



University of California  
San Francisco

# Feeding Students with Text Messages

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Student Information Systems



The Global Food Initiative (GFI) was launched in 2014 to address one of the critical issues of our time: how to sustainably and nutritiously feed a world population expected to reach 8 billion people by 2025.



# What is food security?

Food security means access by all people at all times to enough food for an active, healthy life.



**United States  
Department of  
Agriculture**

- High Food Security
- Marginal Food Security
- Low Food Security
- Very Low Food Security

# 2015 Food Security Survey

- 66,000 students randomly selected for the survey
- ~9,000 responded – 14% response rate

What percentage were characterized as having:  
Low food security?  
Very low food security?

I have an idea!





## Free Food Sign Up

**Campus:**

Parnassus Campus

Mission Bay



## Send Food Notification

Please include the location of the food.

Select a campus: ▼

Submit



## Sign-up for "Food 4 UCSF Students" Notifications

The Food 4 UCSF Students app will send a text message to your cell phone when there is untouched food available after a catered event at UCSF. You'll be able to drop by and pick up the food — free of charge — on a first-come, first served basis, for a maximum of 30 minutes after an event.

To sign up, fill in your text-enabled phone number — including the area code — below, and indicate your preferred campus.

When you get an alert, go get your free food.

Once you sign up, you will be able to opt-out or change your preferences at any time.

**Campus:**

Mission Bay

Parnassus

## Send "Food 4 UCSF Students" Notification

### Required Information:

- **Location** – prefix location with PARN or MB; provide specific location where food may be picked up
- **Cutoff Time** – time after which the food will no longer be available (must be within 30 minutes after your event); be specific (i.e., 7:30 p.m.)
- **Brief Description of available food** – e.g., pizza, burritos, etc.

### Example of notifications:

- PARN: Burritos (meat & VEG) @ Millberry Conference Center until 7 p.m.
- MB: Bagels @ Student Services, Mission Hall Rm 1300 until 10:30 a.m. VEG

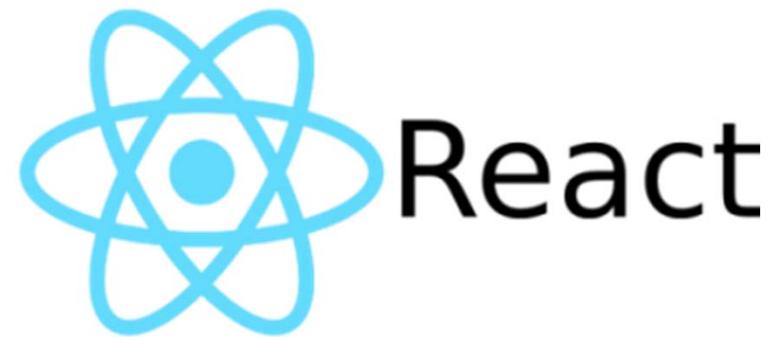
Refer to the [Food 4 UCSF Students Notification Procedures for Food Providers](#) for more information.

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Please include all required information.

