

Healthy Active Communities

-Active Living

September 19, 2017

YMCA

1:30 p.m. – 2:30 p.m.

In Attendance: Becky Zubich, Chris Strand and Sara Ferkul

We began discussing the parent survey and a more focused distribution plan. Forwarding the link so people can complete the survey online, distributing through the YMCA programs, Head Start Family Fun Day at the Simek's Farm. We also discussed the option of distributing the survey at parent-teacher conferences or possibly at Natural Harvest.

We decided as a group that we will aim for **October 31st** to be the deadline for the survey.

We then discussed the activity options for the program and who we may be able to utilize for these activities. We also thought creating a schedule of events for the summer would be smart. If we have biking, gardening, swimming etc. on certain days throughout the summer we can line volunteers up ahead of time, all weather dependent of course. This will also help the kids decide if they want to take part in the program that day.

We also thought that we should set up a meeting with the City of Virginia to see if they are willing to contribute anything and also to discuss any concerns that they have.

Becky found a handout from the "Y" about Outreach Sites. We will be using some of those tactics and advice to choose our location. (Attached) They will be releasing another handout for 2017/2018.

Next Meeting:

October 17, 2017

1:30 p.m. - 2:30 p.m.

YMCA

IDENTIFYING OUTREACH FOOD PROGRAM SITES

Tips on how to identify potential outreach food sites.

1 in 6 children in the US are fighting hunger.

The Y can help. Here are tips to identify new outreach sites for food programs in or around your community and how to strategically set your programs up for success.



Identifying the perfect outreach sites for food programs.

Things to consider when your YMCA is identifying a new outreach location

- Number of kids in the area
- Safety and walkability
- Eligibility (i.e. free and reduced lunch percentage/census data)
- Facilities (i.e. access to bathroom, water, shelter)
- Identify potential barriers and possible solutions (i.e. refrigeration of meals - possible solution - working with schools/parks to use their space)
- Consistency - Will you be able to continue serving food each year?

Examples of possible locations for food programs:

- Parks, low income housing complexes, community centers, churches, schools, pools, food bank/pantry, summer schools, bus school stops, hospitals, libraries, etc.

HELPFUL LINKS

Follow the links below to help determine eligibility and areas in your community that are in need of a food program.

USDA Capacity Builder:

<https://www.fns.usda.gov/capacitybuilder>

USDA Food Desert Map:

<https://www.ers.usda.gov/data-products/food-access-research-atlas/>

FRAC (Food Resource Action Center) Food Mapper:

<http://216.55.168.186/FairData/SummerFood/map.asp?command=scope&map=0>

Identifying potential community partners.

Community partners can provide resources in a variety of ways from facility usage to providing volunteers. Below are some examples of potential community partners to utilize.

- Parks Department
- City/County Administration
- Churches
- Fire/Police Department
- Housing Complexes
- Schools (high school and college)
- State family services/Child Welfare
- Community Centers
- Library

Determining meal service time.

There are no set meal times (i.e. breakfast can be later in the morning). Get to know your communities and pick times that work for each specific area. For example, if park usage doesn't peak until mid-morning, set breakfast time later to reach more kids.



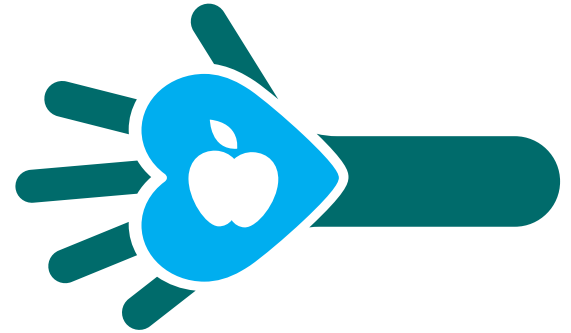
VOLUNTEER ENGAGEMENT AT OUTREACH SITES



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

An engaged volunteer base is an invaluable tool to support outreach meal sites and sustain meals program efforts.

Using the tips and tools below, Y's will be able to see the framework of creating a sustainable and connected volunteer presence within their meal programs.



Tips from the Experts.

