

## **Food Justice Momentum Team 8-5-09**

### Agenda:

- Informercials
  - Activities (Hunger Action Week)
- Resident Engagement Plan
  - Time
  - Childcare
  - Interpretation
  - Transportation
  - Outreach
  - Relevance
  - Incentives
  - Orientation & Expectations
  - Cultural Competance
  - Funding and Transparency
  - Evaluation
- Directions for Jen (Aug 7)
- Next Meeting

### Actions for Hunger Action Week: (1<sup>st</sup> week in September)

- Rally suggested
- Raise the issue of improving the condition in the County FRCs
- The two might be combined as the rally as a place to raise the issue and get sign ups
- Suggestion to do something similar to the domestic violence council – “Not to be Forgotten” Rally at the Civic Center
- Should it be a rally – maybe it should be a forum
- Jack raises question of whether or not its time for a rally
- Can we tie it our task of resident engagement
- Should it be tied to the farmers market
- Suggest that it be a march from one place to another – with a point
- Think its more about awareness than marching – lots of shame
- The issue is jobs – that impacts the issue of food
- Location of the rally should have meaning
- Theme: Food + Jobs = Healthy families
- Community Dinner
- Food distribution – ask food banks – to do distribution with a meal that day
- Could use the open house as a tool for outreach - do it on September 30<sup>th</sup>

### To get it done we would need:

- Get the word out
- Getting the food and resources
- Getting agencies to set up booths

Suggested we table this to next meeting and get to the rest of the agenda – consensus

Time: Based on groups that use the Wellness Center – early evenings or Saturdays – not Sundays

Childcare: Staff a playroom on site; entice folks the county to county this time as “welfare to work” ; seek a donation from childcare places; making people comfortable; liability issues; food, medicine, disabilities, what are the age limits; age appropriate; funds to hire folks, etc.

Interpretation: find what languages we need; what is the budget [if any]; ask youth momentum team to volunteer;

Transportation: 3 or 4 basic forms. Bus routes; car – buddy up – who would pick up one person; walkability – where and when

Outreach: print media, fliers distributed to stores, door hangers, religious centers, libraries etc as outreach places, need to cover all the languages, paying attention to the size of the material, school vacations, keep in mind timing of newsletter deadlines

Relevancy; (see handout from Shelia) See link with the events we are talking about

Incentives: See my hand out –

Orientation & Expectation: (see handout) Jen raises the issue that we do outreach in lots of languages but run meetings in English

Cultural Orientation: Connected to orientation – new comers meeting – an adjustment to the separate orientation – assessing people’s readiness for attending – hold orientation a half hour before - a hybrid suggested by Elee, people need to go a half hour before if they want to participate – but if they don’t go to orientation they must control their input. Fernanda suggests that new people meet for a few minutes after the meeting to answer their questions. The person who does the orientation would run the question period afterward

Funding and Transparency: Sometimes requires leveraging resources from the groups – sometimes it will be one organization having the resources – other times

- all bce requests for funding is vetted by the fjmt – may not be the mts but some group
- Prioritize project that dedicate resources that support resident engagement and employment
- Fiscal management
- Figure out how to support resident groups to access funding

Evaluation: (see handout from Shelia – second page [Lisa shares that “Obesity” is a catch all phrase that tce is using. Sheila thinks it should be tied into the built environment – what do we need to know in terms of baseline data - question: are we evaluating the resident engagement plan are is it general engagement throughout the project – we should evaluate the outreach plan. Consensus seems to be on the resident engagement plan.

Task is to consolidate our stuff and email it to [jchandler@sdyouthservices.org](mailto:jchandler@sdyouthservices.org)

Ellee suggesting that in the long run we need staff support for following up and coordinating all the things we need to do – especially doing the follow-up with participants.

For next week – come ready to put the plan for the open house together & the rally idea

**Big issues for the Friday meeting:**

- Money – what additional resources do we need for mid city can
- Vetting of funding after the February plan is submitted