



MAINE DEPARTMENT OF EDUCATION  
CHILD NUTRITION SERVICES  
SUMMER FOOD SERVICE PROGRAM  
OUTREACH PROJECT 2022

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# Introduction to SFSP Outreach Project 2022

- The primary role of the United States Department of Agriculture (USDA) Summer Food Service Program (SFSP) is to provide free, nutritious meals to children and teens aged 18 and younger during the summer months when school is not in session.
- Mainly operating in the summer months when school is not in session and children no longer have access to school meals, this program has also been vital in ensuring Maine children have access to nutritious meals during the COVID-19 pandemic.

# SFSP Outreach Project 2021 Recommendations

- As concluded in SFSP Outreach 2021, the engagement in the Summer Food Service Program is not solely that of what a district can provide, but also of who is able to be there to receive the support.
- Awareness of and access to the program are key factors in expanding the SFSP.



- An increase in social media activity, radio, and television marketing and promotion of the SFSP was recommended for the program's continued success.
- In addition to providing new, updated material offerings to go home with children at schools regarding the SFSP from Spring onward, SFSP Outreach 2021 also recommended a presence at events and community establishments to help reach more families and community members.

# Implementation of SFSP Outreach Project 2021 Recommendations

- MDOE Child Nutrition’s “Hot Lunch Summer” social media campaign, new printed materials, and SFSP site finder website helped facilitate increased program recognition and participation statewide.
- YouTube, Facebook, Instagram, statewide radio, and television stations ran ads beginning end of April through August promoting the SFSP with an original song and coordinating graphics.
- For a second year, the MDOE CN received additional USDA grant funding to aid in the increased knowledge of and participation in the SFSP throughout the State of Maine.
- MDOE CN once more contracted a statewide network of SFSP Outreach Coordinators within each of Maine’s Superintendent Regions from mid-June through August 2022.



# SFSP Outreach Project 2022

## Superintendent Regions and Outreach Coordinator Coverage

- Aroostook County
- Penquis Region (Penobscot, Piscataquis, and Somerset counties)
- Washington County
- Hancock County
- Mid-Coast Region (Knox, Lincoln, and Sagadahoc counties)
- Western Maine (Androscoggin, Franklin, and Oxford counties)
- Cumberland County
- Kennebec Valley (Kennebec and Waldo counties)
- York County



- Washington County was covered along with Aroostook County
- York County was covered along with Cumberland County
- Hancock County was covered along with the Mid-Coast Superintendent Region
- A few weeks into the project, the Kennebec Valley Outreach Coordinator accepted a full-time position and was unable to devote enough time to SFSP Outreach.
- The Mid-Coast/Hancock County Outreach Coordinator offered to help cover the Kennebec Valley Superintendent Region as well for the remainder of the project, being a resident of Kennebec County.

# SFSP Outreach Project 2022

## Discussions by Superintendent Region Aroostook County



- Aroostook County DHHS offices were one of the best partnerships made during SFSP Outreach 2022. They are very supportive of the program, distributing materials to all families that came into their offices.
- While there were less sites in operation in Aroostook County in 2022 than 2021, there was not an effect on the number of participants. Many of the sites that were not available during 2022 were mobile sites or extra sites within close regional areas.
- Many towns in Aroostook County had sites that were sponsored by a larger district. There continues to be a significant issue with transporting meals from the prep location to the serving site. Presque Isle areas in Aroostook County could benefit from additional sites to help minimize travel for parents and SFSP staff/volunteers.
- The “Hot Lunch Summer” jingle was popular in Northern Maine, particularly with K-8 children. The Outreach Coordinator for Aroostook County heard numerous children sing the original song during the Houlton Children’s Farmers Market. Extension and maintenance of the current “Hot Lunch Summer” marketing campaign into upcoming programs will increase positive program recognition and participation.



# SFSP Outreach Project 2022

## Discussions by Superintendent Region

### Penquis (Penobscot, Piscataquis, and Somerset Counties)

- SFSP outreach was represented, and materials made available at the Maine Whoopie Pie Festival June 25<sup>th</sup> in Dover-Foxcroft, the largest annual event in Piscataquis County.
- At the Old Town Riverfest, Northern Light and 5210 representatives displayed SFSP posters and had SFSP bookmarks and magnets available to community members.
- For a second year, Center Theater, a performing arts and movie theater in Dover-Foxcroft, showed the “Hot Lunch Summer” ad in the running credits before each movie with local locations, dates & times.
- Many area churches still have not tapped into the potential opportunities that the SFSP could provide for their Children’s Vacation Bible Schools. SFSP information was shared with church officials in Dexter, Dover, and Exeter.
- Hospitals and libraries in the Penquis Region were also great supporters in putting the word out to families and distributing SFSP materials. Children’s Museums were also found to be a great place to promote the SFSP and would also be good places to host a program, reaching many more children and families statewide.

