OUTCOMES: SUMMER MEAL PROTOTYPES
AUGUST 15, 2016
WHO WE ARE

Design Impact is a social innovation nonprofit that designs **inclusive** and **creative** approaches to complicated social problems.
WE BELIEVE

CURIOSITY
inspires us to deeply understand the people and places around us

COMMUNITY
changes outcomes by including those most affected

CREATIVITY
unlocks new possibilities within all of us

COURAGE
drives us to act even when the path isn’t clear
THE ONLY IMPORTANT THING ABOUT DESIGN IS HOW IT RELATES TO PEOPLE.

Victor Papanek
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CURRENT LANDSCAPE
During the school year, approximately **22 million kids** receive free or reduced-cost lunches through the National School Lunch Program, but only **3.9 million** receive lunches during the summer months through the Summer Food Service Program (SFSP).
In 2015, in the City of Cincinnati, **Summer Feeding Sites** were offered at 152 locations (schools, libraries, rec. centers, pools, spraygrounds, churches, etc.)
CURRENT LANDSCAPE

Locally, students fall below the (already low) national average:

NATIONALLY: 15:100  REGIONALLY: 9:100

Of the 69,570 students eligible for free and reduced lunch in Hamilton County, only 9% access summer meals.
That’s nearly **63,000 ELIGIBLE CHILDREN NOT RECEIVING THE MEALS THEY NEED.**
PROJECT BACKGROUND
FUNDING + PARTNERSHIPS

• In 2015, Freestore Foodbank received a grant from Feeding America and ConAgra Foods Foundation to identify barriers to participation and develop program models to fill the summer feeding gap.

• Through a partnership with Freestore Foodbank and Sprout Insight, Design Impact created two innovative pilot programs: Culinary Camp & Unpack’d.
WE STARTED WITH A QUESTION:

HOW MIGHT WE...

increase the number of children in Cincinnati accessing healthy meals in the summertime?
OUR PROCESS

• We used the design thinking process to approach this challenge.

• The practice of design thinking empowers us to take something that is, look at it in a new way, and make it how it ought to be.
THE PROCESS

DISCOVERY  SYNTHESIS  IDEATION  PROTOTYPING
STEP 1: DISCOVERY
Discover all aspects of the problem

- 360° interviews students, parents, stakeholders and community sponsors
- Best practice research
- Observations
STEP 2: SYNTHESIS
Unpack the data and identify key themes and opportunities
STEP 2: SYNTHESIS
5 key opportunities areas emerged:

1. How might we transform feeding sites into **DESIRABLE DINING EXPERIENCES** that build relationships?

2. How might we activate summer feeding sites to incorporate **AGE-APPROPRIATE, EXCITING PROGRAMMING**?
3. How might we incorporate delicious, **HEALTHY, QUALITY FOOD** into summer feeding programs?

4. How might develop creative solutions to overcome **SAFETY, TRANSPORTATION AND COST BARRIERS**?

5. How might we better **COLLABORATE** to maximize impact?
STEP 3: IDEATE
Generate lots of ideas

- On November 30, 2015, Design Impact, Freestore Foodbank and Sprout Insight led a four-hour ideation session, bringing together sponsors, stakeholders and end-users to brainstorm new, creative concepts that addressed increasing summer meals for children in Cincinnati.
WHAT'S ON MY PLATE?

It's selection time. You know when there's a lot of great food to choose from and you have to carefully select what you'll fit on your plate? The same is true when you have a lot of great ideas! Take all of your ideas and pick the BEST! How might you promote and communicate your idea to reach the end user? Who/what organizations need to partner in order to make it a success? Bon appetit!

6 KEY CONCEPTS EMERGED OUT OF THE SESSION

BIG IDEA:

COMMUNICATION/OUTREACH IDEAS:
POTENTIAL PARTNERSHIPS:
CONCEPT 1

N.O.S.H.

NO OHIO STUDENT HUNGRY
CONCEPT 1

N.O.S.H.
No Ohio Student Hungry

THE IDEA: Gather all organizations dealing with childhood hunger in a consistent and ongoing basis to establish shared metrics, share learnings, and set future goals.

