

**Food & Hunger Food, Hunger, Water, Agriculture Policy Communication Workgroup**  
**4.20.20 ♦ 3:30 – 4:30 pm**  
**Meeting Notes**

**Facilitator:** Lilly Irvin-Vitela, New Mexico First

**Notes:** Sharon Berman, New Mexico First

In Attendance:

- Sonya Warwick, Roadrunner Food Bank
- Melanie Eastwood, New Mexico First
- Wendy Wintermute, New Mexico First

Sonya: Roadrunner's messaging is on these two main points at the moment:

- volunteers are still needed, mostly at drive-through locations. For the five food banks, they need additional volunteers in warehouses.
- Monetary and food donations still needed.
  - ( NOTE: Santa Fe is not accepting food donations at this time. They don't have enough help in their warehouses to process food.)

Lilly: How can we best amplify your message?

Sonya: Anyone is welcome to share anything from our social media channels. Share where appropriate for your audiences. Also, share messages on impact and hope. We are asking people when we visit sites, "Share with us how this is helping your family." You'll see these stories in the coming week. There are YouTube channels for Roadrunner and Food Depot. **I will send you those links.**

Lilly: Do you have an assessment of the people power numbers?

Sonya: Not really – mostly at this point what we've got is anecdotal. One of the drive-through distributions is with Rio Grande Food Project in Mountainair. **I'll backtrack and will find out the status.** We're always including a pitch for volunteering for a hunger relief effort in your community in our mass communication.

Sonya: We send out a weekly email to our supporters. **I can send you the last four that we've done.** I don't know if the Food Depot is doing something similar. **I'll ask Jill to send you any emails if Food Depot does do that.** You can share the URLs with your channel if it's appropriate.

Wendy: We're trying to help with individual food banks. It might be daunting to try to contact all of them. Perhaps there is a way we can try to get a handle on who is open and who isn't.

Sonya: We manage that internally. We post on our website live – if you look at our Food Finder on our website, it will show you in very close to real time what is open. **I'd encourage you to link to that page.** **I'll send you that link.**

Wendy: Is there anyone running that team?

Sonya: No, there are different people that are in charge of different areas.

Sharon: Do you have images that you'd like us to share?



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Please contact Sharon Berman at [sharon@nmfirst.org](mailto:sharon@nmfirst.org) if we missed or misunderstood anything in these notes.

Sonya: Those emails will furnish some assets

Melanie: I'll give you a brief tour of our new website for COVID-19. You can find it at <http://nmfirst.org/event-details/covid19>.

- The overview page contextualizes the effort and supplies the legislative priorities identified for the 2020 session
- The Teams tab contains information about the general action team that includes 200+ people, as well as the four other action teams: Funding and Philanthropy, Communication, Policy and Advocacy, and Food Systems.
- The Resources tab starts off by letting everyone know they should contact emergency response manager. Community Resources. Then it shares community and other resources.
- The Funding tab highlights organizations or efforts that have already contributed to covid19 food relief or are in the process of doing so. Lilly sent out a survey to all funders on the fundraising team and they filled out a profile that details what is available from their organization. People can click there and see what is available.
- The Communication tab shares information and supporting the Call to Action to help with COVID-19 Food, Hunger and Water Relief. NM First happy to share press releases.
- The last tab that we're working on will be the "Needs" tab. We're hoping to match needs that people have with resources.

Sonya: We discovered a community-wide resource in Albuquerque. One Albuquerque is putting together a whole list of volunteer opportunities that they're managing through their website. That may be something that's relevant or for inclusion on your site.

Melanie: Could you send me a link to that – and any other ideas or materials?

Sonya: Sure. Also, the food banks have been talking about unemployment figures. You might want to highlight that as well - it's food for thought. What did employment look like before COVID-19 and what does it look like now?

Lilly: Rachel at Workforce Solutions does a nice job of that. **We could link to it.** Secretary McCamley sent out a press release a week and a half ago supplying information to help people to understand that food, job and housing insecurity go hand in hand. I wonder if we could include that in the communication tab. **In the resource tab, we can include a link to Rachel's data dashboard.**

Lilly: To sum up, the message is that we need volunteers, financial contributions and food donation both at food banks and at local distribution sites.

Sonya: Yes. And depending on what comes up in the special session, I hope you would consider adding assets that we could link to.



Lilly: When we have a clearer understanding about our shared policy asks, we'll add a policy tab. For now, we have the legislative efforts buried in the overview page. When we have a clear policy agenda we'll share that in a specific tab.

Sonya: Thank you for the work you're doing. I'll send you the assets – the YouTube links, our food finder page, I'll connect the dots with Mountainair, press releases and newsletters.

Lilly: Great. Also, it looks like Con Alma is going to have an additional million dollars available for basic needs coming soon. Keep your eyes peeled on their website. We'll add it to our funding tab as we get it.

Lilly: I know you have been working on providing food in tribal areas. Please contact [JoAnn Melchor](#) (505-465-2814) at New Mexico Foundation and ask her when the application will be available. You can share that with potential funders as well.

Sonya: We would like to understand what the gaps are in tribal areas.

Lilly – it might be more fruitful to work with local, grassroots organizations. Often it's the community-based efforts that make the day.

Sonya – is Echo and community pantry in the know?

Lilly – I haven't seen them on the emails. I'll circle back with them and will connect you in.