- **Engage and Support Volunteers**
Much like staff, be sure to equip volunteers with the necessary resources to be successful in their role such as training, supplies, space, and schedules.
- **Recognize Time and Effort**
Find ways to recognize volunteers in a variety of ways for their time working in program. This can be incentives for specific time benchmarks or for volunteer referrals.
- **Safe Onboarding**
Keeping in mind the safety of program participants always make sure to consult with your local Human Resources team on local policies for volunteer onboarding and background checks
- **Maximize Skill Sets**
Provide clear and concise job descriptions for volunteers so that they know what is expected and how their unique skill sets can be utilized in program.
- **Communication**
Be sure to share the "Why" to increase buy-in for the anti-hunger mission. Create and share expectations when onboarding new volunteers.

HELPFUL RESOURCE LINKS

Volunteer Handbook of Lansing

<https://yexchange.org/Food-Program/Pages/Staff-Volunteers.aspx>




Independent Sector Value of a Volunteer Hour



<https://www.independentsector.org/>

YExchange Food Program Staff & Volunteer Page

<https://yexchange.org/Food-Program/Pages/Staff-Volunteers.aspx>

Suggestions on which community partners should be included in the Y's plans for this topic.

-  **University and Educational Institutions** (high schools, trade schools, etc.)
-  **Government Agencies** (Sports and rec departments, school systems, etc.)
-  **Faith Based and Local Organizations** (churches, United Ways, etc.)

-  **Corporate and Local Businesses** (Local grocers, local sports teams, etc.)
-  **Your Own Y** (Board members, staff, members, Leaders Club, TogetherHood, etc.)



RECRUITMENT & RETENTION

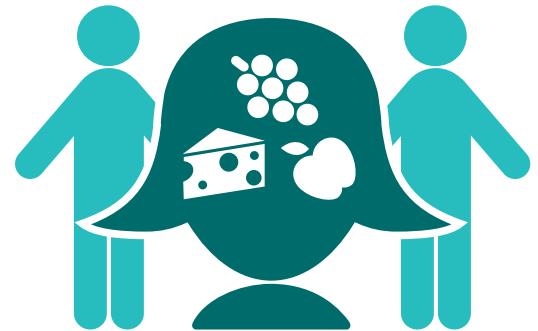
FOR YOUR OUTREACH FOOD PROGRAM



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

For youth who may not know where their next meal will come from, the Y provides the nourishment they need.

Recruiting and retaining participants help keep your Food Program sustainable and ensure kids get continued access to the nutrition they need to reach their full potential.



Tips from the Experts.

Identify Ways to Reach Your Potential Participants

Traditional Marketing

- Emphasize fun/avoid creating stigma
- Utilize multiple social media outlets
- Give flyers to schools for distribution
- Create marketing materials in multiple languages
- Use the same sign/flag to identify each site to create recognition
- Put ads on the bottom of electric company bills
- Offer giveaways and incentives at kickoff events to attract kids
- Community Events – Healthy Kids’ Day and cultural festivals

Enlist Your Community

- Door-to-door invitations (check city ordinances & safety first)
- Teenage Recruiters (such as athletic teams) – give them flyers to hand out
- List programs on social services resource list (contact shelters, WIC and SNAP offices and other community agencies)
- Put sites and service times in newspapers, church bulletins, PTO newsletters, etc.
- Flyers – pass out to housing authority the week before rent is due

HELPFUL RESOURCE LINKS

Food Passport for incentivizing kids to return

<https://yexchange.org/Food-Program/Resources/Food-Passport-2017-Lansing.pdf>

Brand Resource Center for sample flyers

https://theybrand.org/wordpress/mm_smp_flyers_dl

Identify Ways to Keep Kids Coming Back

Offer Incentives

- Link sites to YMCA opportunities like open swim and free camp passes
- Engage parents with family events
- Ask community partners to lead special programming days
- Raffle prize at end of season for consistent attendance
- Offer “Food Fun Days” for example, create art out of healthy food such as sugar snap pea hummus boats or pepper stop lights

Make it Fun and Consistent

- Be consistent with time, location, staff, and volunteers (if possible)
- Offer fun programming for a variety of ages
- Give youth voice—allow kids to vote on healthy menu options
- Allow older kids opportunities to lead
- Serve high quality food that you would like to eat

Suggested Community Partners

Finding Community Partners is Key! Examples include:

- Health Department
- Service Organizations/Clubs
- Local Pediatricians
- Schools
- Housing Developments
- Food Bank
- Cultural Centers
- Faith-Based Organizations
- Libraries

