



2021 Summer Eats Conference: CONFERENCE SESSIONS



Summer Grants Updates

If you are looking for funding opportunities for your Summer eats program, don't miss this session! Hear about grants that will be offered by Project Bread, the Department of Elementary and Secondary Education (DESE) and New England Dairy for the upcoming summer eats season.

1A Getting Started with Summer Eats- For Potential New Sponsors

Are you a new or potential new Summer Food Service Program (SFSP) sponsor? Join us for this session to hear from two school districts, Braintree Public Schools and Clinton Public Schools, that were first-time SFSP sponsors in 2020. Panelists and CNOP staff will share advice for jumping in, successes, challenges, and how sponsorship benefited their community and nutrition program.

1B Social Media Promotion Strategies for Summer Eats

Join the CNOP team for a social media 101 training! Topics will include social account management, posting, content creation, and food photography tips. You will hear from Springfield Public Schools, who had success with their social media campaign in 2020, on their approach and best practices.

1C How to Launch Mobile Sites for Summer Eats

Due to COVID-19, many aspects of the 2020 SFSP Program were non-traditional. Mobile meal sites were a popular strategy adopted to distribute meals. Hear from Gardner Public Schools and Malden YMCA, as they demonstrate how they ran their mobile meal sites in Summer 2020. Topics will include planning for mobile meals, promotion strategies, tips for sponsors new to this model, and more.

2A Strategies to Increase Engagement, Outreach & Promotion for your Summer Eats Program

During this session you will hear from two SFSP sponsors, Food 4 Kids and Waltham Boys & Girls Club, who had success with their programs in Summer 2020. Topics include innovative strategies and best practices to conduct outreach and promotion and increase engagement. The CNOP team will also present resources, opportunities, and support available to promote your summer meal sites!

2B Assessing Needs, Barriers and New Opportunities for Summer Eats: Pre & Post COVID-19

Join us to learn about ongoing needs, barriers and opportunities in the Summer Eats program pre-COVID and understand the changing landscape of summer programming as a result of the pandemic. The CNOP team will report back on the findings of a Summer Eats Needs Assessment Survey and discuss next steps and suggestions to increase participation across the state. We also discuss the new and unique challenges the COVID-19 pandemic has forced





sponsors to navigate, the various innovations and new models that have been created to serve meals to students and the implications and opportunities for Summer Eats going forward.

2C Advancing Inclusive Strategies for Summer Eats

Hear from Marlborough Public Schools and The Open Door Pantry on advancing inclusive strategies for Summer Eats sites. They explain proactive approaches to increase participation and community engagement while ensuring summer meals are accessible. Topics include messaging and promotional information for summer sites, language support, targeting immigrant populations, and other strategies.

DESE Updates

You won't want to miss this session from the Massachusetts Department of Elementary and Secondary Education, which covers administrative updates regarding the upcoming Summer Eats season. Topics to be covered will include important dates and deadlines pertaining to SFSP and other updates related to COVID-19 waivers and meal operations.

