



Promoting Sites

Getting the word out to families about Summer Meals is a key factor to ensure that children have access to good nutrition this summer! Here are innovative tools and resources to promote Summer Meal sites and help families find them.

Go to [Resources](#).

Mapping Tools

The Food and Nutrition Service (FNS) mapping tools are designed to assist State agencies, partners and sponsors interested in using data to build summer meal capacity and target new sites. All summer meal site data used for the FNS mapping tools is from State agencies. Learn more about using FNS mapping tools to enhance your State's outreach efforts.

<http://www.fns.usda.gov/sfsp/mapping-tools-summer-meal-programs>

- *Area Eligibility Mapper*
This map shows the locations of areas served by schools where at least 50 percent of enrolled children are eligible for free or reduced-price meals.
<http://www.fns.usda.gov/areaeligibility>
- *Capacity Builder*
This tool allows users to see where Summer Meal sites are or have been in their communities.
<http://www.fns.usda.gov/capacitybuilder>
- *Rural Designation Tool*
State agencies and sponsors may use this tool to determine if a proposed site may be designated as rural for purposes of SFSP.
<http://www.fns.usda.gov/rural-designation>



11/01/20

Summer Meals Toolkit

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FNS Summer Meal Site Finder

A terrific tool for families is the FNS Summer Meal Site Finder. This web-based site locator is available online to anyone looking for a summer meal site for children. Families may visit the site locator to access the map and find Summer Meal sites in their neighborhood.

<https://www.fns.usda.gov/meals4kids>

FNS Promotional Materials

Effective site promotion involves a variety of platforms, including social media, websites, and texting. FNS also has print and media resources available to reach families and communities through traditional forms of outreach.

Download and customize flyers, bookmarks, postcards, public service announcements (PSA), and more, in both English and Spanish, to let families know about the availability of Summer Meals and how to find meal locations near them.

<http://www.fns.usda.gov/sfsp/raise-awareness>

Events

Partners and sponsors can host events to promote Summer Meals. Well-advertised, family-friendly events are great ways for sponsors to promote their sites. Events could be as simple as inviting parents for a day of fun, or a major event with public officials, celebrities, and media. Co-hosting an event is a great way to combine city, State, and local nonprofit agency efforts to raise awareness, provide information, and encourage participation.

Share Our Strength No Kid Hungry Texting Campaign

Texting provides convenient, real-time access to local Summer Meal site information. Using the No Kid Hungry free texting service, families may text “FOOD” or “COMIDA” to 877-877 to receive a text back with information about summer meal sites in their neighborhood. The texting service also provides information about how to find other food resources in the area. Share Our Strength, a USDA partner organization that runs the No Kid Hungry initiative, welcomes and encourages Summer Meal sponsors to include information about the texting service in their outreach materials.





Resources

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Make Your Summer Meals Site the Talk of the Town

<https://www.youtube.com/watch?v=wLRvZkV20Ho&list=PLBccton6gOdrMM068BgMhIBuk-XI2AhFq&feature=share&index=8>

Food Research and Action Center

Conference Call and Webinar Recordings – Summer Meals Matter

<https://frac.org/conference-call-webinar-recordings>

Share Our Strength: No Kid Hungry Campaign

Promote Summer Meals

<http://bestpractices.nokidhungry.org/programs/summer-meals/promote-summer-meals>

For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and achievable for your Program. The Summer Meals Toolkit has even more creative ideas and resources at <https://www.fns.usda.gov/sfsp/summer-meals-toolkit>

Do you have more questions? Sponsors and the general public should contact their State agency for answers. State agencies should contact their FNS Regional Office.

List of FNS Regional Offices: <http://www.fns.usda.gov/fns-regional-offices>

List of State Agencies: <http://www.fns.usda.gov/sfsp/sfsp-contacts>

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