# SFSP Outreach Project 2022

## Discussions by Superintendent Region Washington County



- Washington County DHHS offices were also extremely helpful in getting the word out to families who may benefit from the SFSP. Contacts were similarly made with Downeast Community Partners in Machias. They also took distributed SFSP materials to their programs that assist families and children.
- Healthy Acadia maintains a comprehensive listing of Food Security Organizations. The listing is published on their website and is a collaborative effort of the Hancock County Food Security Network and The Washington County Food Pantry Network. The SFSP Outreach Coordinator for Washington County was able to outreach to food pantries in the Region with SFSP materials using the very helpful contact and location information Healthy Acadia's listing provided.
- The Rec program in Calais, and other Rec programs throughout Washington County, operated the SFSP for their programs during the Summer of 2022 with good participation numbers and continue to be a supportive resource for SFSP promotion. Rec programs and SFSP sites offering enrichment or physical activities have historically fed more children. Children of Washington County, and statewide, would greatly benefit from additional sites, specifically sites offering activities.





## SFSP Outreach Project 2022

### Discussions by Superintendent Region Hancock County

- While eager to talk about the SFSP and appreciative of the outreach work being done by DOE, schools statewide have been very aware of and proactive in encouraging participation in the SFSP. This was noticed as an increase in program awareness for 2022.
- As previously noted in SFSP Outreach Project 2021 and observed again during SFSP Outreach Project 2022, there continues to be families residing in pockets of poverty statewide that must travel quite a distance to access a SFSP site. Within Hancock County, for example, families in Ellsworth would need to travel to Bucksport for the SFSP, over 23 miles away.
- A statewide mobile SFSP feeding unit, or ‘food truck’ staffed by volunteers, with partnerships and sponsorships from local businesses to help reduce operating expenses, could help bridge this gap and feed more Maine children in need. Volunteer partnerships with schools that have a food service van could help kick start this model.

# SFSP Outreach Project 2022

## Discussions by Superintendent Region Mid-Coast (Knox, Lincoln, and Sagadahoc Counties)



- The SFSP magnets that were new to the Outreach Coordinators' materials offerings this year were extremely well received, along with the recipe sheet for Harvest of the Month June and July vegetables.
- Rockport Library suggested to list site locations for meals on the poster locally, or a place to write it in.
- The primary feedback received was that this program is truly needed and appreciated. The meals provided are helping many struggling families.
- The Whitefield School Principal received several emails thanking School Food Service Employees for their efforts and stating how much this program is valued and helpful to families.
- Wiscasset Rec makes use of a 'food truck' to deliver meals with great success and positive feedback. This model was encouraged from Outreach Project 2021 and should continue to be adopted throughout the State.



## SFSP Outreach Project 2022

### Discussions by Superintendent Region Western Maine (Androscoggin, Franklin, and Oxford Counties)

- Western Maine schools have been proactive in encouraging participation in the SFSP and distributing materials in their community, Lisbon School District's Nutrition Director Allison Leavitt a highlight.
- In Waterford, the librarian was quite pleased that there was a SFSP site in the town in 2022. When the Coordinator had spoken with library staff in 2021, there were no SFSP sites in Waterford.
- Many Food Service Directors still have concerns over the future of the SFSP if the criteria to qualify remains the same. Able to speak from firsthand knowledge, the Western Maine SFSP Outreach Coordinator detailed that RSU 16 did not qualify without the waivers in place, so staff and sites were informed that there would not be a program this Summer. By the time the Keep Kids Fed Act of 2022 was signed, it was too late to start a program as staff and sites had made other arrangements.
- More families knew about the SFSP than in 2021 in the Norway area. An encouraging outreach success, yet there continues to be many families that don't know where in the area to find the SFSP sites, as feedback received during outreach at Norway Farmers Market.
- The 2022 SFSP magnets and bookmarks have been a huge hit statewide. Television ads featuring the "Hot Lunch Summer" jingle have also been well received in Western Maine.

