

Northwest Kansas Summer Food Service Program (SFSP) Summit
Wednesday, November 8, 2017
Northwest Kansas Educational Service Center
Oakley, 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: Tara Witthuhm, Child Nutrition Consultant, Kansas State Department of Education

10:15-10:30

Welcome

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

10:30 – 11:15

Innovative Approaches: Mobile Meals, 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 and scheduling.

Speaker:

- Tracy Johnson, Nutrition Director, Garden City Public Schools
- Lora Horton, Family and Consumer Sciences Agent, Hamilton County Research and Extension

11:15 – 11:45

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. We'll discuss easy approaches to securing community-supported donations and applying for grants.

11:45 - 12:15

Getting Started: Partnering with Organizations and Agencies to Start SFSP

Are you interested in bringing this program to your community, but not sure if you're ready to be a sponsor? Many organizations throughout Kansas act as sponsors and partner with community-level organizations to start programs locally. See what this looks like in practice.

Speakers:

- Debi Kreutzman, Community Relations Manager, Kansas Food Bank
- Pastor Shelly Holle, Faith Lutheran Church, Oberlin, KS

12:15 – 1:00

Lunch

1:00 – 1:45

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

1:45 - 2:15

Doing What Kansas Does Best: Suggestions for Success and Where We Can Go with Local Foods

Hear community members' first-hand experiences bringing SFSP to their town as well as how you can integrate fresh produce or local foods into your program. Speakers will focus on the logistics of these practices and how they made it work.

Speakers:

- Michelle Moses, Homemaker & Caring Mom, Rawlins County Snack Site Supervisor
- Chris Sramek, Vice President of Consumers, High Plains Food Co-op

2:15 - 2:30

Break

2:30 – 3:30

Assessing 2017 and Moving Forward

Clarissa Hayes from 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