



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

April 25, 2019

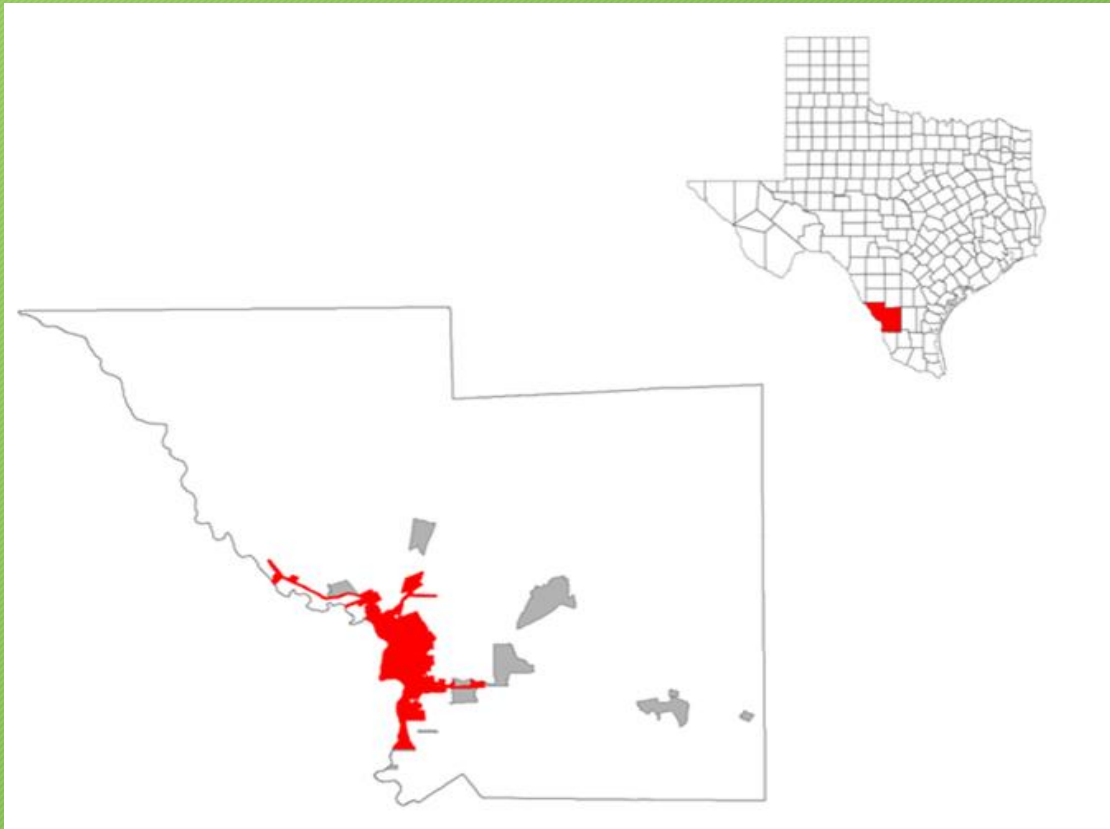
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About Laredo, Texas - “Gateway to Mexico”

- 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!!!



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)