- Organizations collaborate to combat childhood hunger
- Group meets three times a year:
  - Planning and Mapping Meeting in early spring
  - Summer Kick-Off event to finalize group goals and metrics
  - Summer Wrap-Up to reflect and evaluate
- This umbrella group works holistically across all stakeholders to bring the right people to the table
- The group keeps each other accountable, shares ideas, and offers support
- Meetings physically bring everyone together in one place
- Shared email chain keeps everyone connected

INVESTMENT
Time + money needed to implement

INNOVATION
New to the world

IMPACT
Drives measurable outcomes
THE IDEA: The LunchBox app brings together all resources and information about summer feeding to one place.

- Electronic hub where administrators and attendees find centralized information about summer feeding programs
- Available on a smart phone or computer
- Administrators can share resources, send alerts and share ideas and best practices for programming and participation
- Collaborate with nearby sites to bulk order healthy food options
- Attendees can set alerts, find sites that are nearby, check hours, menus, daily activities and more
- Attendees help keep sites accountable by rating the experience and food

INVESTMENT
- time + money needed to implement

INNOVATION
- new to the world

IMPACT
- drives measurable outcomes
CONCEPT 3

FOOBER

THE IDEA: Seamlessly connect hungry kids to food sites through an on-call driver service

- Request a ride or request a meal
- Foober connects riders with drivers that can get them to local summer feeding sites safely
- Foober makes meal sites more accessible and eliminates transportation barriers
- Drivers can also pick up food from the drop-off site and deliver it to kids in nearby neighborhoods that have requested a meal
- Foober cars are all clearly marked with branded placard(s) to make it easy to spot when a safe ride is ready
- Users can request a ride, see (in real time) where drivers are, and learn what the wait time is to get where they need to go
- Cars also have booster car seats available for any little riders

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CONCEPT 4

CULINARY CAMP

OHIO
2016

THE IDEA: A camp that connects kids to healthy food in fun ways while teaching culinary skills and employing youth

- Kids are greeted by welcoming “counselors”
- Employees go through training to become empathic, friendly, and creative staff members
- Staff gets to know the participants personally; they build rapport with each individual, reaching out and following up if/when they miss a session
- Each site only responsible for a manageable number of kids
- Site programming divided into relevant age groups:
  - Younger kids play a variety of fun, food-related games
  - Pre-teens learn cooking basics in an engaging test kitchen
  - Older teens come for job training (preparing meals and getting real world experience and pay); they come for the job, but they also get fed
  - All learn practical tips for cooking great tasting, healthy meals on a tight budget
- Kids keep coming back for contests, talent shows, and themed weeks of cuisines around the world

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CONCEPT 5

BITS + BYTES CLUB
CONCEPT 5

BITS + BYTES CLUB

THE IDEA: Gamify summer feeding to encourage participation
- Interactive incentive program for kids and teens
- Kids earn points for great rewards, the more points they collect, the better the prize(s)
- Points are given for different activities: attendance, physical activity, nutrition, and building connections
- Points can be recorded and stored electronically or by hand
- Sites keep score and compete with one another
- Worth-while prizes are necessary to motivate kids: gift cards to GameStop, Kroger, and/or nice restaurants, new video games, food to take home, etc.

INVESTMENT
- time + money needed to implement

INNOVATION
- new to the world

IMPACT
- drives measurable outcomes

*investment varies based on high-tech or low-tech application

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CONCEPT 6

IN FORKS WE TRUST FOOD TRUCK
CONCEPT 6

IN FORKS WE TRUST: FOOD TRUCK

THE IDEA: A truck that provides community food experiences for everyone; not just those who can’t afford to pay

- Patrons find tasty menu options with fresh, seasonal ingredients
- Instead of listing prices, suggested donation amounts are posted on the menu panels
- Customers are asked to contribute what they can in donation bins—whether that’s more, less, or equal to the suggested amount
- Money is discreetly collected
- All diners are able to enjoy the same food without the embarrassment (or stigma) if they can’t afford to pay
- Food truck drives to different neighborhoods where it can serve a variety of residents hot meals

INVESTMENT

time + money needed to implement

INNOVATION

new to the world

IMPACT

drives measurable outcomes

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ROOTED IN COMMUNITY VOICE
ROOTED IN COMMUNITY VOICE

During the week of February 1, 2016, DI and Sprout Insights conducted **12 end-user interviews** to **gather feedback and input** from kids and parents regarding the initial concepts.

