

Central Kansas Summer Food Service Program (SFSP) Summit
Tuesday, November 14, 2017
Rolling Hills Zoo Conference Center
Salina, 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: Barb Depew, Child Nutrition Consultant, Kansas State Department of Education

10:15 – 10:30

Welcome

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

10:30 – 11:00

Innovative Approaches Part I: Restaurant-style Service and Community Collaboration

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 Shephard, CEO, Midwest Evaluation and Research
- Karil Bellah, Doctor and Advocate, The Associated Churches of Lindsborg

11:00 – 11:45

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.

Speakers:

- Katie Schoenhoff, Program Officer, United Methodist Health Ministry Fund
- Jessica Martin, Grants and Scholarships Coordinator, Greater Salina Community Foundation

11:45 – 12:15

Innovative Approaches Part II: Tackling Transportation Challenges

Part II will continue the conversation with additional speakers on innovative approaches sponsors can take to drive participation and reduce the stigma often associated with meals programs.

Speakers:

- Jami Reeve, Executive Director, United Way of the Flint Hills
- Shelly Kelley, Community Services Officer, City of Emporia
- Jennifer Tatro, Director of Nutrition Services, Hutchinson Public Schools

12:15 – 1:00

Lunch

1:00 – 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:

- Brenda Gutierrez, Program Director, Saline Area United Way
- Debi Kreutzman, Community Relations Manager, Kansas Food Bank
- Donna Long, Attorney/Owner, Long Law Office, LLC
- Kim Witt, Cheryl Boesker, and Sharlan Graber, Advocates and Partners, Canton-Galva Summer Food Service Program

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 – 3:30

Small-town Solutions: Creative Locations, Local Foods and Coalition Building

This session will explore additional ways the Summer Food Service Program can have success in rural communities from hosting programs at unique site locations to integrating farm-to-summer practices to building community support.

Speaker: Steven Granzow, CEO, Lincoln County Hospital

3:30 – 3:45

Closing

Final question-and-answer session and closing remarks