

Summer Meals Programs Kickoff and Spike Events

Texas Department of Agriculture Food and Nutrition Division





TEXAS DEPARTMENT OF AGRICULTURE COMMISSIONER SID MILLER

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Agenda

Summer Meal Programs Kickoff and Spike Events

- ✓ Summer Meal Program Overview
- ✓ Hosting a Kickoff or Spike Event
- ✓ Engagement Activities
- ✓ Create Flyers for Events
- ✓ Partners and Places for Promotion
- Cyress-Fairbanks ISD Summer Kickoff
- ✓ Digital Outreach Tools/Resources
- ✓ Questions

Summer Meal Programs Overview Healthy Summer Meals for Kids



No Cost Summer Meals are available to:

- Children ages 18 and younger
- Enrolled students with disabilities up to 21 years old

Summer Meal Programs Overview How It Works



- No need to provide identification.
- The Summer Meal Programs include the Summer Food Service Program (SFSP) and the Seamless Summer Option (SSO).
- The Texas Department of Agriculture (TDA) administers the Summer Meal Programs in Texas.

Summer Meal Programs Overview Summer Meals Make a Difference!



In 2024, Texas provided:

- 673 Sponsors
- 4,931 meal sites
- Over 12 million meals were served from June through August.

Hosting a Kickoff or Spike Event



These special events boost awareness, increase participation, and build trust within your community about your summer site.

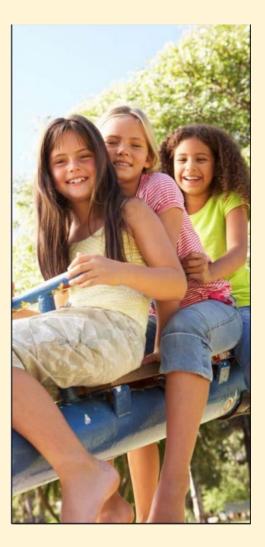
- **Kickoff Events** When meal sites open.
- **Spike Events** In the middle of summer, typically in early to mid-July.

Congregate vs Non-congregate Resources available for meal service options

- Make events and promotions clear that sites are congregate or noncongregate.
- Choose events that attract students, parents and community members to the site regardless of meal service option.



Engagement Activities Examples for past kickoff and spike events



- Arts and Crafts
 Booth
- Book Giveaway
- Dance Classes
- Dress Up Contest
- Face Painting
- Field Day Games

- Freebie Distribution
- Health Screenings
- Jump House
- Music/DJ
- Photobooth
- Raffles

Create Flyers for Events *Examples of Past Flyers from Summer Sites*

- Flyers should be bright and eye catching
- Include the following Information:
 - Event Address
 - Date and Time
 - Celebration Description
 - Activities, Meals, Freebies
 - Call-to-Action- Join Us, Come by, Visit



Partners and Places for Promotion



- ✓Libraries
- ✓ Gas Stations
- ✓ Community Centers
- ✓ Hospitals/Doctors
 Offices
- ✓ Correctional Facilities
- ✓WIC Clinics

- ✓ Mom & Pop Shops and Grocery Stores
- ✓ Non-Profits (Churches, Food Pantries)
- ✓ Donation Centers (Goodwill, Salvation Army)
- ✓ Variety Stores (Dollar General, Family Dollar)







Cypress-Fairbanks ISD Summer Kickoff Guest Speaker: Chelsea Aitken

- Purpose
- Planning
- Community Resources
- Advertisement
- Review & Adjust for 2025
- Additions for 2025
 - Southern Ice Cream Truck
 - Mobile Puppy Adoptions
 - Temporary Tattoo Station
 - School Bus
- Final Tips and Takeaways

Resources

TDA offers a variety of no-cost marketing & outreach resources that sponsors and sites can use to promote summer meals. Find these under the summer resources sections of <u>SquareMeals.com</u>

Digital Outreach Resources

Can be printed, added to digital newsletters, websites, social media, or used in various communications!

- Summer Best Practices Guidebook
- Social Media Support Packet
- Yard Signs *Updated*
- Templates *New*
- Parent Info Cards * Updated* Spanish Coming Soon
- Program Posters *Updated*

Kickoff Event Toolkit:

- Planning Recommendations
- Event Promotion
- Activity Ideas
- Additional Tips

Please Note: Posters & Yard Signs will be distributed by ESCs. These shipments will arrive to ESCs by end of next week (5/16) to begin distribution.



Thank You for Joining Us

Thank you for helping ensure Texas families have access to healthy summer meals



QUESTIONS

CONTACT US



Texas Department of Agriculture ATTN: Outreach 1700 North Congress Avenue, 10th Floor Austin, TX 78701





www.SquareMeals.org



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