Two concepts emerged that were prototyped during the summer of 2016:

- Culinary Camp
- Unpack’d (inspired by “In Forks We Trust” + “Bits and Bytes”)

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STEP 4: PROTOTYPING
Develop ideas quickly to learn and get user feedback.

• Build to learn
• Develop in low-res to create space for honest feedback
• Make it quick and inexpensive
• Fail fast
PILOT 1

CULINARY CAMP
OHIO

2016
KEY INSIGHTS

- Kids often take care of younger siblings, but lack the skills to cook or create meals at home
- Meal sites currently lack age-relevant programming
- Kids want choices in what they eat, but meal sites typically offer one pre-made option
OVERALL GOALS:

1. **Increase the number of kids fed** in the summer.

2. Create **exciting programming** that attracts kids to summer meal sites.

3. **Educate and empower** kids to make healthy food choices.

4. **Engage teens** who do not go to meal sites.
SITE DESCRIPTIONS AND DEMOGRAPHICS
PROGRAM DETAILS

• UpSpring Summer 360° is an educational and enrichment-based program for local children experiencing homelessness.
CLOSED MEAL SITE
Closed sites provide free meals to children enrolled in an activity/program. A closed enrolled site is eligible for Summer Food Service Program (SFSP) if at least half of the enrolled kids are eligible for free and reduced-price meals.

LOCATION
Saint Francis De Sales School, 1602 Madison Road, Cincinnati, OH 45206

HOURS
Camp (typically) ran from 12:45-1:30 and 1:30-2:15

COST & TRANSPORTATION
Free; bussing provided to all participants
WHO WE SERVED AT UPSPRING

AGES
8-13 year-olds (2 groups: ages 8-9 and 10-12)

RACE
- CAUCASIAN/WHITE: 41%
- AFRICAN AMERICAN/BLACK: 34%
- OTHER/DID NOT RESPOND: 25%

GENDER
- BOY: 49%
- GIRL: 51%
SESSION DATES

5 Sessions

Monday, June 27, 2016

Wednesday, June 29, 2016

Friday, July 8, 2016

Monday, July 11, 2016

Monday, July 18, 2016
LARGE, OPEN CAFETERIA SPACE
LOCATION 2: MILLVALE REC CENTER

PROGRAM DETAILS

• The Millvale Recreation Center is the hub for the North Fairmount and South Cumminsville communities.
OPEN MEAL SITE
Open sites operate in areas where at least half of the kids are eligible for free and reduced-price lunch. Meals are served free to any child at an open site.

LOCATION
3303 Beekman Street, Cincinnati, Ohio 45225

HOURS
Camp (typically) ran from 1:00-1:45 pm
Facility open 10am-7pm

COST & TRANSPORTATION
Annual membership: $2 (juniors: 17 and younger), $10 (young adults: 18-24); no special bussing provided
WHO WE SERVED AT MILLVALE

**RACE**

- Caucasian/White: 97%
- African American/Black: 2%
- Other/Did Not Respond: 1%

**Gender**

- Boy: 27%
- Girl: 73%

**Ages**

5-12 year-olds
SESSION DATES

Three Consecutive Days:

Tuesday, July 19, 2016

Wednesday, July 20, 2016

Thursday, July 21, 2016
Design Impact partnered with nutritional experts, registered dietitians and educators to develop and deliver relevant curriculum and recipes to kids.
CULINARY CAMP CURRICULUM

