens on what forms of advertising and outreach appeal to them.

Speaker: Christina Ostmeyer, Summer Meals Advocate, Kansas Appleseed

2:30 - 2:45

Break

2:45 – 3:15

Doing What Kansas Does Best: Championing Local Foods

Access to fresh, local produce is both important and beneficial. Hear how Thrive Allen County is championing local food in its community as well as how you can integrate local food into your programs.

Speaker: Yvonne Scott, VISTA Healthy Food Access Coordinator, Thrive Allen County

3:15 – 3:45

Closing

Final question-and-answer session and closing remarks