

Talking with Neighbors about Link2Feed



Talking Points with Neighbors about Link2Feed:

If a neighbor is hesitant to have their information entered into Link2Feed, we first want to ask why they may not want to provide this information (usually privacy concerns or fear that data will inhibit their ability to participate in other federal programs). We want to be sure to explain the benefits of all partners being on one system.

- We can explain the benefits of using Link2Feed, including faster check-in on return visits (reference “Why L2F document”)
 - *We are implementing a new intake system, Link2Feed, to help organize data and improve the services we offer you. I’d like to look you up and see if you’re in the system already, otherwise, can I ask you some questions to get you set up? This’ll make it easier and faster the next time you come back to us or any other partner in the Regional Food Bank network that uses Link2Feed.”*
 - See suggested script at end of this document.
- We explain our **Data Promise** and how the information is used, noting that no personalized or individual identifying data can be extracted from the system.
 - *We understand some of these questions may seem out of left field, but each piece of information is important in creating a complete picture of the underlying causes of hunger. This will help us support you better and fight hunger. Your data is kept private and is never used against you.*
- Point out a few answer options available on most questions, such as prefer not to answer. However, it’s important for the food pantry to know:
 - 1) **“Prefer not to answer”** responses don’t add any value to the dataset, so it’s in the partners’ best interest to make an attempt to collect the data if they want to be able to use it.
 - 2) **“Don’t Know”** responses don’t mean the person doing the intake doesn’t know, it means the neighbor doesn’t know the answer. This is commonly used if the person is answering questions about family members or does not know how to answer the question if there is a language or cultural barrier.
 - 3) **“Didn’t Ask”** will cause the profile to go into a forced profile review the next time someone tries to record a service for them, as the question requires an answer.

Suggest Script for Neighbor Consent:

Intake Person: Hello! Can you fill out each side of this form completely please? Thank you!

Neighbor: Why? What’s it for?

Intake Person: We use an intake system called Link2Feed, which is a program specifically made for food pantries. It’s used to make intake faster and It’s used by our partner the Regional Food Bank to gain more insight into the problem of hunger in Oklahoma. The system has security in a place similar to your bank and we don’t give the information to anyone, so your data is private and confidential.

Neighbor: I don’t want my information out there

Intake Person: Your information is kept confidential and private and the system has security similar to your bank. We do not sell or give away data.

Neighbor: How does it help?

Intake Person: By gathering aggregate (non-individualized) data from our neighbors we can provide better assistance to you.

Neighbor: What kind of data is gathered?

Intake Person: Generic details of race, gender. Things of that nature so that a larger picture can be built.

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Neighbor: What if I'm not comfortable giving you certain information?

Intake Person: We understand, you have an option not to answer a question. Just check prefer not to answer.

Neighbor: What if I don't know all the answers?

Intake Person: Fill out as much as you can and during a future visit you can bring in the information you didn't have today.

Neighbor: I don't want a visit from ICE.

Intake Person: This information is not shared with government agencies like ICE. It is 100% confidential. None of it is linked back to you.

Neighbor: So, if I don't fill it out, I can't get food?

Intake Person: No, you'll still be able to get assistance. We need this information to make intake faster and help gather data on where the need for food assistance is in Oklahoma.

Neighbor: Why are you asking for this?

Intake Person: All information we ask for is used in advocacy, fundraising and for creating a clear and complete picture of what hunger looks like in Oklahoma. It helps us fight against food Insecurity in our communities.

Neighbor: I'd rather not answer that question.

Intake Person: Understandable. Please, be aware that Link2Feed offers similar privacy and security like your bank's and your information is kept confidential and secure.