# SFSP Outreach Project 2022

## Discussions by Superintendent Region Cumberland County



- Families with children living in temporary housing at shelters or motels are at an increased vulnerability for hunger, predominantly in Portland, South Portland, and Westbrook. The emergency nature of these sites, many of which were added on an ongoing basis after the signing of the Keep Kids Fed Act of 2022, indicates a high level of need in these specific areas. A tailored approach and special focus towards emergency housing sites would be most helpful as this is clearly where the highest level of need exists in Cumberland County.
- Some languages that could be incorporated into future SFSP promotional material, specifically for Cumberland County, include Acholi, Dari, Dinka, Farsi, Lingala, Swahili, Tagalog, and Urdu.
- Updates to currently available Limited English Proficient SFSP materials in Arabic, French, Portuguese, and Somali to align with current marketing campaigns would also be helpful in the mission of inclusion, equity, and accessibility.
- Additional SFSP sites at food pantries in the towns of Raymond, Naples, Sebago, Gray, and Windham, as well as SFSP sites at local churches in Baldwin and Pownal would reach more of the remote, underserved populations in Cumberland County.



## SFSP Outreach Project 2022

### Discussions by Superintendent Region Kennebec Valley (Kennebec and Waldo Counties)

- Libraries in the Kennebec Valley, and statewide, continue to be instrumental in having SFSP material available and in view of community members of all ages.
- In SFSP discussions at the Searsmont Library, the librarian and assistant spoke about parents needing to drive their children to Belfast, almost 15 miles away, for meals as the most local site/school lost funding.
- The Boys and Girls Club in Gardiner, and Clubs in other parts of the State as well, have been great assets for program promotion and participation.
- Offering SFSPs at Lakes/State Parks and Bicentennial Nature Parks, along with signage for additional area sites, would reach and benefit more school-aged children and families.
- Other area town offices, such as in Windsor, may also benefit from the added foot traffic of offering the SFSP.

# SFSP Outreach Project 2022

## Discussions by Superintendent Region York County



- RSU 57's School Nutrition Director Vanessa Richardson is a great field contact moving forward to others in York County regarding information on the Full Plates Full Potential grant process, especially in terms of procuring a mobile feeding unit for a district and holding a successful community SFSP event.
- Transportation and access to SFSPs and other food pick-up sites remain major barriers for families in York County. Transportable initiatives such as the mobile farmers market 'Gather' and a food truck called 'Red's Good Vibes' transport free food to rural and food desert/low access areas in York County.
- Kittery Public Schools' Food Service Director Wendy Collins, a farm-to-school leader in the field, truly cares about local procurement and food education for students. Prompted by the COVID-19 pandemic, the Kittery Land Trust Farm and Kittery Public Schools operate a partnership that involves food education integrated into the curriculum as well as gleaning, as developed by the Kittery Land Trust Farm's Giving Garden. Continuation and expansion of programs with MDOE CN partnerships is imperative in feeding more Maine children.

