

Teen Outreach Strategies for SFSP Discussion

Group Discussion Breakouts

1. Menu Planning
 - a. What do pre-teens/teens want to eat?
2. Teen-specific programming/Engaging local leaders and/or role models
 - a. How can a site gain access to this type of programming and attract more children
3. Youth Councils/Leaders/Ambassadors
 - a. Identify local role models and youth leaders to champion your SFSP

Discussion Outcomes

1. Menu Planning
 - Competitive w/fast food chains-similar offerings, but healthier
 - Focus group/survey teens to see what they want
 - Teriyaki dippers: chicken strips with teriyaki sauce
 - Include social media somehow
 - As an activity
 - QR codes scanning with a meal to get prizes or tell social media where you're eating
 - Hashtags
 - Let kids vote during the week for the Friday meal, keeps it trending
 - Hone in on different cultural foods: what says comfort food? Healthy food? Who are you serving?
2. Teen Specific Programming
 - Teens function in groups—engage 10 teens and they bring their friends = 50 teens
 - Social media: Use what already exists, ask participating teens to snapchat, bring their friends, etc
 - Provide a leadership position/role for some teens
 - Difficulties:
 - Volunteer kids vs. participant kids
 - Everyone already knows each other=awkwardness
 - Don't want teens to feel like a charity case
 - Up the importance
 - This is a national campaign, you can be part of a bigger program
 - Give them new opportunities
 - Get them to meet the mayor, visit something out-of-state, etc.
3. Youth Councils
 - Give them opportunities, make it bigger than just volunteering or coming for food