

MAPP Communication Workgroup Meeting

Thursday March 29, 2024 1:00p – 2:30p

Via In-Person & Zoom

Present In-Person: Lorne Carroll, Hannah Gustafson, Derotha Ferraro, Anna Passatini, Shay Hoffman

Present via Zoom: Mary, Annie Garay

Notetaker: Mary

TIME	TOPIC	DISCUSSION	ACTION
1:00-1:15	Welcome, Intros, & Agreements	<ul style="list-style-type: none"> - Goal for today's meeting: <ul style="list-style-type: none"> - Clarify goals for communication process (specifically surrounding Food Insecurity) - Goal for Next Meeting: <ul style="list-style-type: none"> - Invite more folks to the table to help fill the gaps and increase diversity in group 	
1:15-2:10	Program Analysis	<p style="text-align: center;">Individual Level</p> <ul style="list-style-type: none"> - Audience Segment: Ind w/ limited income - Key Constraint: Lack of awareness of available resources <ul style="list-style-type: none"> - Desired change: Use available resources - Time: Awareness - as soon as possible; Utilization - within one year - Audience Segment: Ind. w/ limited access to food production or subsistence resources <ul style="list-style-type: none"> - Key constraint: Geographic, transportation - Desired Change: Norms around distribution of fish and game and sharing harvesting and storage supplies; Connect with Food Pantries - Time: Awareness - as soon as possible; Utilization - within one year 	<ul style="list-style-type: none"> - Invite Kyra for this topic

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		<ul style="list-style-type: none"> - Audience Segment: Regional Native Villages <ul style="list-style-type: none"> - Key constraint: Geographic - Desired Change: Elevating traditional ecological knowledge in fish and game policy; barter system sharing of resources and subsistence skills; TBD <ul style="list-style-type: none"> - Time: Advocacy - within one year; TBD <p style="text-align: center;">Organization Level</p> <ul style="list-style-type: none"> - Innovators: Food Security Specific Service Providers <ul style="list-style-type: none"> - Key Constraint: Supply chains, Organizational Capacity - Desired Change: Service provision in effective location; Awareness of barriers to their services <ul style="list-style-type: none"> - Time: Awareness - ASAP; Service Provision - within one year <p style="text-align: center;">- Innovators: Schools</p> <ul style="list-style-type: none"> - Key Constraint: Awareness and participation among parents of free lunch program - Desired Change: Ensure all students have free, nutritious lunch per day; Staff is able to identify families that need to be connected to food resources <ul style="list-style-type: none"> - Time: Free Lunch - one year; Identify families to connect to resources: within 6 months (part of back-to-school staff training) <p style="text-align: center;">- Innovators: Native Corp Service Providers <ul style="list-style-type: none"> - TBD - Invite CRRC </p> <p style="text-align: center;">- Adopters: Grocery stores</p> <ul style="list-style-type: none"> - Key Constraints: Barriers to connecting w/ corporate ownership that is non-local; Connection to food pantries, farmers, lack of clarity about what happens to expired food 	<ul style="list-style-type: none"> - Invite CRRC (Chugach Regional Resource Commission) - Invite tribal leaders

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		<ul style="list-style-type: none"> - Desired Change: Distribute expired foods; Communication to the community about food supply - Time: Expired Food Distribution - 6 months; Communication on inventory - within one year <p style="text-align: center;">Policy Level Audience</p> <ul style="list-style-type: none"> - Innovators: Food Policy Council; Tribal Council; <ul style="list-style-type: none"> - TBD - Adopters: Disaster Relief Planners <ul style="list-style-type: none"> - Key Constraints: General Population is not aware of disaster relief plans - Desired Change: Improve communication w/ general population about where to get food if there is a distaster <ul style="list-style-type: none"> - Time: Within one year 	<ul style="list-style-type: none"> - Invite Robbi Mixon - Invite Port Graham, Nanwalek 1st Chiefs - Invite = send document + 30min. ZOOM call -OR- invite to full meeting - Create Google Survey to send to specific folks (anna to create and share w/ hannah)

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2:10-2:25	Creative Brief	<p>Define the Purpose: [In this section, group took program analysis and defined the purpose] Example:</p> <ul style="list-style-type: none"> - We want individuals with limited income to use available resources in order to be food secure. - (see google doc for more info) 	<ul style="list-style-type: none"> - Verbal/ email survey to CRRC, PHN, School Nurses, etc. to ask about Food Insecurity Communication in Native Villages prior to sending survey. Wording: “We are aiming to improve communication surrounding these areas in the SKP - Do you want to be included?” (Opt-In/Out)
2:20-2:25	Calls to Action	<p>What is the basic underlying message we want to communicate?</p> <ul style="list-style-type: none"> - These resources exist in our communities to help with food security, use these resources to ensure you and your family are food secure 	

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2:25-2:35	Creative Considerations	<p>What do we have the capacity to create, and what would be the most impactful in terms of communication material?</p> <ul style="list-style-type: none"> - **Ran out of time - will revisit next week** 	
	Closing & Next Meeting Date	<ul style="list-style-type: none"> - Start with “Creative Considerations” next meeting - Next Meeting: Friday, April 5th 1-2:30p 	

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	Zoom Chat	None.	