

MAPP Communication Workgroup Meeting
Friday, April 5, 2024 1:00p – 2:30p
Via In-Person & Zoom

Present In-Person: Derotha, Hannah, Anna, Jane Dunn, Lorne Carroll

Present via Zoom: Mary, Shay Hoffman

Notetaker: Mary

TIME	TOPIC	DISCUSSION	ACTION
1:00-1:15	Welcome, Intros, & Agreements	<ul style="list-style-type: none"> - Review Actions Taken so far and Discuss Next Steps - Continue Food Security Communication Plan: <ul style="list-style-type: none"> - Define the Audiences - Creative Considerations - Messaging 	
1:15-1:35	Next Steps	<ul style="list-style-type: none"> - Discussion of how group will go about including the community in the next topics of Housing, Childcare, and Food Security (steps 4 & 5) <ul style="list-style-type: none"> - Ideas: <ul style="list-style-type: none"> - MAPP Community Meeting w/ “experts” in the room - Take “experts” through entire communication process (1-5 steps) - This workgroup completes the first 3 steps of the communication strategy and brings the “experts” in at during steps 4&5 (Channel Mix Plans and Messages) - Keep topics separate for these larger meetings or work through topics simultaneously - Groups agrees that we would like to include more diversity <ul style="list-style-type: none"> - Anna mentions that the diversity commonly comes in at steps 4 and 5 when we include the community. - Group agrees to focus on one subject area at a time through to completion and 	<ul style="list-style-type: none"> - Look at dates/times for community meetings and begin invite list

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		then bring to community	
1:35-2:00	Define Audiences	<p>Last session, group took the program analysis and defined the purpose.</p> <ul style="list-style-type: none"> - This session, narrowing down to top 2 audiences out of 6. - Looking at Individual level vs. Organizational level impact - CHNA showed a lot of people are on limited income - Difficult to invest in preparedness <p>Conclusion (Top 2 Audiences):</p> <p style="padding-left: 40px;">We want individuals with limited income to use available resources in order to be more food secure.</p> <p style="padding-left: 40px;">We want food security service providers to serve in effective and accessible locations and have more awareness of the barriers to their services in order to reach more people.</p> <p style="text-align: center;">-</p> <p>Communication Objectives</p> <p><i>Specify what the audience should think, feel, or do as a result of exposure to the communication materials.</i></p> <p>Individuals with limited income: Use available resources to be food secure.</p> <p>Food security-specific service providers: Be aware of the barriers to accessing their services and provide services in effective locations.</p>	-

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		<p>Calls to Action</p> <p><i>What is the basic underlying message we want to communicate?</i></p> <p>Individual-level: Many resources exist in our communities to help with accessing food. Use these resources to ensure you and your family are more food secure.</p> <p>Organization and policy-level: Your organization offers resources to help people in our communities access food. Use these communication channels to ensure community members are aware of and can access these resources.</p>	
2:00-2:05	Creative Considerations	<p>How will we get these messages across?</p> <ul style="list-style-type: none"> - Review Results from Rotary Health Fair: - Ind. w/ limited income: <ul style="list-style-type: none"> - Interpersonal Communication - Social Media (Facebook) - Food Security Service Providers <ul style="list-style-type: none"> - Interpersonal Communication (1-1 meetings) - Emails - Talking points/tools to help foster communication between food service providers 	

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2:05-2:35	Messaging	<p>Phase I: Awareness & Basic Knowledge Phase II: Positive Image of Choices</p> <ul style="list-style-type: none"> ● Ind. w/ Limited income: Access to info, lack of awareness of available info <ul style="list-style-type: none"> ○ “Can Improve” ○ “Can Increase” ○ “Would Likely” ○ “Has been shown to” ○ “Is available” ○ “You are eligible to receive” ○ “FREE” ○ “No App required” ○ “Accessible now” ○ “Unrestricted” ○ “Number of service providers in community” ○ “OPEN” ○ “Love Food?” ○ “Want more access to healthy food?” ○ Food Security Hub - List of service providers and services they offer and where, contact info ● Food security-specific service providers: Supply chains and organizational capacity. <ul style="list-style-type: none"> ● Food security hub - information on who is doing what, connection between agencies ● Bulk ordering ● Know you have help - support to design a flyer, post to social media, etc. Marketing capacity ● Collab on social media posts, shoutouts, etc. ● Volunteerism/Internships/job training (ex. w/ high school students) - opportunity to use this model to connect young people w/ 	

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		<p>organizations in the community. Good for young people, good for organizational capacity for communication and accessibility.</p> <ul style="list-style-type: none"> ● ● Academic practice partnership <p><u>Phase 3: Tailored messaging to key audiences</u></p> <p>Individuals with limited income</p> <ul style="list-style-type: none"> ● Transportation challenges ● Unexpected life challenges ● Medicaid recipients <p>Food security-specific service providers</p> <ul style="list-style-type: none"> ● Food pantries ● WIC ● Division of public assistance ● Senior centers ● Veterans of Foreign War ● Share the Spirit ● Kachemak Bay Lions ● Food producers / farmers ● Farmers Market ● Homer Soil & Water ● Alaska Food Hub <p>**REVISIT THE BELOW LIST NEXT WEEK**</p> <p>Food Pantry: Cordell AP Food Pantry: Missy Ninil Food Pantry: Jim WIC: Ask Sprout Div of Public Assistance: Ask Cynthia West Senior Center: AP Senior Community Meal organizer – Derotha to ask</p>	<p>Make list of who these specific individuals are within these organizations</p> <ul style="list-style-type: none"> - Talk to individually or invite to 2hr meeting? <p>Continue to fill out list</p>

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	Closing & Next Meeting Date	<ul style="list-style-type: none">- Next Meeting: Friday, April 12th 1-2:30p<ul style="list-style-type: none">- Finalize Community Meeting list for Food Security/Meeting Planning- Start on Housing Plan (Audience Segmentation)	
	Zoom Chat	None.	