



## Ways to Get Involved

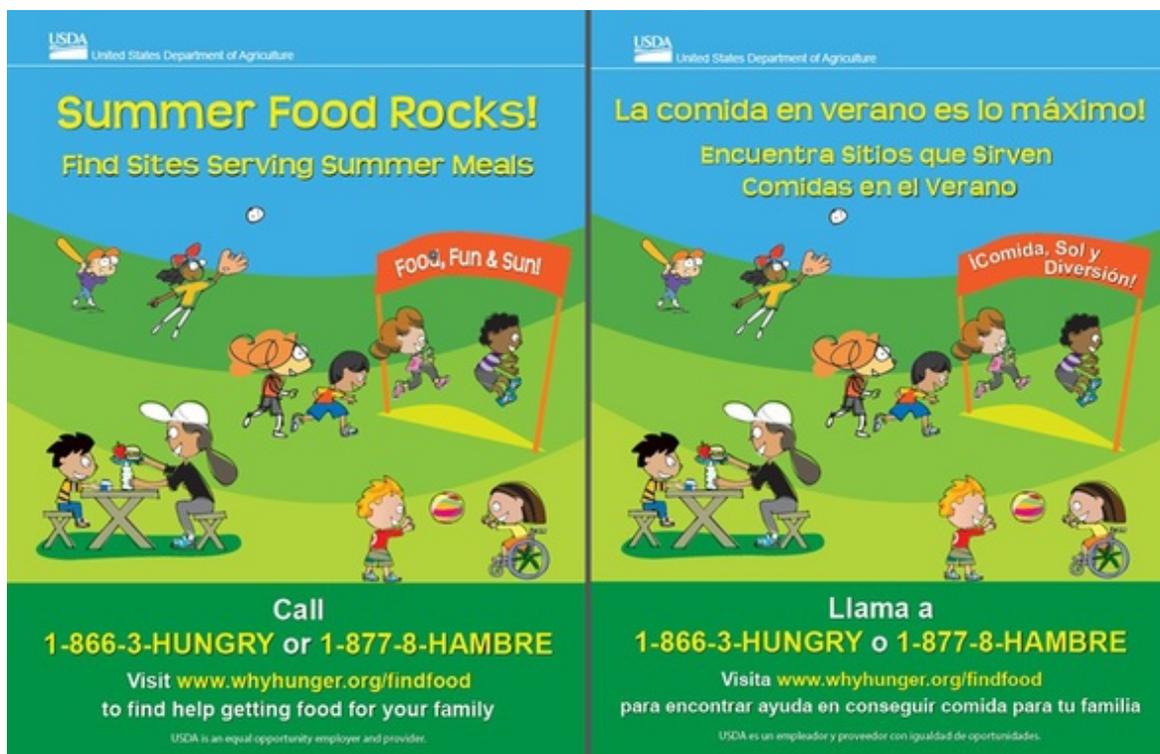
### 5 Ways You Can Promote the Summer Food Service Program

#### Tweet with Us

Stay updated on SFSP information and events through the USDA twitter account. You can also share our tweets, blogs and other resources through your social media channels.

Follow us on Twitter [@USDANutrition](https://twitter.com/USDANutrition)

#### Hand Out or Hang Up the Summer Meals Flyer



Organizations and local governments across the country serve free summer meals through the USDA Summer Food Service Program (SFSP) at sites like parks, recreation centers, schools, places of worship, summer camps, libraries, and mobile buses in low-income communities. Tell families in your community how to find sites that serve free summer meals by hanging up or handing out our new Summer Meals Fliers (in English and Spanish).

- [Click here to download the English flyer](#)
- [Click here to download the Spanish flyer](#)



#### Summer Meals Toolkit

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## Create PSAs and Take Them to Your Favorite Radio Station or Television Station to Play

Radio stations play public service announcements (PSAs) for free as part of their programming. You can download our [audio PSAs](#) (search under Multimedia Products) and take them to a local radio station so they can play them for listeners. Here's how:

1. Look up radio stations in your area: [www.radio-locator.com](http://www.radio-locator.com)
2. Contact the radio station's public affairs director or the station's main line.
3. Some stations post details on PSA submissions on their websites; if they do not, ask the public affairs director:
  - a. How do you submit a PSA?
  - b. What format should it be in (.mp3, .wav, etc.)?
  - c. Do you require a [transcript](#) (search under Multimedia Products)?
  - d. Will one of your DJs read the PSA or will you just play the recording?
  - e. When will the PSA be aired and for how long?

You can be creative and produce your own PSA for the Summer Food Service Program. In 2012, Feeding America unveiled PSAs to prevent millions of children from going hungry in the summer. Check out their "[Wishful Thinking](#)" PSA.

## Promote the Summer Food Service Program 4th Annual Kick-Off Week

As always, USDA would like to increase participation in all states; we are specifically targeting the following 11 states to increase SFSP participation by 12% -- Alabama, Arkansas, California, Colorado, Illinois, Missouri, Mississippi, Nevada, Rhode Island, Texas and Virginia. Hosting a kick-off event for the Summer Food Service Program is the perfect way to make community members aware of the program. Below are examples of past events that were successes. Feel free to replicate these ideas or use them as a template for your own innovative ideas:

- [Summer Meal Coalition Program Kick-Off Events Highlights](#): Providers across states get creative to attract families to summer meal programs.
- [YWCA Summer Food Program Kick-Off](#): Wal-Mart Foundation and the Nebraska Advisory Council awarded \$25,000 through the State Giving Program. The grant aided in transportation for youth to attend the Summer Food Program Kick-off event hosted at Memorial Stadium in Lincoln, Nebraska.



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- [GMFB Hosts Kickoff Event for Summer Feeding Program](#): Georgia Mountain Food Bank (GMFB) launched its Summer Lunch Bag Program with a kickoff event at the Hall County Boys & Girls Club.
- [Summer Food Program Kickoff event @ World Youth Center](#): Dallas ISD hosted a Summer Food Program kickoff event at the Youth World Dallas Learning Center. The event celebrated the benefits of the food program during "National Summer Food Service Program Kickoff Week."

## Conduct Outreach

- Help promote the [National Hunger Hotline](#) at **1-866-3-HUNGRY** or **1-877-8-HAMBRE** - **download the promotional flyer in [English](#) and [Spanish](#)!**
- Distribute materials to children and families -- access materials through our [online resource center](#).
- Create a Summer Food Service Program area on your website.
- Promote the [2013 SFSP Training Videos](#)
- Many of our resources are offered in Spanish
  - [SFSP Toolkit](#)
  - [Supervisor Guide](#)
  - Spanish PSA's
    - Recruiting sponsors and volunteers: [Learning and Good Nutrition](#)
    - Outreach to Families: [Feeding Your Kids When School is Out](#)

For more information on SFSP, please visit: [www.summerfood.usda.gov](http://www.summerfood.usda.gov)  
Thank you for your work and continued support!

## More Resources:

[FNS Summer Food Service Program Webpage](#)

[SFSP Overview Webinar](#)

[National Hunger Clearinghouse Database](#)

[FRAC Strategies to Increase SFSP Participation](#)



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