

HEALTHY SUMMER MEALS FOR KIDS

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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Updated 5/1/2024
Summer Meal Programs

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 non-congregate**.
- 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 [SquareMeals.com](https://www.squaremeals.com)

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



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**HEALTHY
SUMMER
MEALS
FOR KIDS**

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