



## TOOLKIT FOR COLLECTING FEEDBACK FOR THE FOOD SECURITY ACTION PLAN

Thank you for committing to talk to folks about the Vermont Food Security Action Plan. We are still in the information-gathering phase, and we want to gather information that will help us to write a plan that will lead to full food security in Vermont. Below are some tools that will help you to talk to people about the Plan and get information that will lead to a Plan with recommendations for Vermont policymakers and also with understandable, actionable steps for Vermont residents.

The comprehensive Vermont Food Security Plan has been called for by the Legislature, the Farm to Plate Network, the Climate Council, and many people across the state. The goal is to map out a way to make sure that all people in Vermont have access to the food that they need and want, now and in the future. We are talking to folks all across the state to collect ideas about what is working and what else needs to happen. The plan that is written will be shared with the Vermont Legislature, the Administration, and everyone else, in June of 2023.

So far, over 150 people who work to make sure everyone has access to food or that work to strengthen our Vermont food system have contributed knowledge about what is working and what else needs to happen. We are compiling the food security plans, policies, and activities across Vermont. We also had two meetings with about 50 people total to talk about the feedback we collected during that outreach.

Now, we are reaching out more broadly and asking folks across the state to offer their feedback. You are part of ensuring that many Vermont residents can lend their expertise to the Plan.

**Our deadline for this phase of feedback is December 31, 2022.**

## WHAT IS IN THIS TOOLKIT?

- Explanations about the Vermont Food Security Plan (above!)
- Choosing who to talk with and how
- (Links to) Detailed instructions for four different types of conversations with people and links to the instructions for leading those conversations.
- How you and your stakeholders will be reimbursed for your time.

All of the tools for Community Outreach are in one [Google Folder](#), and are also linked throughout this document.

To make these instructions understandable, we are calling you the ‘interviewer’ and the people you talk with ‘stakeholders.’

Here are the steps you will go through to start and complete the process.

1. Read this toolkit overview of the Food Security Plan
2. Decide who you will talk with and what type of conversation
3. Fill out the [Community Outreach Effort sign-up sheet](#) if you have not already done so. This will help us know you are part of the process and keep in touch with you.
4. Schedule and have your conversations, using the particular script for your way of doing it. Please try to have all the conversations by December 31, 2022.
5. If you are choosing to send the digital survey, please let people know to fill it out by December 31, 2022.
6. Submit all the notes and interviews from your conversations, including any of these that are relevant:
  - a. Photo files: here are the [instructions](#) and here is the [folder to put files into](#)
  - b. Audio files: here are the [instructions](#) and here is the [folder to put files into](#)
  - c. [Google form to type up the one-on-one notes](#)
  - d. Stipend forms for yourself (due the 10<sup>th</sup> of the month following your work)
  - e. Stipend forms for your stakeholders (due the 10<sup>th</sup> of the month following the conversation)

## Choosing who to talk with and how

Thank you again for taking the time to talk with people about food security in Vermont.

### Who should we speak with?

The priority in this community outreach is to hear from people most impacted by the failures of the food system. This includes a lot of different ‘types’ of people. It includes people with food insecurity in their household now or in the past. It includes people at high risk for food insecurity because of their race, economic status, gender or sexual identity, immigration, disability or housing status, or other reason,

even if they have never been food insecure themselves. Food producers such as farmers, food workers, and more are also a priority. In Vermont, people are more likely to experience food insecurity if they are Black, Indigenous, People of Color, living with a disability, living in poverty, living in rural areas of Vermont, elders, and/or LGBTQIA+.

It is also important that “official” subject experts contribute to the Plan. However, the focus of this fall community outreach is people whose expertise is less often part of a statewide plan. The process has already included many subject experts and will continue to do so.

All that said, please talk with the people you know should be part of the Plan. Your knowledge is valuable.

A list of organizations who participate in the [FSP planning is here](#). Please let us know if you find an error.

## How will You Talk with People:

- **Facilitating a 90-minute in-person meeting.** The participants might be organizational constituents (such as members of a church, or patrons at a senior center, etc), or an organization (staff/board), or a community meeting. The facilitation instructions are very detailed, and include how to ask an organizational staff member to help you gather a group.
  - [Here are the instructions for a 90 Minute Meeting](#)
- **Facilitating a 30 minute virtual meeting** (on Zoom, Google Meets or other).
  - [Here are the instructions for a 30 Minute Virtual Meeting](#)
- **One-to-one conversations,**
  - **In-person at a place where people are** - farmer’s market, food shelf, soccer game, etc. It could be people you know, or people you do not know. You should have a way to take notes on your conversations, ideally a clipboard with paper and pen.
    - [Here are the instructions for In Person with the Public](#)
  - **On the phone or video call,** that you arrange ahead of time.
    - [Here are the instructions for One-on-One Planned Conversations](#)
- **An online survey that you can share with people** to fill out on their own. There is a link.
  - [Here is the link to the online survey.](#)
  - [Here are some QR code fliers](#) you can print and hang up or pass out.
  - [Here is a paragraph you can send with the survey:](#)

## Fall Community Outreach Stakeholder Reimbursement and Compensation Plan

The following explains the process for the Vermont Sustainable Jobs Fund (VSJF) reimbursing stakeholders for sharing experiences and feedback related to the Vermont Food Security Plan.

