



KANSAS APPLESEED
Justice for all.

Making SFSP Work in Rural Areas

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Kansas Appleseed works to build *thriving, inclusive, and just* Kansas communities.

Anti-hunger advocacy

Juvenile and criminal justice

Child welfare

Integrated voter engagement



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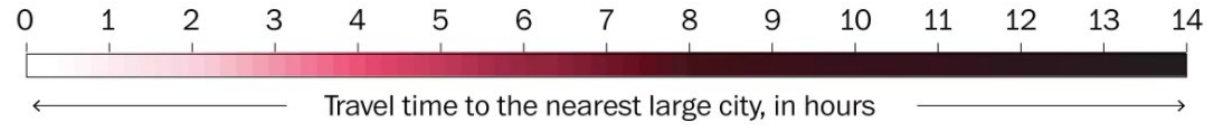
What we're working toward:

- Increase access to summer and afterschool meals and school breakfast
- Connect more Kansans with food assistance (SNAP)
- Engage more Kansans in anti-hunger advocacy

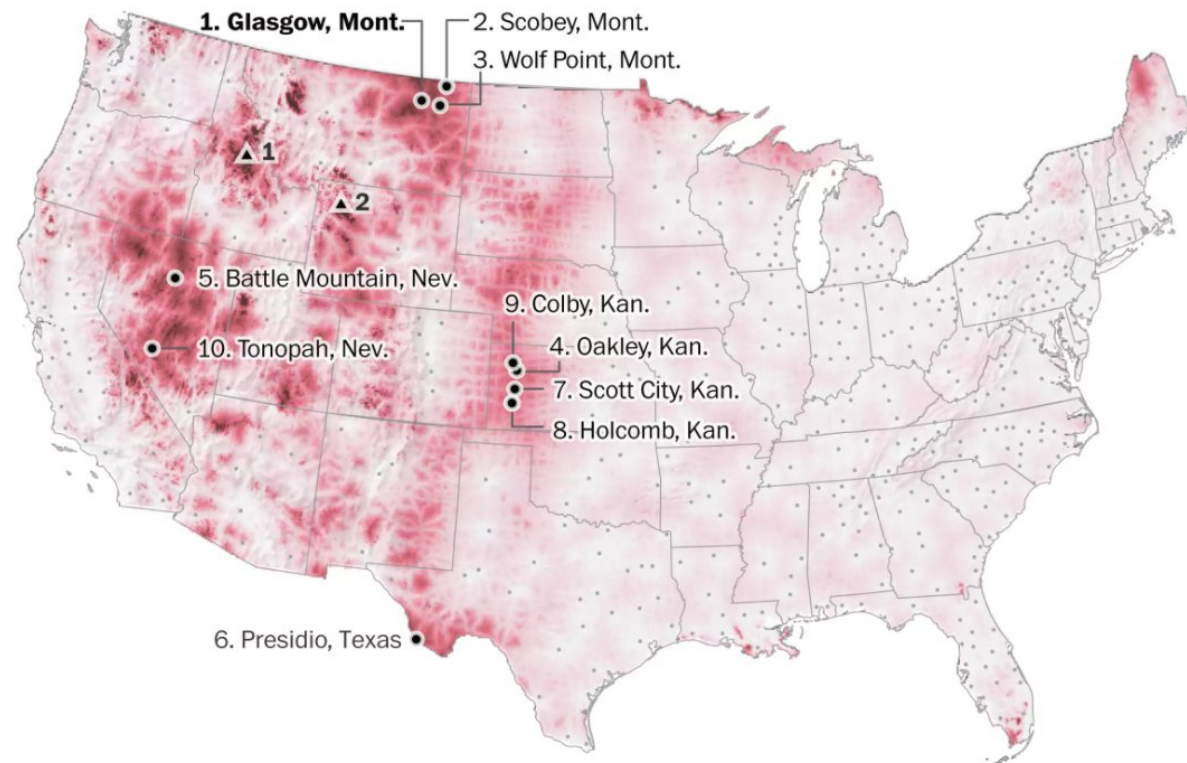


Where 'nowhere' is home

Small towns that are farthest from any metro, in terms of travel time



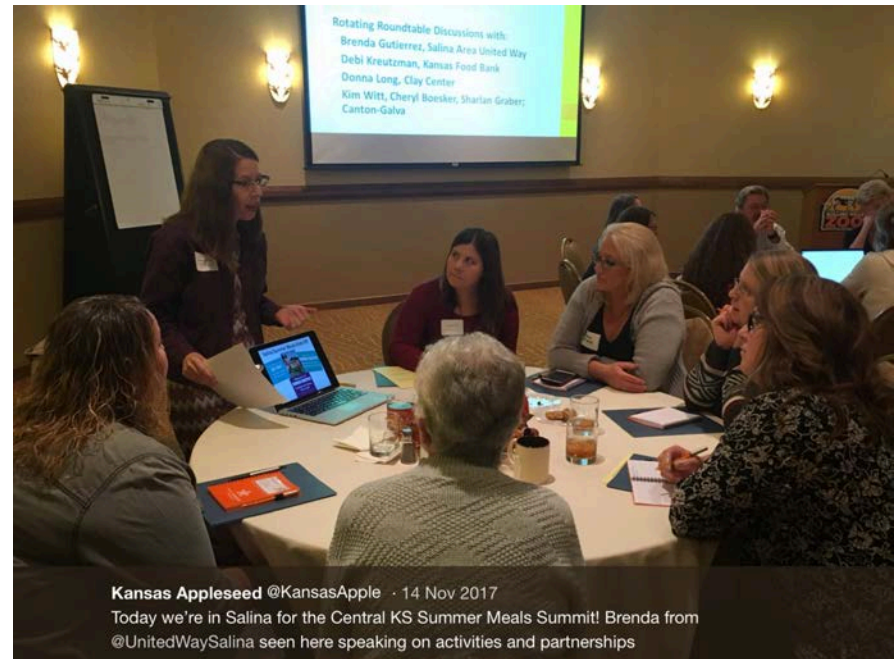
- Places with more than 1,000 people that are farthest from any metro of more than 75,000
- Centerpoint of metro areas with more than 75,000
- ▲ Unpopulated points that are farthest from any metro of more than 75,000



Source: Washington Post

Increasing SFSP Participation: Our Strategies

- Regional summits and community-wide Food Justice Forums
- Individual meetings and coalition building
- Developing partnerships with organizations and individuals