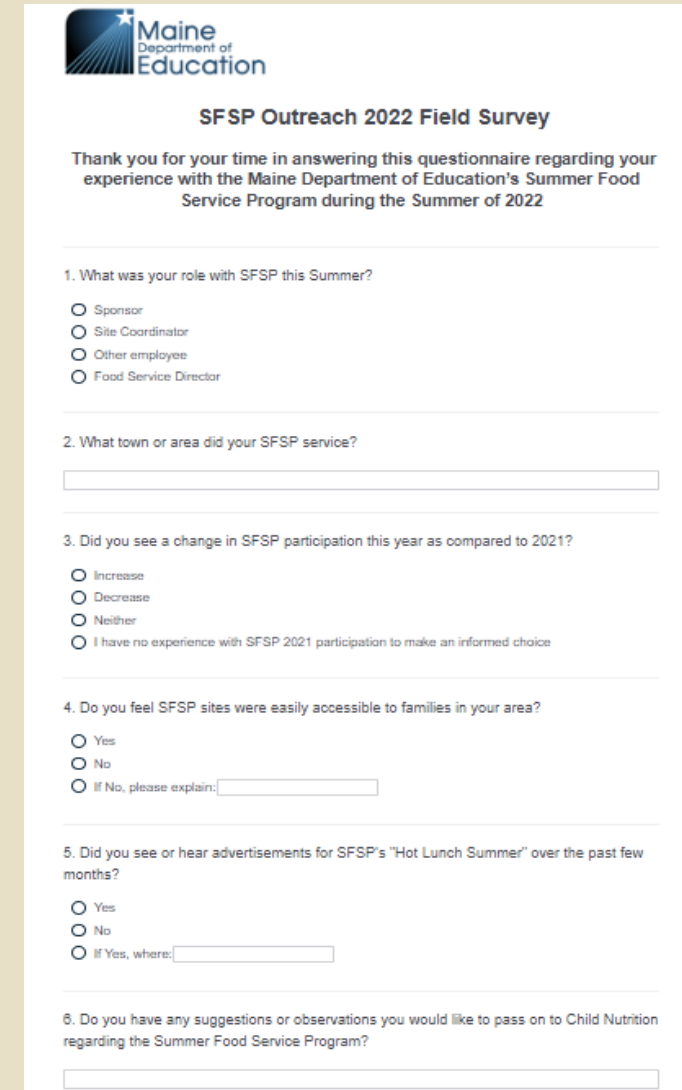


## Keep Kids Fed Act of 2022 & Subsequent Effects on SFSP 2022

- The Keep Kids Fed Act of 2022 (KKFA) President Biden signed into law on June 25, 2022, provided additional support and resources to help Child Nutrition Program operators continue to serve healthy meals to children during this continued challenging time.
- Prior to the KKFA being signed into law, MDOE CN approved 395 sites for Summer 2022. At the end of SFSP 2022, 465 sites operated programs, a 17.72% increase. (CNP Web)
- Sites that were added after the signing of the KKFA included several hotels and emergency shelters in the Southern and Central Maine areas, locations at town beaches and parks, a daycare facility, housing developments, and schools that may have missed the June 1<sup>st</sup> deadline for MDOE SFSP applications due to lack of staffing or supply chain disruptions.
- Also, by the date of the signing of the KKFA of 2022, many school nutrition departments' that couldn't run a SFSP in 2022 due to staffing, supply chain issues, etc. had already made other arrangements and weren't able to rally a program in such short notice. Field response during SFSP Outreach 2022 included appreciation for the KKFA, along with the request for matters such as this to be enacted well before the start of the SFSP to allow for preparation, as opposed to enacting SFSP related changes several weeks into the program.

# SFSP Outreach 2022 Field Survey

- Together with the statewide SFSP Outreach Coordinators, a brief virtual survey was developed for the field regarding the 2022 Summer Food Service Program to assess the success of additional outreach efforts.
- The Qualtrics SFSP Outreach 2022 Field Survey was sent out to the field via the Child Nutrition listserv just before 9am September 9, 2022, and closed on September 16, 2022, at 4pm.
- 56 total responses were received, over a 50% response rate as there were about 120 Sponsors for SFSP 2022



**Maine Department of Education**

### SFSP Outreach 2022 Field Survey

Thank you for your time in answering this questionnaire regarding your experience with the Maine Department of Education's Summer Food Service Program during the Summer of 2022

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1. What was your role with SFSP this Summer?

Sponsor  
 Site Coordinator  
 Other employee  
 Food Service Director

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2. What town or area did your SFSP service?

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3. Did you see a change in SFSP participation this year as compared to 2021?

Increase  
 Decrease  
 Neither  
 I have no experience with SFSP 2021 participation to make an informed choice

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4. Do you feel SFSP sites were easily accessible to families in your area?

Yes  
 No  
 If No, please explain:

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5. Did you see or hear advertisements for SFSP's "Hot Lunch Summer" over the past few months?

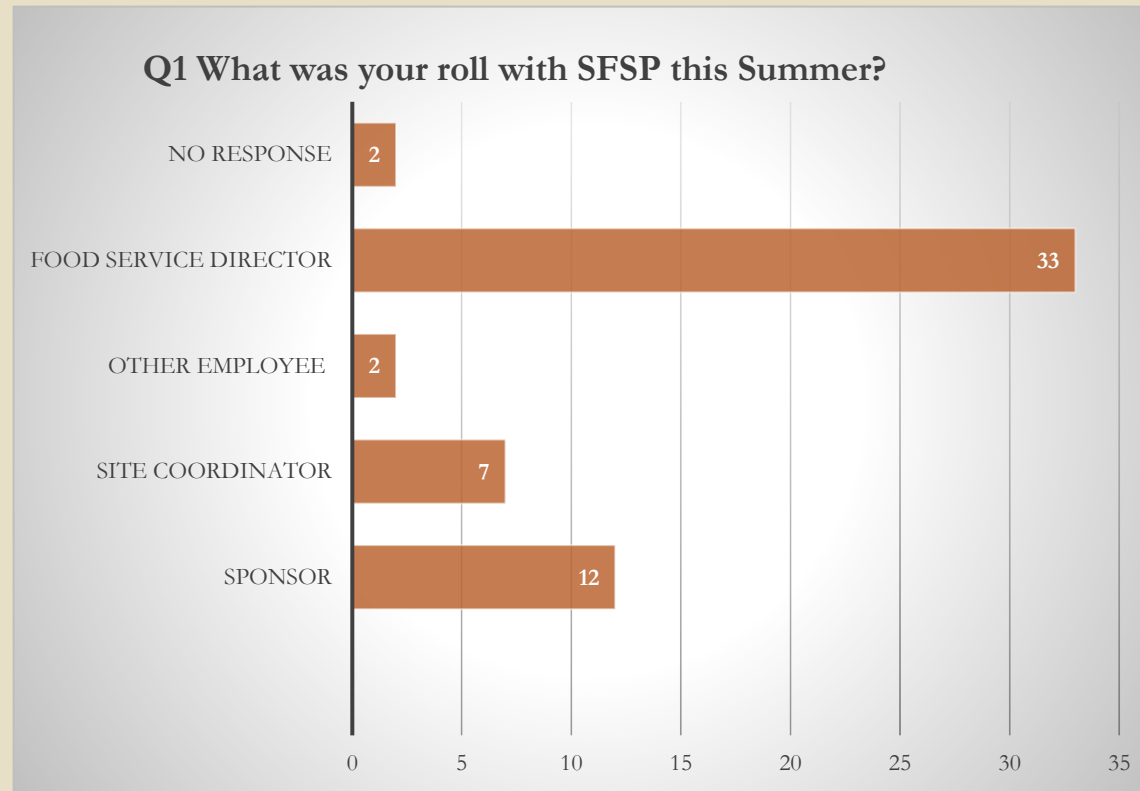
Yes  
 No  
 If Yes, where:

