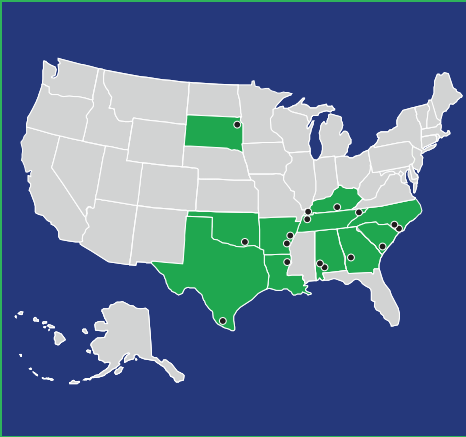


## PRE-IMPLEMENTATION INTERVIEW SUMMARY



### ELIGIBLE FAMILIES' TOP BARRIERS TO PARTICIPATION\*

#### TRANSPORTATION/DISTANCE



"We have a lot [of constituents] that have very poor running vehicles, or they have to depend on someone else for a ride, or they walk...the kids face long bus rides when they live in rural areas of the country."

#### SOCIAL STIGMA



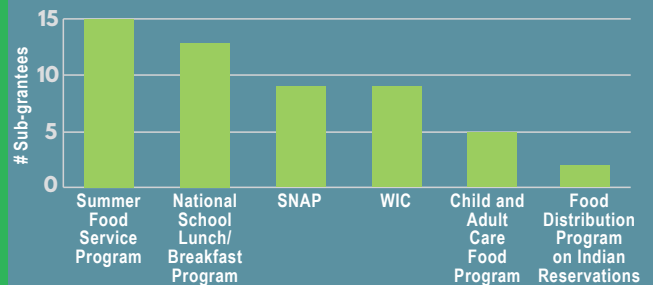
"In the affluent communities, the kids might not come to the feeding sites because then they may be perceived to be a 'poverty child'...We don't get a lot of the kids that walk off the streets from those areas."

### KNOWLEDGE/AWARENESS



"One that stood out to me is that [the communities] do not have a very good communication network... They find out about things very late...just because the proliferation of information is very slow."

### TARGETED FOOD ASSISTANCE PROGRAMS



\*As perceived and reported by sub-grantees. All quotes are from sub-grantee interviews.

### SUB-GRANTEES' USE OF TECHNOLOGY

#### TOP PLANNED USES:

- Facebook
- Social Media/Twitter
- Websites
- Apps, Kiosks, Tablets
- TV and Radio

#### CONCERNS:

"We want to put our mind around: what could you put out on social media then that really promotes that it's an opportunity to access food, that doesn't necessarily have any stigmas associated with it."

"Dial-up is what's still being used in most communities. Even within the city limits, there are people who are still having to use dial-up."

### COMMUNITY ENGAGEMENT

#### TOP STRATEGIES

-  PARTNERSHIPS
-  OUTREACH
-  COMMUNITY EVENTS