LESSON 1
POWER PROTEINS
*turkey lettuce wraps + trail mix*

LESSON 2
DRESSINGS + DIPS
*fruit + veggie yogurt dips*

LESSON 3
SUPER STAPLES
*black bean roll ups*

LESSON 4
FRESH FROM THE GARDEN
*confetti salad*

LESSON 5
CULINARY CREATIONS
*healthy pizza competition*
CONFETTI SALAD

**INGREDIENTS**
- Romaine lettuce or spinach
- Lunch Meat, Chopped
- Gherkins, Shredded
- Sunflower Seeds
- Raspberries
- Mandarin orange segments (in 1 can of juice, 11 oz)
- Raspberry Vinaigrette dressing or Edamame

**DIRECTIONS**
1. Assemble ingredients in a bowl!
2. Toss with your choice of dressing and enjoy!

Recipe brought to you by: Culinary Camp

BLACK BEAN ROLL UPS

**EQUIPMENT**
Can opener, electric skillet (or microwave), wooden or other spoon for stirring, measuring spoons (optional), flour for rolling, lettuce leaves, and salsa (optional)

**INGREDIENTS**
- (1) can black beans, drained & rinsed
- 1 jar salsa
- Garlic powder
- Dried oregano
- Cumin
- 4 whole wheat tortillas
- Shredded cheddar cheese
- Shredded or cut up lettuce

**DIRECTIONS**
1. Heat the skillet's oil to 250 degrees. Place 1 Tbsp. salsa on 1 corn tortilla in the skillet, add black beans. Stir to coat the beans and let heat until brown, about 10 minutes.
2. Add in top of the warm tortilla to form a small (hand size) pocket. Place next to the skillet, and heat until hot.
3. Place a whole wheat tortilla on a plate and add 1-2 spoonfuls of bean mixture.
4. Sprinkle shredded lettuce and cheese over the bean mixture.
5. Add extra salsa (if desired) over the cheese & lettuce.

Recipe brought to you by: Culinary Camp
PLANNING THE RECIPES

We developed **five snack recipes**; regulations prevented us from replacing the daily lunch served.

We discovered that kids always ate their Culinary Camp snack, even when they were **made within 2 hours of lunch**.

We envision Culinary Camp becoming more than a snack program and **empowering kids to create their own lunch**, with a **portion** that’s appropriate for their age and activity level.
GOAL 1:
Increase the number of kids fed.
IN 8 DAYS, MORE THAN 260 KIDS WERE FED.

* 2 sessions were held each day at UpSpring; 5 lessons total vs 3 at Millvale
IN 8 DAYS, MORE THAN 260 KIDS WERE FED.

**UPSPRING**

**TOTAL MEALS SERVED**

- 202

**DAILY AVERAGE**

- 40 kids/day

* 2 sessions were held each day at UpSpring; 5 lessons total vs 3 at Millvale

© 2016 – Design Impact
IN 8 DAYS, MORE THAN 260 KIDS WERE FED.

MILLVALE

TOTAL MEALS SERVED
64

DAILY AVERAGE
21 kids/day

STEADY INCREASE
It should be noted that participation grew steadily each day; the order the program ran was Day 1: Pizza, Day 2: Confetti Salad, Day 3: Lettuce Wraps

* 2 sessions were held each day at UpSpring; 5 lessons total vs 3 at Millvale
TOTAL: 266 MEALS
We have 4 kids, ages 4-12, that I saw for the first time this week. I mentioned Culinary Camp to them and they came everyday. They were so excited; on the last day, they came running.

Jim Boyle, Service Area Coordinator
Cincinnati Recreation Commission
GOAL 2: Create exciting programming that attracts kids to summer meal sites.
OVER FIVE LESSONS, WE IMPROVED KIDS’ ATTITUDES ABOUT COOKING

In pre/post evaluation, kids at UpSpring 360° were asked about their attitude around cooking. They answered the prompt “Cooking is…”
Over 5 Lessons, We Improved Kids’ Attitudes About Cooking

In pre/post evaluation, kids at UpSpring 360 were asked about their attitude around cooking. They answered the prompt “Cooking is…”

We positively increased kids’ perception of cooking by 20%.