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Thermal Bag



Ice Chests



Utility Cart



Pre-packing Meals Machine



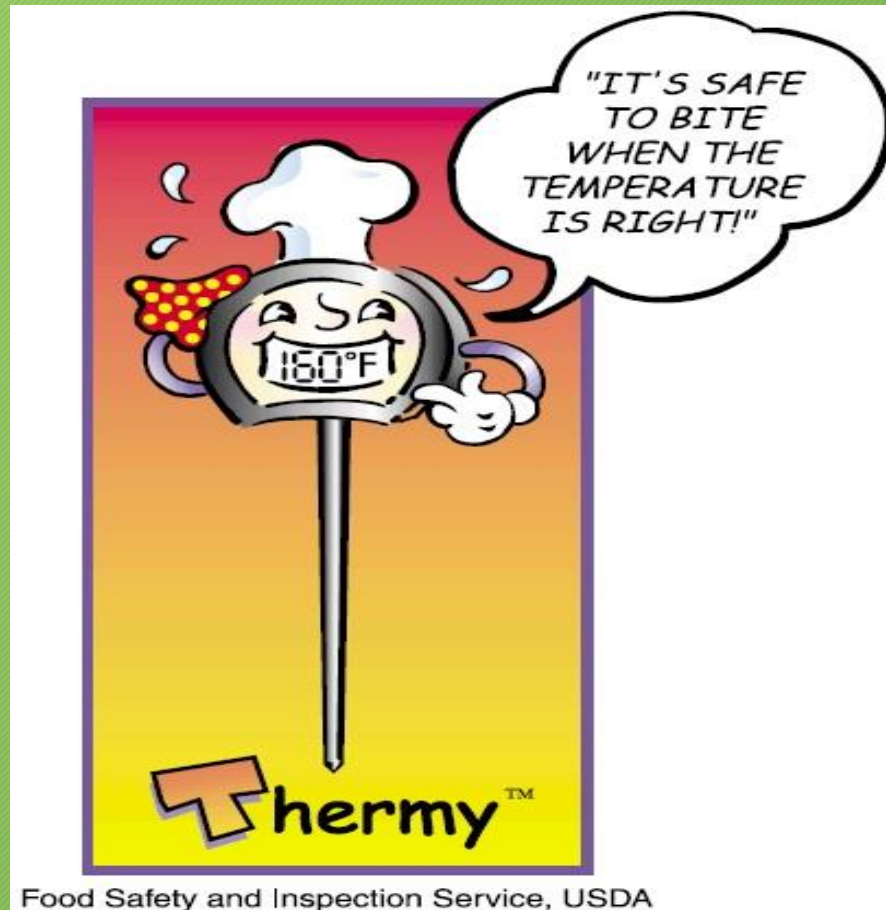
Cambro Cart



Fresh Produce



Carry your “Thermy”- Important!



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

Child Nutrition Program

HEALTHY SUMMER MEALS FOR KIDS
No Cost for Kids 10 and Younger

summer Food Service Program
USDA

Real Account General Reports Daily Report
Designed by Frank Rios

Customer support

HELP

UPDATE

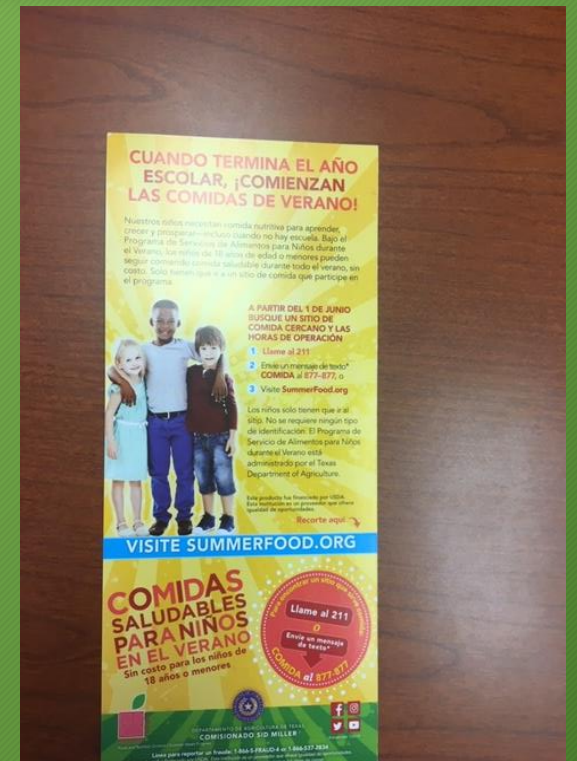
Contact Maribel Luna 273-1623 or Michelle Zamora 273-1612

HUNGER TAKES NO VACATION

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??

Frequently Asked Question--

- 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!!!**