Select a campus: ▼

Send Now



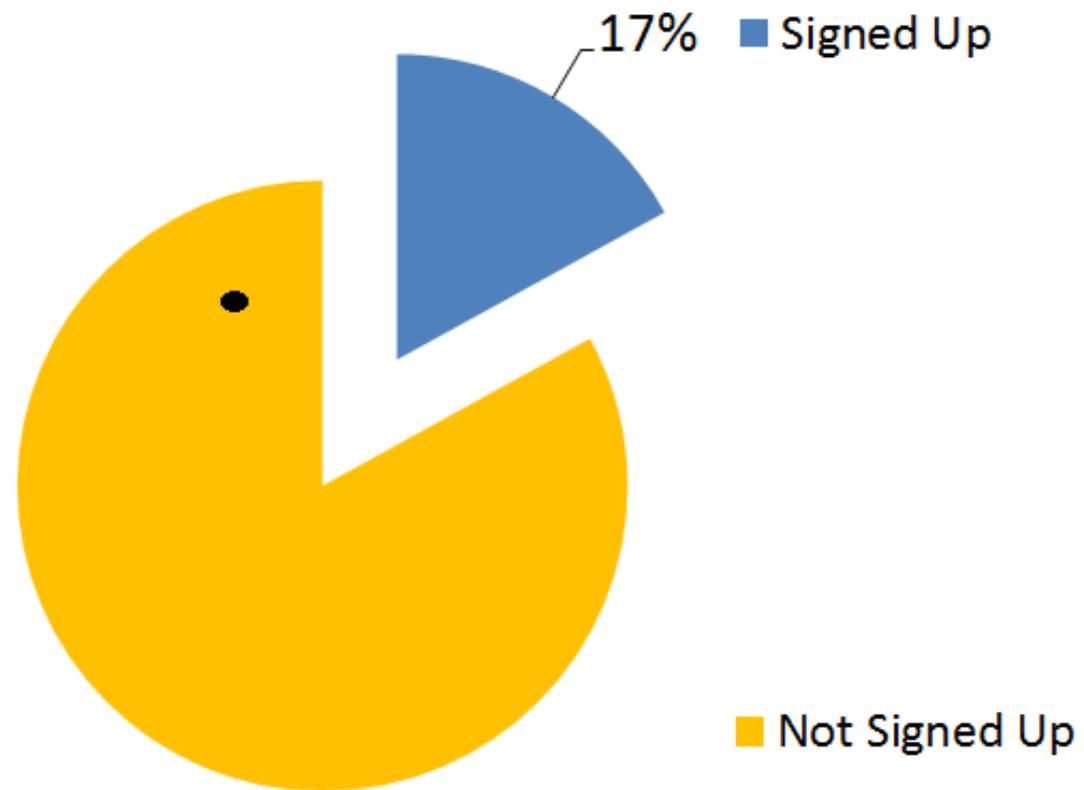


**Environmental Health and Safety  
EH&S**

**Risk Management**

# Expectations for Food Providers

- Fresh, untouched food
- 30 minute window
- Never guarantee food is free of allergens unless they are absolutely sure



7/17/18 1:12 PM

PARN: hot food and poki bowls @ Millberry Union Conference Center from 1:10-1:25.

8/1/18 9:13 AM

MB: Bagels, boiled eggs, fruit, OJ, coffee @ Genentech Atrium until 9:30am.

8/10/18 3:28 PM

PARN: Dim Sum, Sushi, Pasta, and BBQ beef, pork and chicken, sandwiches at Millberry Union Gymnasium. 3:30 to 3:50 pm

7/31/18 3:23 PM

Bag of Produce @ Student Success Center, MU100w, until 3:25 p.m.

# Who loves it?

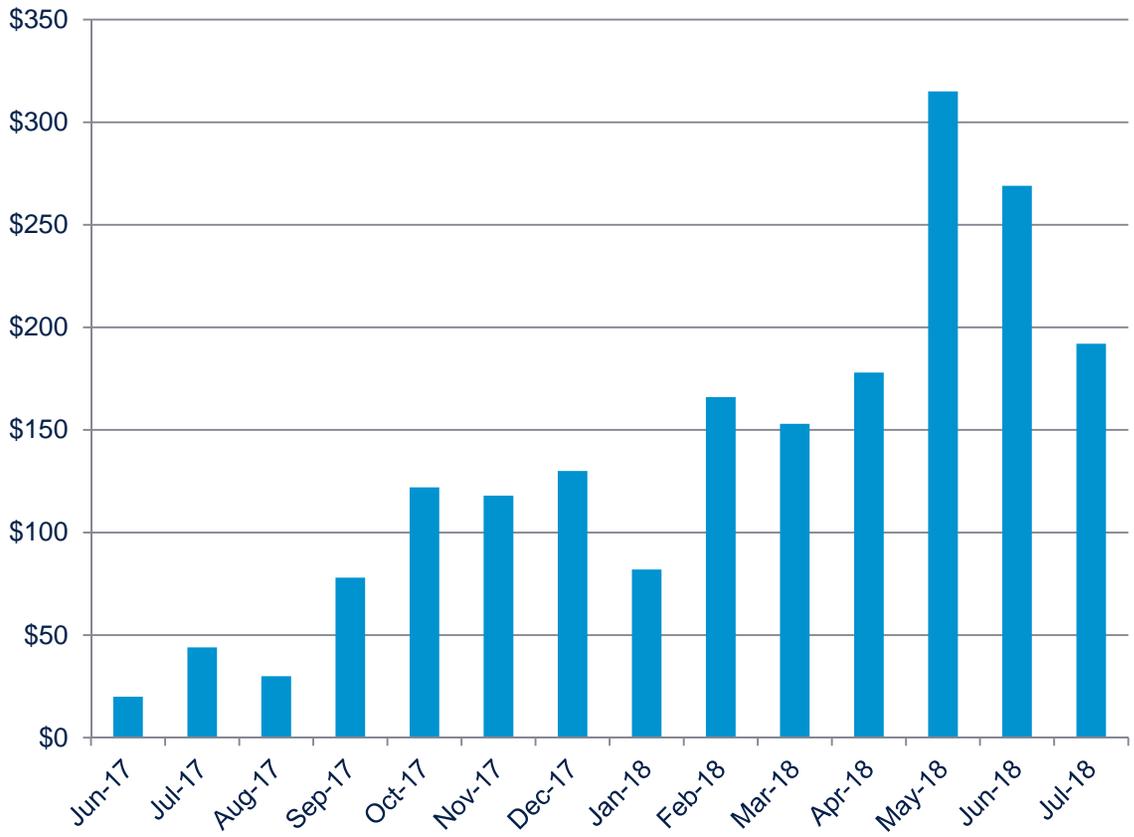
- ✓ Students
- ✓ Caterers
- ✓ Staff



# Costs

- Five toll free numbers - \$7.50 / month
- Each SMS - \$.00562
  - Parnassus - \$8.00 / message [1600 text]
  - Mission Bay - \$4.50 / message [900 text]

# SMS Monthly Cost





Thanks!