We also eliminated students attitudes around cooking who initially said they would only do it “if they had to” or that cooking was “the worst.”
WE CREATED ATTRACTIVE PROGRAMMING — MOST STUDENTS WOULD COME BACK AND RECOMMEND THE PROGRAM TO A FRIEND
Would you come back next year? 89%

Would you recommend culinary camp to a friend? 85%
OVERALL MEAL SATISFACTION

Every recipe was liked by at least 75% of students or more
GOAL 3: Educate and empower kids to make healthy food choices.
KIDS LEARNED NEW SKILLS THROUGH CULINARY CAMP THAT THEY CAN USE BEYOND THE PROGRAM.
WHEN ASKED (DAILY) **DID YOU LEARN SOMETHING NEW**, RESPONDENTS ANSWERED:

**UPSPRING**
- Yes: 26%
- No: 74%

**MILLVALE**
- Yes: 91%
- No: 9%
When asked *Would you make the recipe again?* respondents answered:

**UpSpring + Millvale**

- **Yes**: 58%
- **Maybe**: 33%
- **No**: 9%

Over half of all participants learned the necessary skills and liked the recipes enough to make them again.

9 out of 10 participants were very likely or somewhat likely to make the recipe again.
Culinary Camp was a favorite program among both staff and students this year. It was very successful because of its highly engaging and hands-on nature, as well as how it always culminated in a final product/takeaway for the kids. I overheard a couple boys once say, ‘You know what I could go for? One of those fruit salads we made in Culinary Camp right now,’ which was very exciting to hear!”

Lily Raphael, Program Manager, Upspring
KIDS FELT EMPOWERED TO MAKE HEALTHY CHOICES THROUGH CULINARY CAMP:
“[I learned] that you can eat the foods you like and it can **still be healthy**,” Shazelle, UpSpring

“[I learned] how one food can just **benefit** a whole lot for **your body**,” Marion, UpSpring

“I learned to **work together**,” Cameron, UpSpring
“[I learned] new healthy ways to eat,”
Evan, UpSpring

“[I learned] how to make a new recipe,”
Honessty, Millvale Rec Center

“[I learned] how to make something different,”
Jainetle, Millvale Rec Center
GOAL 4: Engage teens who do not go to meal sites.
2 TEEN VOLUNTEERS prepped for the lessons and set up/cleaned up the space.

Afterward, they ATE LUNCH.
FIRST-TIMERS
Both teens ate at the site and had never been to a summer meal site before

ADDRESSING STIGMA
Providing teens with volunteer hours helped remove the stigma surrounding free food at summer sites

NO MORE HAND OUTS
Teens showed up to work; they want to help, not receive a hand out

RETENTION
Both would come back next summer to volunteer again
"I loved [the recipes] so much, I made them at home." Me’Kyla, 16, Western Hills High School

“All the recipes were very delicious and healthy.” Jermaine, 16, Western Hills High School.
PROGRAM COSTS

Materials: Includes all food, supplies, equipment (skillets, measuring cups, mixing bowls, spoons, chef hats, etc)

On average, $6.49 per person

Labor: approx. 250 hours for development, content creation, implementation
CONCLUSIONS & RECOMMENDATIONS

- The program was highly successful!
- Dedicate a staff member from Freestore to focus on development and expansion for 15-20 hours/week
- Include younger age groups (kids that are 5 and 6 are eager to learn too)
CONCLUSIONS & RECOMMENDATIONS

• Expand curriculum beyond five pilot recipes/lessons

• Continue to utilize cooking/nutrition experts

• Incorporate local ingredients when possible

• Provide more leadership opportunities for teens to take more ownership of the program
PILOT 2

For Unpack’d Pop-Up, Sprout Insight conducted a formative evaluation to inform and improve future execution of the program.
KEY INSIGHTS

• Meal sites are typically open between 11 AM-1 PM, but kids and teens aren’t waking up until after noon

• Kids want choices in what they eat, but meal sites typically offer one pre-made option

• Lack of safety and transportation are barriers that prevent kids from accessing a meal site, even when the site is within blocks of their home
OVERALL GOALS:

1. Increase the number of kids fed in the summer.

2. Reach more kids not visiting meal sites by meeting them where they’re at.
SITE DESCRIPTIONS
AND DEMOGRAPHICS
Unpack’d set up in two well-populated low-income neighborhoods (Price Hill and Avondale) within the city of Cincinnati.
LOCATION
Price Hill and Avondale