- Building up grassroots leaders and giving them the tools to impact anti-hunger efforts in their communities
- Provide technical support and promote best practices
- Data-driven, targeted outreach to move stakeholders on issues



Obstacles:

- Small populations = low participation in programs/low volunteer base
- Transportation/Walkability
- Awareness of programs
- Stigma--especially in small, tight-knit communities
- Lack of outreach: Rural communities are overlooked, forgotten, and left-out of engagement opportunities
- Skepticism among local communities when “outsiders” want to get involved

Obstacle:

**Small populations →
“low” participation and a small volunteer base**

Solutions: Small populations → “low” participation and a small volunteer base

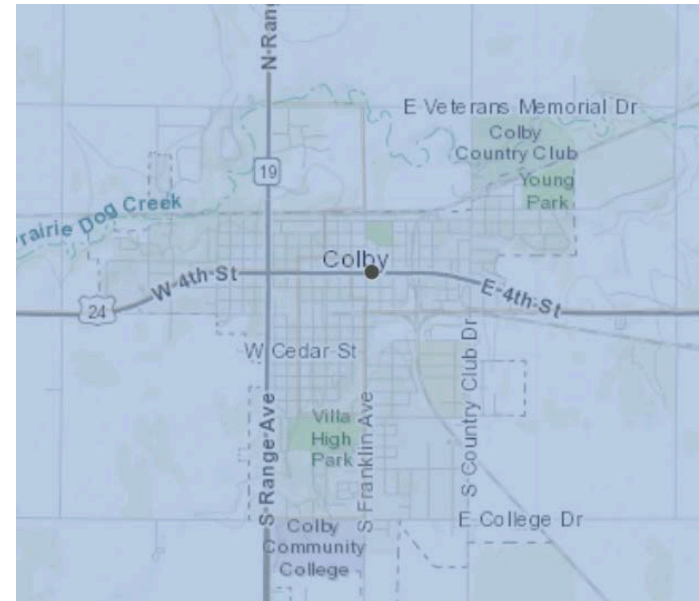
- Activities at sites keep youth engaged and coming back
- Divide service weeks among community orgs: A church volunteers week 1, Rotary volunteers week 2, etc.
- Outreach: Start early and promote often through multiple streams
- Don't compare your program to other programs in different communities—measure success by your own standards
 - (Though less kids could make it harder to break even. That's where other strategies to increase awareness/participation come into play!)



