



Resources to Help You Help Them!

2020-2021 SCHOOL NUTRITION TOOLKIT

Principals Can Be Champions for School Meals

Dear

As a principal, you have a leading role in caring for students and helping them excel during the school year. As we continue to grow together in this rapidly changing environment, we want to assure you that we share your goal of preparing our students for academic success.

We remain committed to nourishing the students in our district, whether they are learning at home or in school, by providing access to healthy school breakfasts and lunches. Your leadership can help to ensure the success of the school nutrition programs that prepare students to learn and focus throughout the academic day.

Here are some suggestions on how you can promote school meals during this school year, increase participation, and make a difference in the lives of children.

- **Placing a School Meals Banner Ad on your school's website.** Messaging to parents the importance of children having good nutrition during the school day, so they are ready to learn.
- **Encourage your teachers and staff to share information about School Meals availability** on their digital communication platforms (Google Classroom, Clever, etc.) to parents and students. Messaging the importance of healthy nutrition during the academic day is the first building block for ensuring that students are fueled to learn.
- **Utilize sample public service announcements, social media posts and press releases to raise awareness about School Meal Programs.** Schools are a trusted community resource. A message from the leaders in education can help parents know that these meal programs are useful resources for their families.

These programs need champions. Please help us feed more students, whether they are learning in person or remotely. Thank you, as always, for your dedication and commitment to our children.

Sincerely,