HOURS
1:30 - 3:30 pm

COST
Free to participants

AGES
3-18 years of age, with a majority being of school age (5-11 years)
1. Hatmaker Park
July 26-27, 2016

2. Dempsey Playground
July 26, 2016

3. Grand Avenue Apts.
July 27, 2016
1. Avondale Public Library
   July 28, 2016

2. Colonial Village Apts.
   July 28, 2016
WHO WE SERVED AT UNPACK’D

RACE
Race and ethnic representation of participants was generally diverse (i.e., Caucasian, African-American, Hispanic) and reflective of the overall demographics of the neighborhood in which the program was offered.

• A majority of participants at Dempsey Playground, Colonial Village Apartments and Avondale Public Library were African-American.

• A majority of participants at the Grand Avenue Apartments in Price Hill were Spanish-speaking, Hispanic families.
WHO WE SERVED AT UNPACK’D

GENDER

Gender was equally distributed at Hatmaker Park and Grand Avenue Apartments, but was mostly male at the other locations, particularly Dempsey Playground.
MEASURES AND METHODOLOGIES
INTERCEPT INTERVIEWS

Interviews were conducted by evaluators from Sprout Insight at all five Unpack’d locations.

Youth and their caregivers were invited to participate in a brief anonymous and confidential semi-structured interview onsite immediately after they received their lunches.
1. How did you find out we were here today?
2. What made you decide to come over and check it out?
3. Have you been anywhere else this summer where you were able to have lunch/breakfast at no cost?
4. On a scale of 1-10, how much do you like being able to come here and eat something?
5. On a scale of 1-10, how likely are you to come back?
6. Would you recommend this to others?
7. How old are you?
THE MOBILE MEAL

MENU

Oven-roasted turkey and American cheese sandwich on ciabatta bread
Tropical fruit cup
Red Delicious apple
Chocolate milk or water
THE MOBILE MEAL

CHOICE
None of the meals were pre-packed; instead, all of the lunch options were displayed on the table for kids to pick from and fill their own lunch bag.

BRANDING
All of the lunch bags and sandwiches were labeled with bright, playful Unpack’d stickers. Large banners were displayed on and in the tent.

MUSIC
Unpack’d sites played music to invite and attract kids.
GOAL 1:
Increase number of kids fed in the summer.
FOR EACH DAY OF THE 3-DAY PILOT PROGRAM, **ALL AVAILABLE LUNCHES** WERE DISTRIBUTED SUCCESSFULLY WITHIN THE 2-HOUR TIME FRAME.
DAY 1: PRICE HILL

HATMAKER PARK
26 kids served

DEMPSEY PLAYGROUND
39 kids served

TOTAL LUNCHES SERVED: 65

After distributing all available lunches, staff had to turn away a group of 25 children coming from the recreation center by Dempsey Playground.
DAY 2: PRICE HILL

HATMAKER PARK
30 kids served

GRAND AVENUE APARTMENTS
60 kids served

TOTAL LUNCHES SERVED: **100***

* In the last 5-10 minutes of Unpack’d, after ensuring all nearby children received a lunch pack, staff distributed the remaining packs to children who wanted seconds, and adults.
DAY 3: AVONDALE

COLONIAL VILLAGE APARTMENTS
27 kids served

AVONDALE PUBLIC LIBRARY
45 kids served

TOTAL LUNCHES SERVED: 80*

* In the last 5-10 minutes of Unpack’d, after ensuring all nearby children received a lunch pack, staff distributed the remaining packs to children who wanted seconds, and adults.
Although the Unpack’d team encountered high temperatures and rain, the adverse weather did not seem to inhibit participation.

