

**TEXASHUNGER**  
**INITIATIVE**  
**BAYLOR UNIVERSITY**

John Puder  
Regional Manager  
for Child Hunger Outreach



# Summer Meals Challenges

- Awareness
- Transportation
- The July Drop Off



# Increasing Awareness

- Coordinated Messaging
  - All use 211/877-877/summerfood.org
- Distributed Flyers through stakeholders
- Kick off events
- Media Coverage



# Kick-Off Events





## What We are Learning

- Focus Groups
- Teens do not care that the meals are healthy
- Instagram is the best way to communicate with teens
- All watch YouTube videos
- Avoid the term free meals



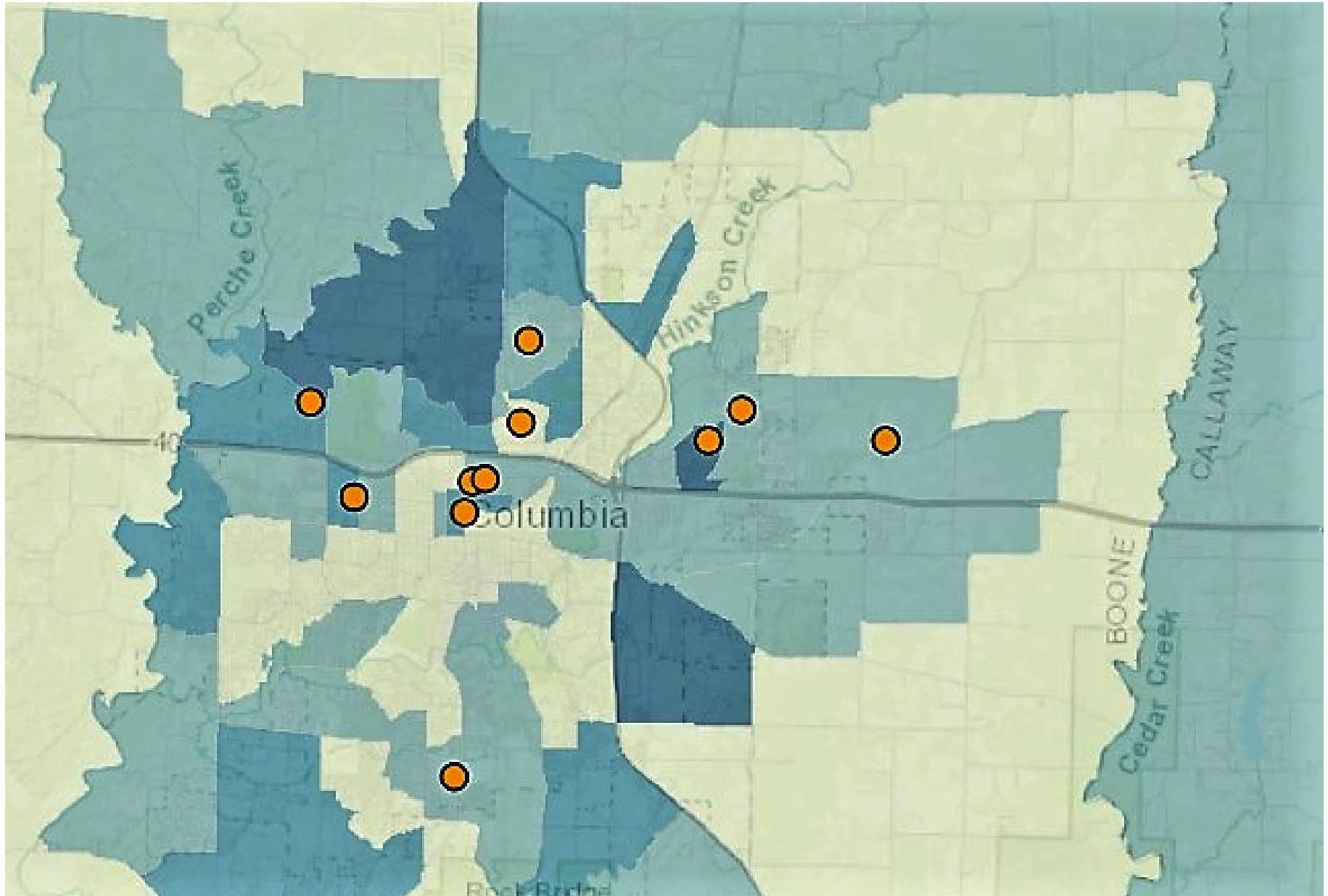
## #BillySentMe

- [https://www.youtube.com/watch?v=eYHU5\\_Rz7LI&index=5&list=PLhSBUe8Ih2bjdtRf-ha8Mcb5Ebn3WIs2A](https://www.youtube.com/watch?v=eYHU5_Rz7LI&index=5&list=PLhSBUe8Ih2bjdtRf-ha8Mcb5Ebn3WIs2A)

