

# Southwest Kansas Summer Food Service Program (SFSP) Summit

Tuesday, November 7, 2017  
Dodge City Family YMCA



**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 optional 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: Tara Witthuhm, Child Nutrition Consultant, Kansas State Department of Education

**10:15 – 10:20**

**Welcome**

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

**10:20 – 11:05**

**Innovative Approaches: Mobile Meals, Rec Centers 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:

- Tracy Johnson, Nutrition Director, Garden City Public Schools
- Debbi Davidson, Aquatic Director, Arkansas City Recreation Commission
- Michael Rogg, Director of Auxiliary Services, Unified School District 480

**11:05 – 11:45**

**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

### **11:45 – 12:30**

#### **Getting Active with SFSP!**

Did you know low-income students gain weight 2-3 times faster during the summer than in the school year? This hands-on session will focus on fun ways to integrate physical activities into your summer program to get kids active and engaged!

Speaker: Jaime McVey, Sublette's B.E.S.T 2 Director, Sublette Public Schools

### **12:30 – 1:15**

#### **Lunch**

### **1:15 – 2:00**

#### **Activities and Partnerships**

Activities at SFSP sites can increase participation and reduce summer educational. 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:

- Debi Kreutzman, Community Relations Manager, Kansas Food Bank
- Debbie and Eli Makings, SFSP Site Coordinator and Community Advocates, Larned United Methodist Church
- Bertha Mendoza, Extension Agent, K-State Southwest Research and Extension Center
- Kathy Konrade, Nutrition Supervisor, Dodge City Public Schools

### **2:00 – 2:30**

#### **Fundraising to Support 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: Pat Hamit, Executive Director, Community Foundation of Southwest Kansas

### **2:30 – 2:45**

#### **Break**

### **2:45 – 3:30**

#### **Assessing 2017 and Moving Forward**

Clarissa Hayes from the Food Research and Action Center will be joining us from D.C. to discuss outcomes of 2017 and outline what's contributed to regional changes in SFSP participation. Sponsors will then be guided through a discussion on what works and doesn't work, and how they can prepare for 2018.

Speaker: Clarissa Hayes, Child Nutrition Policy Analyst, Food Research and Action Center (FRAC)

### **3:30 – 4:00**

#### **Closing**

Final question-and-answer session and closing remarks

