



Resources to Help You Help Them!

2020-2021 SCHOOL NUTRITION TOOLKIT

Sample PSA Script Templates

Note: Following are 30-second and 60-second template public service announcement (PSA) scripts that you can customize and share with schools via Robocall, Robotext, Listserv E-Blasts, Digital Learning platforms and radio stations.

30-Second Script

General:

FREE meals continue to be available throughout your school system this school year to help children get the nutrition they need. Visit

Localized:

Throughout the school year all children can continue to enjoy free, healthy meals with milk. Proper nutrition is key to academic success! To find more information near you, visit

60-Second Script

General:

This school year, together we can make sure all children are getting the nutrition they need to achieve optimal academic performance by continuing to take advantage of free meals throughout your school system. The program provides nutritious and delicious meals with milk and other healthy foods. All children can continue to enjoy free school meals during the school year. To find more information around you contact

Localized:

Continuing throughout the school year, healthy eating continues. We can help make sure all children enjoy healthy meals, including milk. To find a FREE school site in your area, go to