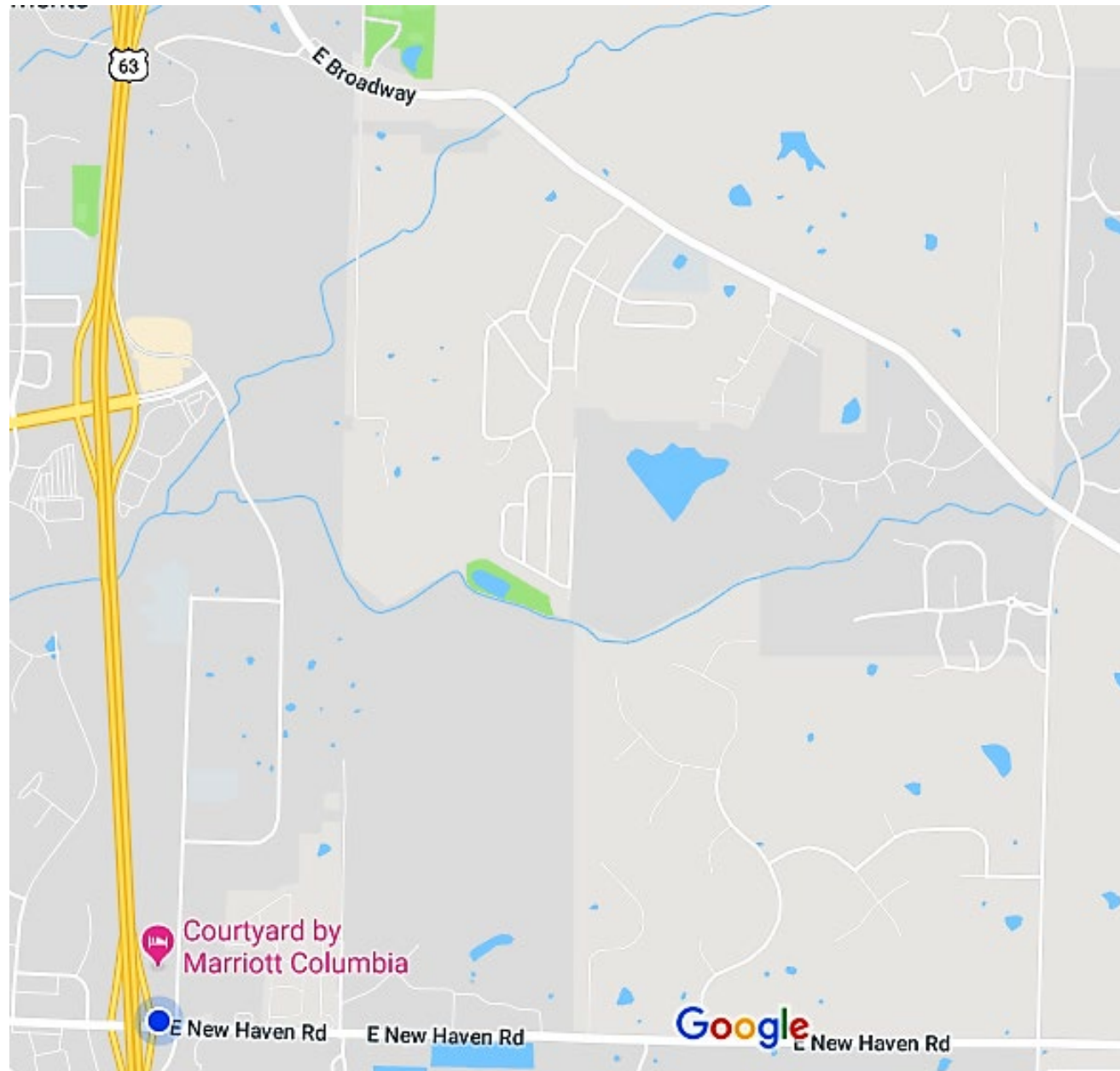


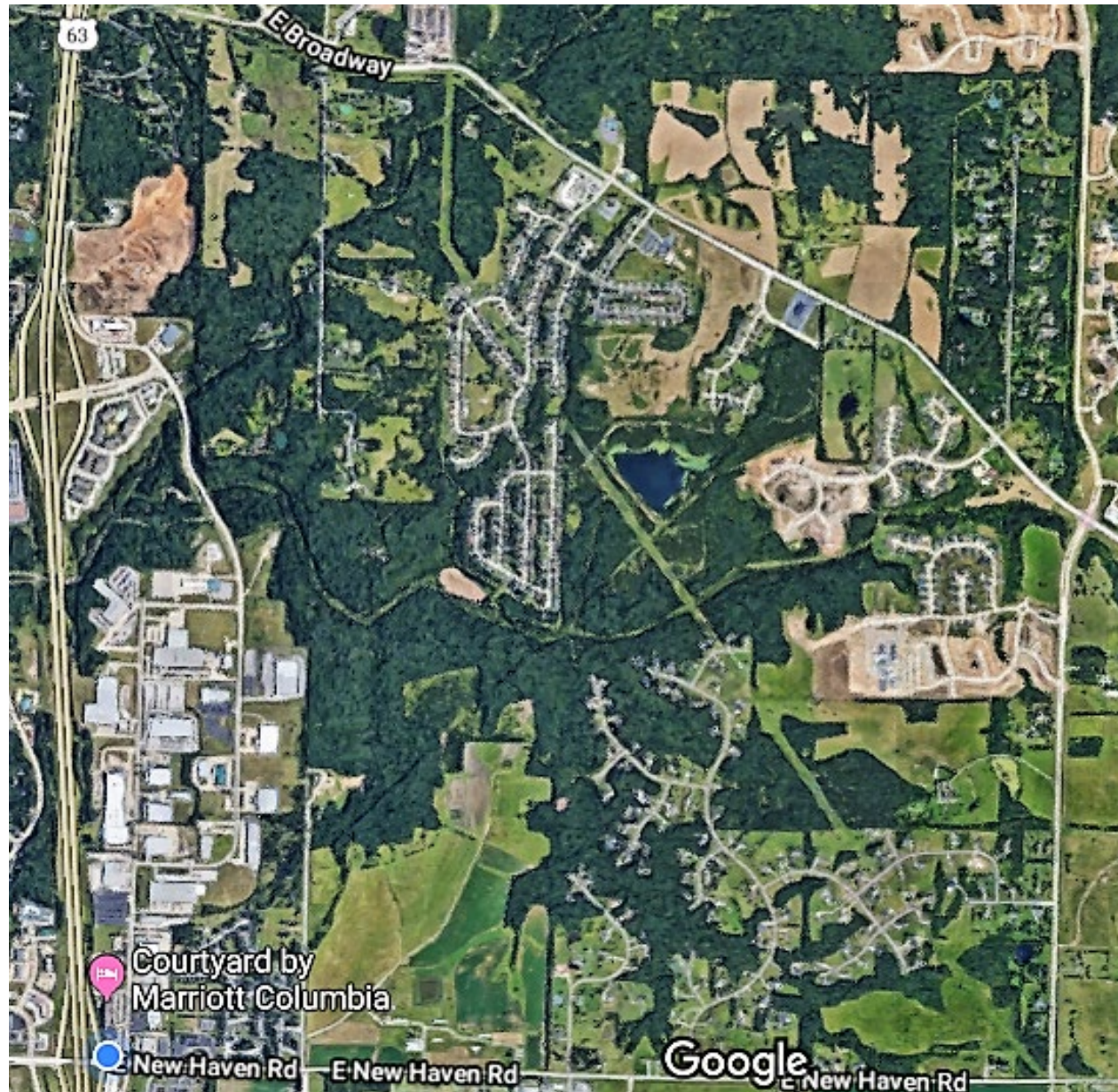
# Take the Meal to the Kid

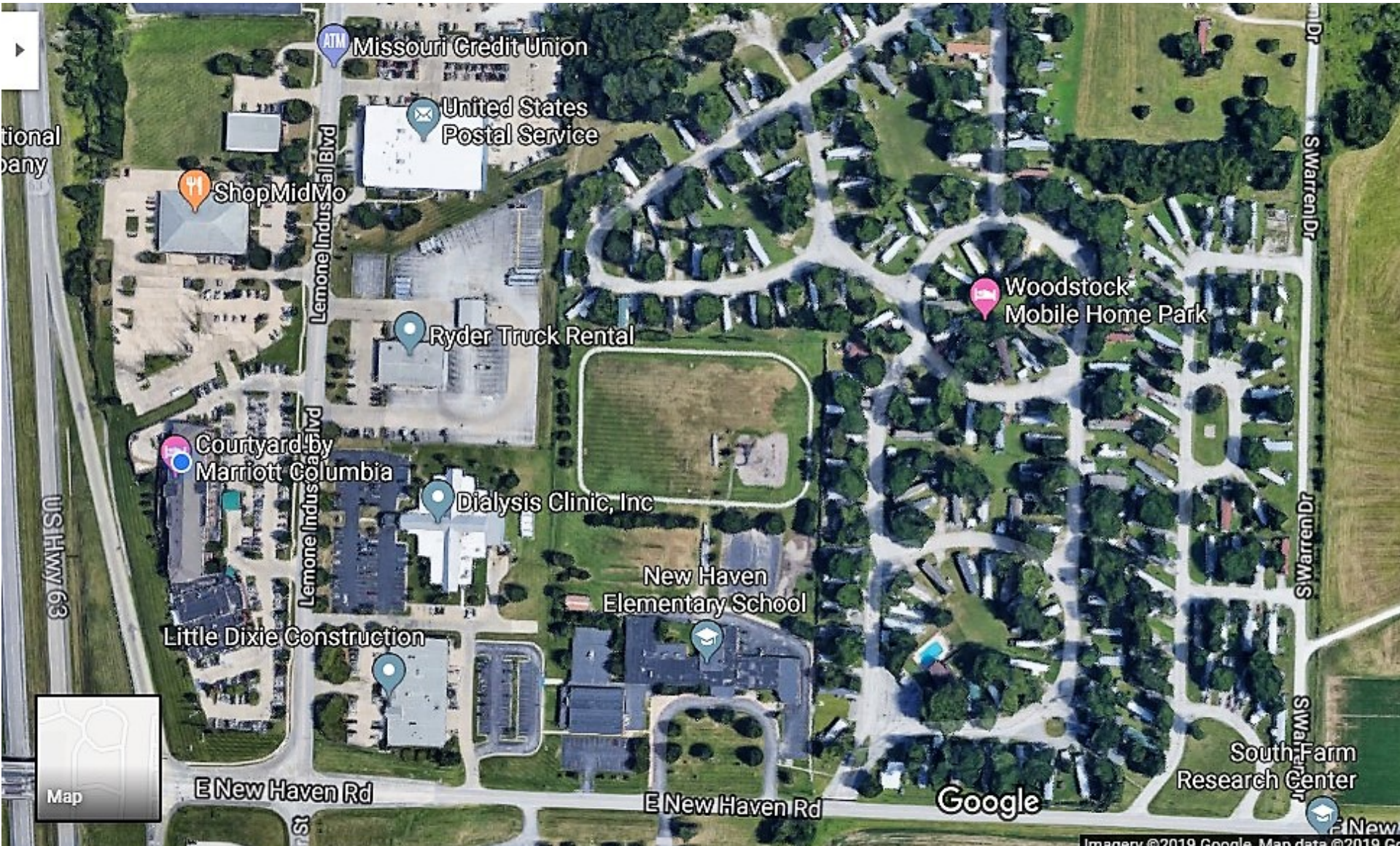
<https://www.fns.usda.gov/capacitybuilder>













# Addressing The July Drop Off

- “Keep Summer Going”
  - Second Half Kickoff Campaigns
  - Use of school resources to communicate
  - Flyers targeted to areas around schools with additional community sites