Stakeholders will be reimbursed with gift cards in the following amounts: \$15 per 1:1 conversation; \$30 for a 30-minute virtual meeting; and \$70 for an in-person 90-minute meeting.

Please note, if your organization is able to pay stakeholders directly, scroll down to the 'Organizational Reimbursement' section.

In these instructions, 'You' are the 'interviewer' who is speaking with people in Vermont, the "stakeholders."

#### **INSTRUCTIONS:**

Thank you for working with us to ensure we compensate people for their time!

These instructions are also inside each of the toolkit scripts.

The process for reimbursing stakeholders is very specific. VSJF must follow financial regulations, and thus, in order to reimburse stakeholders, all forms must be complete and accurate in order to be processed. We cannot reimburse someone unless all fields are complete including name and email or mailing address. The date, time, and location of the conversation must be provided (along with the stakeholder's signature if the conversation was in person).

Submitting the reimbursement paperwork: If the conversation happens in October, please submit the paperwork by November 10. If the conversation happens in November, please submit the paperwork by December 10. If the conversation happens in December, please submit the paperwork by January 10. It is a huge help to our financial team when we meet these deadlines.

This is the [Attendance and Reimbursement form on paper](#), to use with in person conversations.

This is the [Digital Attendance and Reimbursement form](#), for digital conversations.

## Instructions for specific conversations:

### **One-on-One Conversation (whether spontaneous or preplanned, and whether in person, on the phone, or on video call):**

1. You will say to Stakeholder (or write them if you are pre-arranging a meeting):

"We are mailing/emailing Visa gift cards to people who give feedback on the Plan. If you are able to give me your name, and email address or mailing address, we can send you a \$15 Visa gift card. No personal information (such as your name) will be attached to any feedback you share. Would you like to participate?"

2. If they say yes, ask them, "Would you rather get an email gift card or a gift card mailed to you?" Write down the stakeholder's name and email or mailing address. It's best if you use the FORM to do this, but you can also copy the information into the form later. If you are in person and have the FORM, please ask the stakeholder to sign in the space provided on the form.
3. You will fill out the form and submit either as a scanned pdf or photo of the form to [info@vsjf.org](mailto:info@vsjf.org) and [Invoice@VSJF.org](mailto:Invoice@VSJF.org). The form must be submitted by the 10<sup>th</sup> of the month following the conversation. If you are doing more than one conversation, it will be helpful to send the forms back in a batch.
4. VSJF will send out gift cards within two weeks of receiving the reimbursement form.

### **90-minute In-person Meeting:**

1. If you are planning the meeting in collaboration with an 'organizing partner' (organization, community group, or business), the organizing partner should let stakeholders (participants in the

meeting) know beforehand that they can receive a \$70 Visa gift card to pay them for their participation. The organizing partner (or you, if you are the organizer) will share the following message with stakeholders prior to the meeting:

“We are providing \$70 Visa gift cards to people for attending and participating in this meeting. You can receive a gift card either through email or mail. Also, you can let me know if you do not want to receive a gift card.”

2. At the meeting, the FORM is a convenient way to take attendance and will also allow people to opt in or opt out to stipend payments.
1. You will fill out the FORM and submit either as a scanned pdf or photo of the form to [info@vsjf.org](mailto:info@vsjf.org) and [Invoice@VSJF.org](mailto:Invoice@VSJF.org). The form must be submitted by the 10<sup>th</sup> of the month following the conversation.
3. VSJF staff will send out gift cards within two weeks of receiving the reimbursement form.

### **30-minute Online meeting**

2. If you are planning the meeting in collaboration with an ‘organizing partner’ (organization, community group, or business), the organizing partner should let stakeholders (participants in the meeting) know beforehand that they can receive a \$30 Visa gift card for their participation. The organizing partner (or you, if you are the organizer) will share the following message with stakeholders prior to the meeting:  
“We are providing \$30 Visa gift cards to people to pay for their time attending and participating in this online meeting. You can receive a gift card either through email or mail. At the meeting, there will be a way to provide your contact information.”
3. At the end of the meeting, Interviewer must take attendance by asking attendees to fill out the digital version of the FORM.
4. After the meeting, you will let [Becka@vsjf.org](mailto:Becka@vsjf.org) or [Kelly@vsjf.org](mailto:Kelly@vsjf.org) that the meeting is completed, and Becka or Kelly will send you a copy of the digital entries, and a form to confirm the attendees for payment.
5. You will fill out the FORM and submit either as a scanned pdf or photo of the form to [info@vsjf.org](mailto:info@vsjf.org) and [Invoice@VSJF.org](mailto:Invoice@VSJF.org). The form must be submitted by the 10<sup>th</sup> of the month following the conversation.
6. VSJF staff will send out gift cards within two weeks of receiving the reimbursement form.

### **Online Survey:**

People completing the online survey will have the option to enter their email address at the end of the survey, and be entered in a drawing for a \$25 gift card.

### **Organizational Reimbursement:**

Your organization may have a system for paying stakeholders already. In that case, your organization can pay stakeholders and invoice VSJF/Farm to Plate to be reimbursed for those payments. Please contact Becka to let her know you are taking this route and make plans for successful reimbursement.