

Agency Online Exchange Notes

1/7/2021

Discussion Notes:

COVID related

- Many agencies still doing curbside
- Some are allowing clients in with restrictions like number of people and length of time
- Mask and distancing mandates are in place
- Be sure to provide clear expectations to all to make clients and volunteers feel safe
- Mixed as to those seeing increased numbers of visits or not

Cultural outreach tips from agencies

- Sourcing cultural foods from The Food Group
- Sonja from White Bear Lake Food Shelf shared that they had success working with the cultural liaisons in their school district. Helped them overcome barriers and confusion primarily with the Hispanic community. Also helped them prepare to have the right foods.

Reducing stigma tips from agencies

- Consider the terms we use such as food shelf, does food market or different terms like that help break down stigma? What other terms can we consider rephrasing?
- Make sure shopping experience is as much like grocery store as possible (when possible)
- One food shelf did a mailing to everyone in the community and used messaging to break down stigma and make all feel welcome. She mentioned the Fill the Fridge campaign that SHH did – we have made the materials (photos, social media suggestions, PSAs) available to agencies.
 - **If you'd like to use these materials in your own community, here's a public service announcement (PSA) and social media toolkit for your use. [Click here for the toolkit](#).** (Click here for more about the [campaign](#).)
 - If you are interested or have questions email jsheda@2harvest.org.

Potential topics (partial list from verbal discussion only– others are in transcript and SHH will combine)

- Outreach
- Reducing stigma
- Cultural competency
- Making a welcoming first impression (on the outside, inside, website, social media, etc.)