

# Summer Food Service Program outreach plan 2018

## Food & Nutrition division

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### Timeline

- Clark County School District: May 25 – August 12, 2018
- Washoe County School District: June 9 – August 5, 2018
- Rural school districts:
  - Carson City: June 7 – August 19, 2018
  - Churchill County: May 26 – August 12, 2018
  - Douglas County: June 8 – August 12, 2018
  - Humboldt County: June 9 – August 26, 2018
  - Lyon County: June 15 – August 30, 2018
  - Nye County: May 18 – August 12, 2018
  - Mineral County: June 1 – August 19, 2018
  - Pershing County: June 2 – August 26, 2018

### Primary audience

Parents, guardians and family members in Nevada who are associated with children, 18 years old and under, who are receiving free and reduced-price lunch (FRL) at school.

### Budget: \$13,000

- \$9,300 in southern Nevada
  - \$6,300 on English and Spanish radio ads
  - \$3,000 on bus interior ads
- \$2,000 in northern Nevada
  - \$2,000 on Spanish radio
- Distributed throughout the state
  - \$495 on Facebook
  - \$525 on posters
  - \$480 on banners
- Translation of materials
  - \$200

### Goal

Increase summer food participation among children, ages 18 years old and under, throughout Nevada.

### Objectives

1. Increase statewide summer meal counts by three percent during the summer of 2018 using strategic ad placement in urban areas and media relations, Facebook advertising and guerilla marketing throughout Nevada.
2. Receive at least 2,000 link clicks to the USDA Hunger Hotline website during summer 2018 by purchasing Facebook advertising seen by the target demographic in urban areas.

### Strategies

1. Work with appropriate schools, nonprofits, businesses, site sponsors and other locations to execute guerilla-marketing efforts, including poster, flyer and banner distribution.

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2. Use media relations to showcase meal sites to individual newspapers and radio stations in rural Nevada and distribute a statewide press release to urban media.
3. Use targeted radio, bus and Facebook advertising to reinforce availability of meals for school-aged children.

### Messages

1. Closing the meal gap when school is not in session
2. No child should go hungry over summer break
3. Any child who comes can receive a free meal, no questions asked
4. Call 1-866-348-6479 or text "FOOD" or "COMIDA" to 877-877 or visit [freesummerfood.org](http://freesummerfood.org) or [comidasverano.org](http://comidasverano.org) to find a summer food location near you

### Tactics

#### Strategy 1

1. Posters
  - A. Design and print 1,000 posters with Hunger Hotline information in English and Spanish in April 2018.
  - B. Put hotline posters at all sponsor sites and provide to other appropriate organizations (HAWC, libraries, etc.) in April and May 2018.
2. Flyers
  - A. Create a letter-size flyer with hunger hotline in English and Spanish in April 2018.
  - B. Send an email to schools with letter-size flyer to be printed and sent home in late April 2018.
  - C. Distribute fliers to community partners like SNAP Ed and WIC Clinics and UNCE in April 2018.
  - D. Distribute fliers via email to nonprofits that serve low-income families (Big Brothers Big Sisters, Boys & Girls Clubs, etc.) in May 2018.
3. Banners
  - A. Design and print 10 banners indicating a meal site in April 2018.
  - B. Provide banners to sponsors to display at meal site locations in mid May 2018 – sponsors can only display banners after school is out.

#### Strategy 2

1. Pitch northern Nevada radio shows, including Entravision, regarding a discussion on hunger in Reno/Sparks in conjunction with Food Bank of Northern Nevada in June 2018.
2. Participate by providing an interview and data in conjunction with ThreeSquare media outreach with Las Vegas television stations in June 2018.
3. Pitch rural publications individually with a discussion on need in those areas as well as a list of locations for site sponsors in June 2018.

#### Strategy 3

1. Bus advertisements

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- A. Design bus ads that include the Hunger Hotline in English and Spanish in May 2018.
- B. Place bus interior advertising in English and Spanish in Las Vegas from May to August 2018.
2. Radio advertisements
  - A. Script radio advertisements in English and Spanish that include the Hunger Hotline in May 2018.
  - B. Flight radio advertising on Spanish and hip-hop or top 40 stations like 98.5 or hot 97.5 in Reno and Las Vegas from May to August 2018.
4. Facebook advertisements
  - A. Create visually-appealing graphics that highlight the Hunger Hotline in English and Spanish in May 2018.
  - B. Build a Facebook Canvas ad to allow users to learn more about summer meals in a variety of ways in May 2018.
  - C. Run Facebook advertisements using the graphics and the Hunger Hotline URL from May 2018 – August 2018.
  - D. Run Facebook advertisements using the graphics and the Facebook Canvas ad from May 2018 – August 2018.

### **Evaluation**

1. Determine summer meal participation before and after the campaign runs.
2. Determine the number of schools, partner organizations and non-profits that distribute the flyer and posters.
3. Determine the number of banners distributed to sponsor sites.
4. Total the number of articles ran from media relations related to summer food service in urban and rural areas and determine if those articles mention sites and the Hunger Hotline.
5. Estimate impressions from radio and bus advertisements.
6. Determine link clicks and impressions from Facebook advertising.