



Resources to Help You Help Them!

2020-2021 SCHOOL NUTRITION TOOLKIT

Superintendents of Education Can Be Champions for School Meals

Dear

As a superintendent, 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.

- **Communicate directly with your schools and share with them the importance of making school meals available to feed children, whether they are learning remotely or on-site.** Children and parents are familiar with schools providing nutritious food in a safe environment. A message from their superintendent can help pave the way for school meal participation by emphasizing their importance in the school day.
- **Placing a School Meals Banner Ad on your district's website,** messaging to parents the importance of children being well nourished, so that they are ready to learn.
- **Encourage your principals, teachers, and staff to share information about School Meals availability for in person students and remote learners** on their digital communication platforms (Google Classroom, Clever, etc.) to parents and students. Messaging the importance of healthy nutrition during the school year ensures that the students' physiological need for nourishment is met, preparing them to learn and keeping them healthy.
- **Utilize sample public service announcements, social media posts and press releases to raise awareness about School Meals Programs.** Schools are a trusted community resource. As the district's leader, a message directly from you to parents can help them know that School Meals Programs are useful resources for their families.

Your support will connect families with School Meals, whether they are learning remotely or in the school building, and will continue to make a difference in the lives of your students as you ensure that they are fueled to learn.

These programs need champions. Please help us feed more children in our community as food insecurity continues to rise by becoming a champion for school meals. Thank you, as always, for your dedication and commitment to our children and for continuing to be our partners in preventing hunger.

Sincerely,

