

Summer Food Service Program Kickoff 2017

Breakout Sessions Overview

Breakout Session A – 9:25-10:25am

1A. Thinking Outside the Park: Non-Traditional SFSP Sites

Working with non-traditional sites like farmers markets, WIC offices, and health centers opens the door to new participants, new neighborhoods, and new programming. Leran Minc, CNOP Special Projects Coordinator, will share best practices found at non-traditional sites throughout the state with the help of extraordinary site supervisors and sponsors.

Room: Salon A

Moderator: *Leran Minc, CNOP Special Projects Coordinator, Project Bread*

Guest Speakers:

Madison Walker, School Nutrition Director of Greenfield Public Schools

Kwame Appiah, Worcester WIC Program Outreach Coordinator

Simca Horwitz, Eastern Massachusetts Director, Farm to School

2A. Blitz Day 101 Tutorial: Making it Work in Your Community

Learn how to increase participation with a play-by-play Blitz Day session focused on concentrated promotional and marketing efforts (toolkit included!). Strategies include: gold standard outreach methods, tips for coalition building, and ideas on successful word-of-mouth outreach techniques.

Room: Salon B

Moderator: *Rachel Garside, Child Nutrition Outreach Coordinator, Project Bread*

Guest speakers:

Kimberly Cohen, Senior Director of Health Innovation, Hockomock Area YMCA

Laura Assade, Salem Summer Meals Program

Luz Holmes, Youth Ambassador, End Hunger Connecticut!

Sneja Jayaraj, Youth Ambassador, End Hunger Connecticut!

3A. Statewide SFSP Branding—Facilitated Discussion *(also offered during Breakout Session C)*

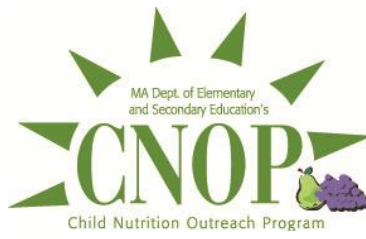
Meet Project Bread's Director of Marketing and Communications and learn how your sites can benefit from a statewide brand for the Summer Food Service Program. After a brief presentation, we will open the session up for brainstorm and discussion about what you would like to see included.

Room: Solarium Ballroom

Moderator: *Jordan Smith, CNOP Community Relations Coordinator, Project Bread*

Guest speaker: *Maureen Lederhos, Director of Marketing and Communications, Project Bread*





Breakout Session B – 10:35-11:35am

1B. Solving the Volunteer Program Puzzle One Piece at a Time

Do you have a wish list of projects to expand or enhance your program, but there never seems to be enough time to get around to them? Would you like to recruit volunteers, but not sure where to start? Join us for this session to learn the best practices for recruiting high-quality volunteers, one puzzle piece at a time.

Room: Salon A

Moderator: *Rosemarie Caward, Child Nutrition Outreach Coordinator, Project Bread*

Guest Speaker:

Lisl Hacker, Director of Training and Technical Assistance, Massachusetts Service Alliance

2B. Books & Bites: SFSP Sites at Libraries

Learn more about innovative partnerships between SFSP and libraries. Libraries have a central place in communities and are a great place to offer summer meals. Hear from librarians and other partners about how to make a library site successful in your community.

Room: Salon B

Moderator: *Leran Minc, CNOP Special Projects Coordinator, Project Bread*

Guest Speakers:

April Mazza, Consultant, Massachusetts Library System

Stephanie Maher, Youth Services Librarian, Palmer Public Library

Maggie Hanelt, Children's Librarian/Assistant Director, Truro Public Library

3B. Food Innovations with Local Produce

Enjoy a lively, interactive cooking demonstration with Guy Koppe from Project Bread's Chefs in School and Simca Horwitz from the Massachusetts Farm to School program. Learn how to source and incorporate local produce into your summer menu! We will discuss partnering with farmers, provide recipe ideas, discuss age appropriate foods, and suggest creative ways of presenting new foods to children.

Room: Solarium Ballroom

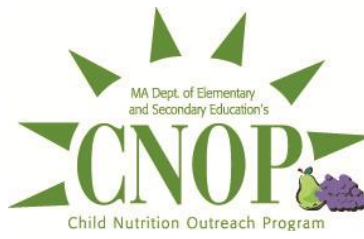
Moderator: *Maura Ackerman, CNOP Director, Project Bread*

Guest Speakers:

Guy Koppe, Director of Chefs in Schools, Project Bread

Simca Horwitz, Eastern Massachusetts Director, Farm to School

Deb Jeffers, Food Service Director, Salem Public Schools



Breakout Session C – 12:55-1:55pm

1C. Statewide SFSP Branding—Facilitated Discussion *(also offered during Breakout Session A)*

Meet Project Bread’s Director of Marketing and Communications and learn how your sites can benefit from a statewide brand for the Summer Food Service Program. After a brief presentation, we will open the session up for brainstorm and discussion about what you would like to see included.

Room: Salon A

Moderator: *Jordan Smith, CNOP Community Relations Coordinator, Project Bread*

Guest speaker: *Maureen Lederhos, Director of Marketing and Communications, Project Bread*

2C. Teen Outreach Strategies for SFSP—Facilitated Discussion

Having trouble getting teenagers to your meal site? Hear from your peers, organizations working directly with teens, and teens themselves about effective SFSP outreach. You will have the opportunity to exchange ideas with other participants and discuss various strategies to draw more teens to meal sites.

Room: Salon B

Moderator: *Rachel Garside, Child Nutrition Outreach Coordinator, Project Bread*

Guest Speakers:

Stephanie Crawford, Academic Enrichment Coordinator, All Dorchester Sports League

Cate Merlin, Teen & Special Projects Librarian at the Peabody (MA) Institute Library

Luz Holmes, Youth Ambassador, End Hunger Connecticut!

Sneja Jayaraj, Youth Ambassador, End Hunger Connecticut!

3C. Updates from Department of Elementary and Secondary Education

Hear updates from the Department of Elementary and Secondary Education (DESE) staff about program-related information, upcoming application processes, grant opportunities, and dates to remember. Reacquaint yourself with key program components and requirements as we prepare for summer 2017.

Room: Solarium Ballroom

Moderator: *Maura Ackerman, CNOP Director, Project Bread*

Guest Speakers:

Special Nutrition Programs Team, Office for Food & Nutrition Programs, Department of Elementary and Secondary Education