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6. Do you have any suggestions or observations you would like to pass on to Child Nutrition regarding the Summer Food Service Program?

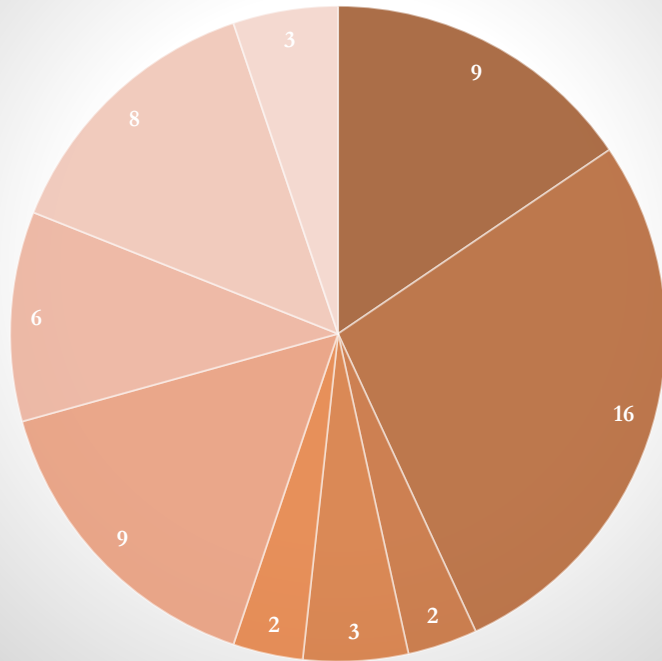


# SFSP Outreach 2022 Field Survey Results – Q1



# SFSP Outreach 2022 Field Survey Results – Q2

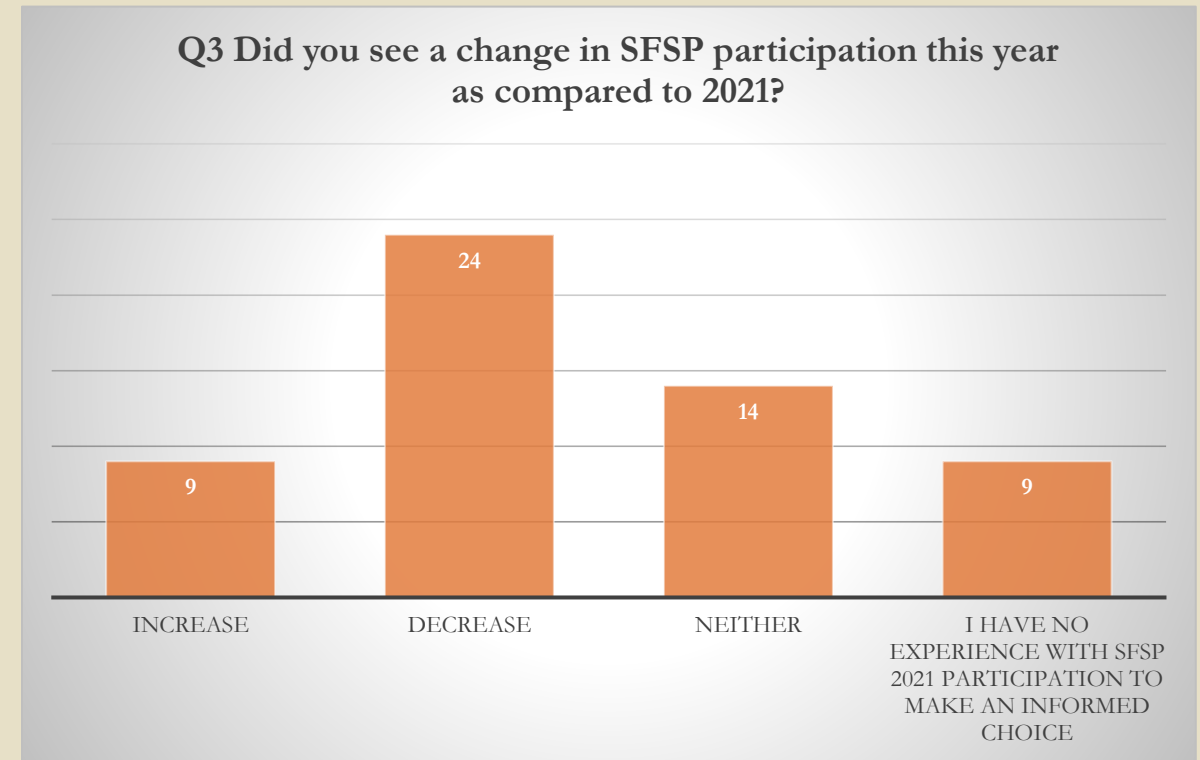
**Q2 Total Number of Survey Responses by Superintendent Region**



