



Resources to Help You Help Them!

2020-2021 SCHOOL NUTRITION TOOLKIT

School Nutrition Directors: Champions for School Meals

Dear School Nutrition Director,

Thank you for your continuous and unconditional support of our nation's children. As the school year continues, we are here to support you in your efforts to provide nutritious meals to your students, no matter where their learning is taking place.

The American Dairy Association North East has developed and compiled promotional materials in a user-friendly toolkit to help raise awareness of the continuous availability of school meals. The School Nutrition Toolkit can be downloaded at www.nutritionconnection.org and includes the following:

- **Parent and Guardian Letter.** This template letter informs parents and guardians of the continued availability of school meals. Customize this letter to reflect your district's meal service options and locations so families understand how to access school breakfast and lunch. We suggest you share this letter with your school principals to email to parents when they provide information about coursework and other important updates.
- **Administrator Letter (Principal and Superintendent).** This template letter highlights the importance of foodservice and school administrators working together to promote the availability of school meals. As trusted leaders, principals and superintendents can increase access to school meals by championing these programs on a variety of platforms.
- **PSAs.** Many schools have automated call systems to inform parents of school closings or schedule changes. Use these sample scripts and coordinate with schools to place calls about school meal service for remote learners or in-building students. Send scripts to local radio stations and ask them to help spread the word.
- **Tweets & Facebook posts.** Social media is an efficient way to reach students and their parents. We've created some sample tweets and posts for you that can be customized to your location.
- **Resource Page.** Please visit our website www.nutritionconnection.org for valuable resources to help you continue the great work you're doing on behalf of students. Also check here for a summary of materials with links to [USDA Waivers](#), meal distribution suggestions for various learning models, [Bulk Milk Meal Calculator](#), menus and recipes, customizable flyers to add your local site information, and downloadable toolkit materials.

We're still here for you... American Dairy Association North East's ongoing communications support campaign includes traditional and digital media outreach, advertising, virtual events and so much more.

Thanks for continuing to be our partners in preventing hunger.

American Dairy Association North East



www.nutritionconnection.org