Strategies for Marketing Summer Feeding Program - “Mission Possible!”

April 25, 2019
About Laredo, Texas - “Gateway to Mexico”

- Founded in 1855
- Grew from a village to being the capital of brief Republic of the Rio Grande to the largest inland port on the Mexico-United States border; has 4 international bridges and 1 railway bridge
- Located on the north bank of the Rio Grande in South Texas across from Nuevo Laredo, Tamaulipas, Mexico
- Has the distinction of flying seven flags
- Known as the “Gateway to Mexico”
Laredo, Texas (County of Webb)
Laredo, Texas

- Population of over 250,000
- 10th most populous city in Texas
- Over 95.6% are Hispanic or Latino
- Ranks as 19th least diverse city overall out of 313 largest cities in the US
- Has two school districts- Laredo ISD & United ISD, 1 community college and 1 university
Promoting Summer Feeding Program

- Newspaper/Radio Announcements
- Door hangers, posters, miniature information cards
- Webpage (district) and TDA list of summer sites
- Summer Feeding Kickoff
- School announcements/marquees
- Nutrition Education- Puppet Shows/presentations/Department Superhero
Participation in Summer Feeding Program

• Over 25 years
• Locations- started with 3 and now over 82 sites
• One year (in 2013) Laredo ISD got recognized by Texas Department of Agriculture for having 100 summer feeding sites- 2nd to Dallas (113)
• Summer Feeding participation has decreased yet remain steady in the past 2 years serving over 210,000 meals (breakfast, lunch and/or snacks); reason less feeding sites went from 88 to 85 and now we are at 82 feeding sites
TDA Recognition!!!

In recognition of Distinguished Performance Associated with the Summer Food Service Program
the Texas Department of Agriculture awards the Laredo LSD for Expanding Reach to Texas Children in Need

The Texas Department of Agriculture applauds your commitment to healthier futures for Texas children. Your efforts hold great promise and potential for advancing the 3E's of Healthy Living — Education, Exercise and Eating Right. The Department looks forward to growing this partnership as we prepare today's children to be tomorrow's leaders.

Todd Staples
Commissioner
January 10, 2013
Participation in Summer Feeding Program

• Before the last 2 years, the Laredo ISD Child Nutrition Program served over 285,000 meals (breakfasts, lunches and/or snacks)
Types of Menus - Cycle Menus

- Breakfast - 2 week cycle menu
- Lunch - 3 week cycle menu
- Snacks - 2 week cycle menu
- Note variety of items served - popular main items/entrees, fresh fruits, side salads and variety of flavored fat free milks
- In addition, have Family Style Meals for PK 3 & 4 year olds
- Provide special menus for WIC programs participating
- Also have menus modified for students with special diets
Partners-are Diversified and Many…

- Churches
- Boys & Girls Clubs
- Housing Projects
- City Pools
- WIC programs
- Recreational Centers
- Splash parks
- College/university educational camps
- Other entities- Imaginarium
- And many, many more...😊
Equipment Used in Summer Feeding Program

- Pre-pack Wrapping Machine
- Trays for pre-packaged meals
- Cambro carts
- Electric Cambro Carts (Warmers)
- Thermal bags
- Ice chests
Equipment Used in Summer Feeding Program

- Small tables to set up food
- Wheel Utility carts
- Bagging system for fruits/veggies
- Also, have handy hairnets, gloves, aprons (optional), thermometers (bi-metallic) to check temperatures, sample meal tray and milk, all your signage posters that are required - Justice For All, Feeding Site Dates and Times of Meal Service and What Meal Services are offered
Pre-packing Meals Machine
Meal Tray
Cambro cart
Electric Cambro Cart (Warmers)
Thermal Bag
Ice Chests
Utility Cart
Pre-packing Meals Machine
Cambro Cart
Fresh Produce
Carry your “Thermy” - Important!

"IT’S SAFE TO BITE WHEN THE TEMPERATURE IS RIGHT!"

Food Safety and Inspection Service, USDA
Strategies used to Market

- Let many know about Summer Feeding two months prior
- Different Presentations-puppet shows, presentations, kickoffs
- Announcements/interviews in television and radio
Summer Feeding Program Kickoff
“Celebration”
Summer Feeding Program Kick-off “Celebration”
Summer Feeding Program Kick-off
Summer Feeding Program Kick-off - children with mascot and superhero
Presentations
Department “Superhero- Henry the Health Charger”- great way to get children excited
Department “Superhero- Henry the Health Charger”- great way to get children excited
Food Delivery Trucks
CNP Promotion
SFSP Information that is vital

• Get the message out in advance
• Contact the media
• Host a summer kickoff
• Share the menus
• Conduct outreach such as posters, door hangers, post cards
• Thank the partners
Summer Feeding Information-Language Appropriate
Summer Feeding...

• “Hunger Takes No Vacation!”
Your Time to Ask---

• Any questions??
How did you go about it to expand summer feeding to so many sites?

Getting the summer feeding information out there as soon as summer is over; welcome back all feeding sites and reach out to new sites through SHAC, City Council and other--- “the sky is the limit!” With hunger there are no boundaries- reach out to all!
Summer Feeding - Mission Possible!!

• Thank you!!!