Maine Superintendent Regions	Total Number of Responses
Aroostook County	9
Penquis (Penobscot, Piscataquis, and Somerset Counties)	16
Washington County	2
Hancock County	3
Mid-Coast (Knox, Lincoln, and Sagadahoc Counties)	2
Western Maine (Androscoggin, Franklin, and Oxford Counties)	9
Cumberland County	6
Kennebec Valley (Kennebec and Waldo Counties)	8
York County	3

## SFSP Outreach 2022 Field Survey Results – Q3

- Areas of SFSP participation increase in 2022 included respondents specifically in Madawaska, Bangor, Brewer, Jackman, The Forks, Sedgwick, Presque Isle, Mapleton, Easton, Mars Hill, Bridgewater, Trenton, Whitefield, Windsor, and Chelsea.
- Respondents who saw similar participation numbers in 2022 served children in Washburn, Wade, Perham, Athens, St. Agatha, Stoneham, Dexter, Lincoln, Bucksport, Orland, Verona Island, Prospect, Houlton, Boothbay, Wiscasset, Brewer, Dover-Foxcroft, Belfast, and Kittery.
- Decreases in SFSP participation in 2022 occurred in Sabattus, Litchfield, Wales, Waterville, Winslow, Vassalboro, Fort Kent, Falmouth, Westbrook, Bingham, Moscow, Howland, Enfield, Lowell, Old Orchard Beach, Old Town, South Portland, Hiram, Fryeburg, Naples, Bridgton, Casco, Lewiston, Fort Fairfield, Caribou, Bethel, Stratton, Eustis, Rumford, Mexico, Sumner, Strong, and Princeton.



## SFSP Outreach 2022 Field Survey Results – Q4

Q4 Do you feel SFSP sites were easily accessible to families in your area?	Responses: Yes or No If no, please explain:
No Response	1
Yes	46
No	9
	Explanations:
	“The high school no longer qualified as a site and it caused issues with families not wanting to go to the church and eat there” (Fort Kent)
	“No public or school provided transportation to the site or neighborhood delivery” (Falmouth)
	“we are rural and transportation cost were high for familys.” (Waldo County)
	“Residential Camp” (Located in Stoneham)
	“We have open sites but generally only the students in summer school participate. I am not sure the kids who might need it have transportation to get to it.” (Dexter)
	“Our Lake site increased this year but our school site decreased. I think the decrease was due to the parking lot and school driveway being torn up to be paved it looked like the school was closed as a result.” (Winthrop)
	“Open only to students attending a summer school program.” (Brewer)
	“Geographically too far to travel to sites.” (Hiram and Fryeburg)
	“Waldo County had accessibility issues”

## SFSP Outreach 2022 Field Survey Results – Q5

Q5 Did you see/hear advertisements for SFSP's "Hot Lunch Summer" over the past few months?	Responses: Yes or No If yes, where:
No	9
Yes	47
	16 With Explanations:
	“TV Radio” (Washburn, Wade, Perham)
	“Television, signs posted, flyers” (Athens)
	“on the radio” (Penobscot and Aroostook Counties)
	“TV I believe” (Falmouth)
	“radio/ tv” (Waldo County)
	“TV adds were awesome!” (Oakland area and China)
	“TV” (Madison)
	“tv and radio” (Presque Isle, Mapleton, Easton, Mars Hill, Bridgewater)
	“facebook” (Winthrop)
	“TV” (Bucksport, Orland, Verona Island, Prospect - RSU 25)
	“TV ads” (Boothbay and Wiscasset)
	“Multiple times on TV” (Brewer)
	“YouTube advertisements and Coast 93.1” (Old Orchard Beach)
	“Radio, Local Movie Theater” (Dover-Foxcroft)
	“tv ads, posters, online” (RSU 74, Somerset County)
	“newspaper” (Princeton, Washington County)