# FREE MEALS

**ALL SUMMER** for Kids & Teens

Text **FOODTX** to 877-877, Call 211 or  
Visit [Summerfood.org](http://Summerfood.org) for more info.

Summer Nutrition Program meals for children 1-18yrs old.

Kids **DO NOT** need to register, show proof of citizenship, or show proof of age.



**1. SOUTHSIDE ACADEMY**

**MON-FRI** (713) 676-6832  
Lunch: 11:00 AM to 01:00 PM  
Snack: 03:00 PM to 04:00 PM

**2. FIRST OUTREACH MISSIONARY BAPTIST CHURCH**

**MON-FRI** (713) 676-6832  
Lunch: 11:00 AM to 01:00 PM  
Snack: 03:00 PM to 04:00 PM

**3. GRISSOM ELEMENTARY**

**MON-FRI** (713) 491-5854  
Breakfast: 08:00 AM to 09:00 AM  
Lunch: 11:00 AM to 12:30 PM

**4. PENNINSULA PARK APARTMENTS**

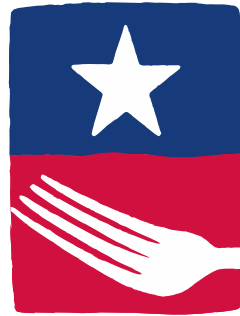
**WEDS-THURS** (713) 676-6832  
Lunch: 11:00 AM to 01:00 PM





# Questions?





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