Obstacle:

Transportation / Walkability

- Long distances + lack of public transportation make it hard for youth to get to sites
- Qualifying sites are not always the most accessible



Solutions: Transportation / Walkability

- Mobile meals: From busses to pick-ups, reach more kids by taking meals to multiple sites in and around your community
- Have sites in places where kids already congregate like pools and libraries
- Develop a volunteer transportation system (requires community trust)
- Walking “school bus”: Volunteers develop a walking route in which they’ll pick up kids along the way so they have a supervised means of getting to a meal site
 - Connect with daycares and babysitters in town




"MARV" in Iola, KS



SUMMER FOOD SERVICE PROGRAM

WEDNESDAY JUNE 1, 2016 – FRIDAY AUGUST 5, 2016

SUMMER MEAL SITES

Site	Address		Times
HS Cafeteria	207 N. Cottonwood	M-F	8 – 9:45-Breakfast M-F 11:30 – 1:00-Lunch
McKinley Elem.	209 S Kentucky	M-TH	9:30 -10:00-Breakfast M-TH 12:00-12:30-Lunch
Chow Bus-M.A.R.V.	Chambers Dr.-Park Area	M-F	9:30-9:50-Breakfast M-F 1:10-1:25-Lunch
	Old ANW Preschool	M-F	10:00-10:20-Breakfast
	Kansas Dr. And Eisenhower	M-F	1:30-1:55-Lunch
	S. Gas-Trailer Park	M-F	11:00-11:20
	N. Gas-Community Building	M-F	11:30-11:50
	LaHarpe City Hall-Park Area	M-F	12:00-12:20
	Iola Swimming Pool	M-F	12:40-1:00
Jefferson Elementary June Only	300 S. Jefferson	M-W	8:30-9:00-Breakfast Only
Iola MS 7-11-16 through 7-28-16 Only	600 East St	M-TH	8:15-8:45-Breakfast M-TH 11:45-12:15-Lunch
Wesley United Meth. Ch. 8-1-16 through 8-5-16 Only	301 E. Madison	M-F	8:30-9:00-Breakfast M-F 12:00-12:30-Lunch

****Everything closed July 4, 2016



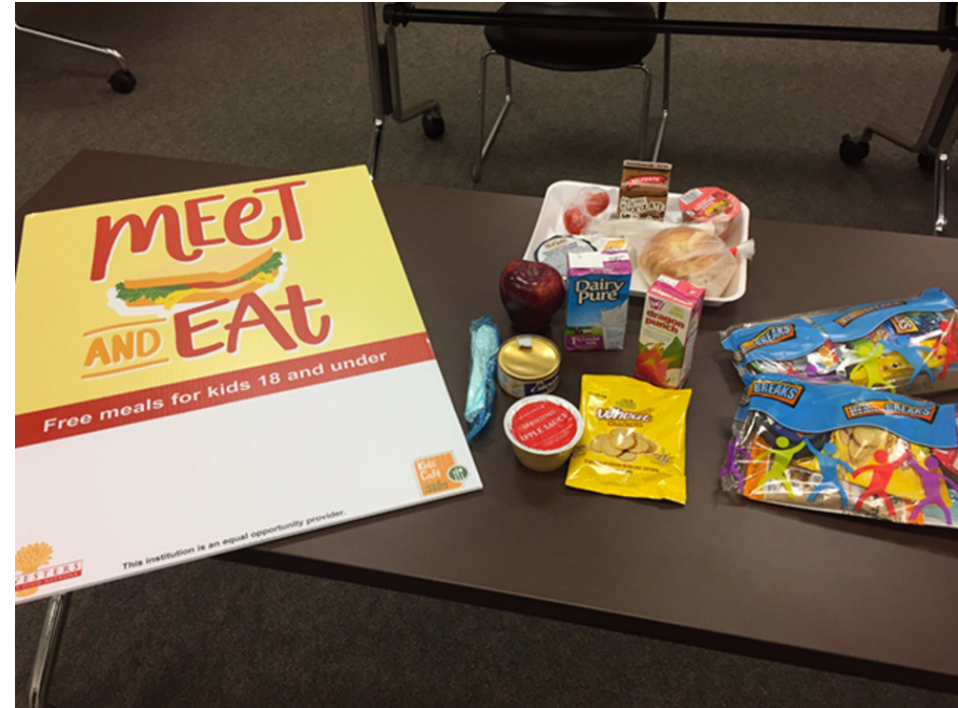
Obstacle:

Stigma

(especially in small, tight-knit communities)

Solutions: Stigma

- Always communicate the program is open to all
- Engage the community through presentations explaining how summer meal programs can combat summer nutritional and educational slide, regardless of a family's income
- Use innovative names for your program to disassociate it from government programming
- Offer activities! Families and youth will see the program as more than a free meal



Keys to rural organizing for those working regionally

- Do your research: know the community you're working with
 - Culturally appropriate
- Make yourself available!
- Develop relationships -- important when working in small, tight-knit communities
- Identify community champion(s)
 - Go narrow and deep with these individuals
 - They'll help build community coalitions



Kansas Appleseed @KansasApple · Mar 19
We're discussing what gaps to food access still exist in Leavenworth including transportation and knowledge of programs

Examples:



A new 2017 site in Oberlin, KS (population: 1,700) served over 30 kids on average each day of service.

“We loved the opportunity to build healthy relationships with children, especially those who would come back often. They were so excited when they came.”

--Pastor Shelly Holle, Oberlin site coordinator



Iola, KS (population: 5,450) utilized a refurbished bus to hit multiple sites throughout town and outlying townships within the county.

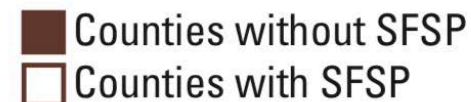
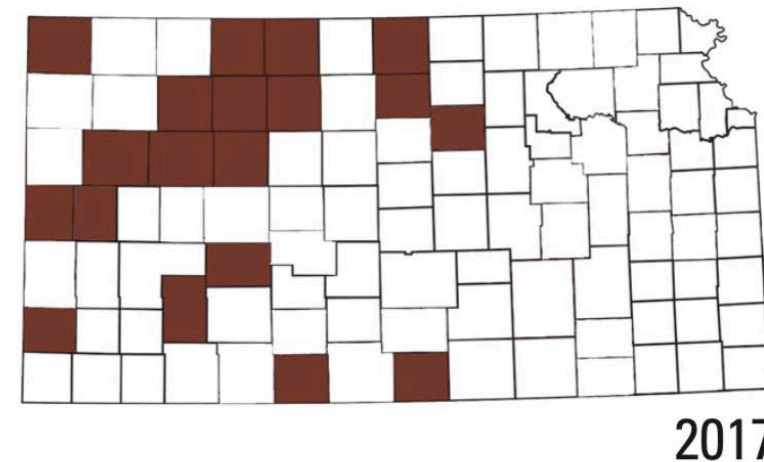
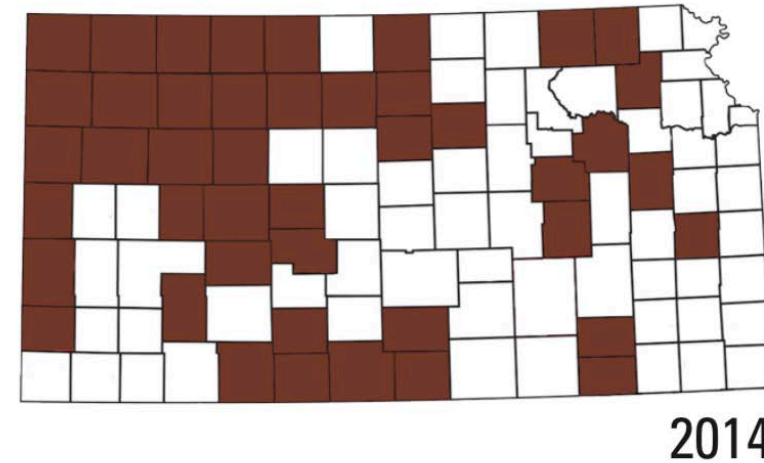


A site in Strong City, KS (population: 455) marketed itself as That Pop-up Restaurant, where kids ate free “Chipotle”-style burritos.

SFSP in Kansas

Counties without SFSP access cut by more than half between 2014 and 2017

More sponsors, sites, outreach = 21% increase in SFSP participation, meaning nearly 250,000 more meals were served to Kansas kids.





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