- Per field response, television, radio, and social media outlets were the greatest and most receptive locations for SFSP marketing promotions.
- Areas that did not see/hear advertisements for MDOE’s “Hot Lunch Summer” marketing campaign included Dexter, Jackman, The Forks, Houlton, Stacyville, Kittery, Standish, Lewiston, and Strong.
- Printed materials are still needed and looked-for in more rural areas of all Maine counties and Superintendent Regions.

## SFSP Outreach 2022 Field Survey Results – Q6

**Q6 Do you have any suggestions or observations you would like to pass on to Child Nutrition regarding the Summer Food Service Program?**

“We should continue to allow the grab and go option as participation increases when we offer that” (Madawaska)

“We need to make it so kids don't have to eat on site. We picked up once they were able to eat at home.” (Waterville/Winslow/Vassalboro)

“We should be able to continue the grab and go option and also the area eligibility waivers as it increases our participation and more kids are fed.” (Fort Kent)

“I was not contacted by outreach for the summer program”

“We would have more participation if the grab and go option and the meal time flexibility was a yearly option.” (St. Agatha)

“some of the parameters in this program make it hard to serve the most vulnerable.” (Waldo County)

“I think part of the challenge for our school is that our students are spread over 4 or more towns. They may not be able to get here for a meal. But going to them is not feasible either because we might travel out to a site but only see 10 kids in that area.” (Dexter)

“Keep non-congregate feeding allowed.” (Oakland area and China)

“Providing breakfast when kids get lunch is a definitely needed for kids experiencing food insecurity.” (Westbrook)

“Our Summer Food Service Program did not fare well this summer. People got spoiled when we were delivering meals, and this summer our only participants were those students who were in our summer school program and our sports camps. A big disappointment.” (MSAD 13)

“Sending out the material sooner. Before school ends so it can be available for parents.” (Whitefield, Windsor, Chelsea)

“Our district is small but the economic impact hasn't affected our families as negatively as in other areas. I believe there is a lot of local, state & federal support that families can access that hinders the school meal initiative.” (Howland, Enfield, Lowell)

“Sadly, I don't see us continuing this program if participation and staffing continues like this for another year. I wonder how we will be able to serve our own summer school students.” (Old Town)

“Covid waivers such as bundled meals, etc. during SFSP 2021 made distribution and household pick up less burdensome and catered to households to make the process much more simple and appealing.” (South Portland)

“Great seeing the ad on tv” (Trenton)

“Having a specific online SFSP training; preferably through YouTube that can be used for the training requirement” (Cornville, Skowhegan, ect)

“The smiles on the kids faces when they receive their free summer lunch is very rewarding.” (Kittery)

“The waivers allowing parent pickup and non-congregate meals made SFSP much more accessible. We wish this guidance had come out earlier so that we could have better prepared.” (Lewiston)

“We had a very slow start due to the non wavier at the start, then things got very busy” (Naples, Bridgton, Casco)

“seems like we offered plenty of options.” (Stratton/Eustis, ME)

“GREAT TV ads!!!!” (RSU 74)

“eliminate the congregate meal - allow families to grab n go.” (Rumford, Mexico, Sumner)

“Waivers for delivery to rural children” (Strong)

“We lost a lot families coming for meals due to the shortage in lifeguards at our Augusta Pools” (Kennebec and Waldo)



## Expansion and Areas of Focus Recommendations for SFSP 2023

- Continuation of (when pandemically safe to do so) in-person, grassroots methods of SFSP Outreach during the Summer months, as well as in months prior to, or year-long promotion of the program would support further increases in positive program recognition and participation.
- Extension and maintenance of the current “Hot Lunch Summer” marketing campaign into SFSP 2023 programs, and beyond, would also continue increasing program recognition and, ultimately, participation.
- Less printed materials could be budgeted for future SFSPs, accompanied by an increase in television, radio, and social media presence, as this remains the primary method individuals receive and find pertinent information.
- Other websites or community resources listed on SFSP materials would reflect continued partnerships with other Child Nutrition programs and may boost recognition and participation in all Department programs.

