

# No Kid Hungry Summer Meals Texting Program

## 2016 Overview



No Kid Hungry is continuing our Text for Summer Sites program, allowing families in need to identify sites in their area through an automated texting system.

### New to texting?

Families in need **text 'Food' to 877-877**, and receive a text back with the address of summer feeding sites closest to them, or information about how to find their closest feeding site. Last year we received over 52,000 texts from people in all 50 states.

### Does it work in Spanish?

Si! Text 'Comida' to 877-877 to receive information about summer meals sites in Spanish.

### Where does the site information come from?

We partner with the USDA's National Hunger Hotline to access the data state agencies regularly send to the national office about the name, location and hours of operations of open sites in their state.

### How does it work?

The way this database then works is that when people text their zip code and a keyword to a designated number, the nearest summer meals site address will be texted back to them. They can also call the National Hunger Hotline (1-866-3-HUNGRY or 1-877-8-HAMBRE) or visit the USDA [website](#) to find a site near them. If there is no site in the area, they will be directed to the National Hunger Hotline, which provides information about food resources beyond Summer Meals within a community.



### When does it work?

Because sites are approved so close to the start of summer, there may not be sites in the system before school is out. The system is regularly updated, so families can text in more than once to see what is available that week.

### What happens to the information texted in?

When families text in their information it is stored in a database that No Kid Hungry analyzes to assess our progress with the program. No Kid Hungry Campaigns and State Agencies can request access to the data from their state about the number, date and addresses texted into the system and whether or not they received information about sites. However, No Kid Hungry does not share any phone numbers with external parties, nor do we contact any texters in the future.

### What makes a successful text program?

Texting is most successful when we all work together to promote the number ('Food' to 877-877!). Fully incorporating the text number into your promotion plans will help make sure you use the number effectively. To spread the word No Kid Hungry Campaigns have partnered with their state agencies to include the text information on printed materials and featured the texting number in their own materials, such as press releases, events materials and ads in community newspapers. Remember to use our [Sodexo Foundation Summer Meals Outreach Toolkit](#) for tips, templates and resources.

Need anything else? Contact Sam Read ([sread@strength.org](mailto:sread@strength.org)) for more information.

*Thanks to Arby's Foundation and C&S Wholesale Grocers for sponsoring our summer work.*