**DAY 1:**
Tuesday, July 26
88º with thunderstorms
90% humidity

**DAY 2:**
Wednesday, July 27
89º
87% humidity

**DAY 3:**
Thursday, July 28
82º
94% humidity
GOAL 2:
Reach more kids not visiting meal sites by meeting them where they’re at.
CHILDREN PRIMARILY BECAME INITIALLY AWARE OF UNPACK’D POP-UP’S PRESENCE VIA WORD-OF-MOUTH STRATEGIES AND ATTENTION-GRABBING MUSIC AND BANNERS LAUNCHED ON THE DAY AND TIME OF IMPLEMENTATION.
HOW DID PARTICIPANTS FIND OUT ABOUT UNPACK’D?
1. Word of Mouth
   the majority of participants at Hatmaker Park & Dempsey Playground came over after DI staff leader spread the word and extended personal invitations

2. DI and Sprout Insight community contacts

3. Fliers

4. Heard the music/saw the banner

5. Driving by

6. Walking by

7. Neighbors/friends told them
JOIN US! We’ll be popping up at a place near you.

TUESDAY, JULY 26 • WEDNESDAY, JULY 27 • THURSDAY, JULY 28
CHILDREN WHO ATTENDED THE UNPACK’D POP-UP UNANIMOUSLY RATED IT WITH A ‘10’, REFLECTING THE HIGHEST POSSIBLE RATING FOR SATISFACTION.
HIGH SATISFACTION
Favorite aspects contributing to this satisfaction rating included:

• Music
• Food quality and choice
• “Better food” than nearby places

• Ease and speedy service
  More than one person
  serving the food location

• Access
  Children were able to come over from the rec center, sprayground and library
CHILDREN RESPONDED THAT THEY WOULD DEFINITELY COME BACK TO SOMETHING LIKE UNPACK’D.

- At least 5 children returned on Wednesday at Hatmaker Park
THE UNPACK’D PROTOTYPE REMOVED THE CONGREGATE MEAL BARRIER— KIDS RECEIVED MEALS WITHOUT THE REQUIREMENT TO EAT ONSITE, DEMONSTRATING THAT THE REQUIREMENT HINDERS KIDS FROM GETTING FED
REMOVING CONGREGATE MEAL REQUIREMENT

After getting a lunch, children were more likely to leave the premises than to eat at the distribution location

• At Dempsey Playground, kids headed back to the pool, library, rec. center, etc.

• At both apartment complexes, kids returned indoors

• Unpack’d distributed lunches to teens, but they were more likely to grab their food and leave, than to stay and eat in the vicinity.
FLEXIBILITY AND MOBILITY PROVIDE LOW TO NO WASTE BECAUSE IF/WHEN A LOCATION WAS NOT BUSY/CROWDED, THE DRIVER COULD MOVE TO A NEW LOCATION QUICKLY IN ORDER TO DISTRIBUT ALL THE LUNCHES
FLEXIBLE MODEL

On Wednesday, July 27, the CPS Summer Food Service Bus was already at Dempsey Playground, Unpack’d’s’s targeted location. As a result, the program went to a back-up location (apartment complex).

• The apartment complex was less than 5 blocks from the playground offering summer lunches.

• At first, children were hesitant to approach the Pop-Up, curiously watching from windows and steps. Once the first few children got lunch, others came over en masse.

• The librarian at Avondale Public Library reported that they often end up throwing away a large amount of food at noon because most of their patrons come later in the day.
PROGRAM COSTS

**Materials:** Includes all lunches, branding, rentals, t-shirts

On average, $7.97 per person

**Labor:** approx. 45 hours for site scouting, relationship building, ordering/rental logistics, implementation
CONCLUSIONS & RECOMMENDATIONS

• Unpack’d Pop-Up had a very successful pilot

• Dedicated staff member from Freestore to focus on development and expansion for 5 hours/week

• Develop proactive strategies to meet the demand as the awareness of the program builds in a community over time
CONCLUSIONS & RECOMMENDATIONS

• Pop up sites should coordinate efforts with already existing feeding sites and sponsors

• Create consistent location in order to increase daily attendance and trust among families in the community

• Later lunch times reaches more kids and teens who miss the earlier free summer meal lunches
CONCLUSIONS & RECOMMENDATIONS

• Flexibility matters: program must remain nimble to adjust/move quickly if there’s a lack of participation or other feeding services at the same location

• Social marketing campaigns can help “advertise” Unpack’d; start early in the summer
THANK YOU