# Expansion and Areas of Focus Recommendations for SFSP 2023



- A parent and community member survey where MDOE CN may be able to receive more constructive feedback on how the SFSP can improve, add site locations, where further promotions should be, etc. would be helpful for future programs.
- SFSP Outreach Coordinators have been ‘verbally surveying’ community members regarding the above subjects throughout the past two years of this project. A brief, online survey in the coming 2023 Spring and Summer months may receive more responses and feedback for program improvements and expansion.
- QR codes placed on signage for SFSP 2023 containing the survey, where survey results were gathered continually and evaluated in September, would additionally receive significant and vital feedback for future programs.





## Expansion and Areas of Focus Recommendations for SFSP 2023

- Inspiration to schools statewide from MDOE Child Nutrition to promote the SFSP within their communities may also assist in increased program recognition, participation, and potentially business sponsorships or donations.
- Additional emphasis promoting the SFSP at community establishments and businesses in relative location to schools and current sites may be more helpful in increasing future program participation and awareness.
- It would be furthestmost helpful to have SFSP site information to libraries and town offices well before the SFSP begins each year to reach more families and community members.
- A MDOE CN SFSP Outreach mission in early June with SFSP materials, posters, and signage distributed to town offices/city halls, public libraries, DHHS offices, WIC offices, and similar community establishments would also help grow recognition and program participation.

# Expansion and Areas of Focus Recommendations for SFSP 2023



- Should USDA funding be received to continue this vital SFSP outreach and expansion work for a third year, an increase in Outreach Coordinator rate of pay, or an addition of mileage reimbursement, would be helpful in relation to ongoing fuel and cost of living inflations.
- An alternative, potentially feasible SFSP Outreach Project model was seen in the State of Oregon. One (1) Summer Food Service Program Outreach Coordinator was hired in the Spring of 2022 for a 2-year contract, covering the entire state on a hybrid basis with usage of a state vehicle. This SFSP Outreach model may be more practicable if future outreach project hiring, and fuel uncertainties arise together with an increase in continuous outreach needs.
- More remote Superintendent Region coverage with an increase in mailing of SFSP materials may also assist in alleviating fuel concerns.



## Expansion and Areas of Focus Recommendations for SFSP 2023

- A great deal of overall positive feedback and appreciation for the Summer Food Service Program was received during SFSP Outreach Project 2022. Meal specific feedback from social media comments included requests for lower sugar, less processed items, along with requests for actual ‘hot’ lunch items that correlate with the SFSP promotion.
- Understanding supply chain disruptions, food safety concerns, and portability, an increased emphasis on fresh, local produce and warm Summer meals, such as grill items with fresh fruits and salads, when feasible, would offer an exciting variety for participants and inclusion of community voice.
- It remains imperative that all parents/guardians of children attending schools in the State of Maine, regardless of income or program need, fill out the Meal Benefit Application as this continues to be a determining factor for school nutrition and other federally funded programs.
- A tailored approach and special focus towards emergency housing sites, along with an incorporation of varying languages into future SFSP promotional material, and updates to currently available Limited English Proficient SFSP materials in Arabic, French, Portuguese, and Somali to align with current marketing campaigns would also be supportive in the mission of inclusion, equity, and accessibility to the SFSP.

# Expansion and Areas of Focus Recommendations for SFSP 2023



- A ‘master list’ of statewide food resources, including but not limited to the SFSP, would be valuable to community members, as well as raise awareness and SFSP participation. Building upon the SFSP outreach materials and map developed for 2022 programs, having a master list/map of food resources in the State of Maine that include SFSP sites, along with food pantries, farmers markets, and other community hunger initiatives, would help folks plan their way of accessing the food that they need.
- Many local churches have yet to access the potential opportunities that the SFSP could provide for their Children’s Vacation Bible Schools.
- Children’s Museums were also found to be a great place to promote the SFSP and would also be good places to host a program. Children and families throughout the entire State would greatly benefit from additional SFSP sites, specifically sites offering activities or by offering the SFSP at family activity-based locations.



## Expansion and Areas of Focus Recommendations for SFSP 2023

- Transportation continues to be a barrier in more rural areas. A statewide mobile SFSP feeding unit, or ‘food truck’ staffed by volunteers, with partnerships and sponsorships or donations from local businesses to help reduce operating expenses, could help bridge this gap and feed more Maine children in need. Volunteer partnerships with schools that have a food service van could help kick start this model.
- In conjunction with schools and mobile feeding units, future partnerships with the Locker Project, continued partnerships with Full Plates Full Potential and other similar community organizations would reach and nourish more children in the State of Maine.
- It is of utmost importance to continue raising awareness in communities statewide about the Summer Food Service Program, along with maintaining and adding to these important partnerships for future program successes.



THANK YOU!