



## School Outreach

Local schools and teachers are awesome partners for distributing information on Summer Meals! Through them, you can directly inform the children that our Summer Meal Programs are intended to reach.

Go to [Resources](#).

### ***Did You Know?***

The *Share Our Strength Summer Meals Survey* found that 59 percent of parents would want to learn about Summer Meals from their child's school. Schools communicate regularly and effectively with the families of children in your community. You can help reach out and connect these families with Summer Meals before the school year ends and continue to make a difference in the lives of your students after the school year.

### **How Can Schools Get the Word Out?**

State agencies that administer the National School Lunch Program must ensure that school food authorities (SFA) cooperate with local Summer Meal sponsors to inform families of the availability and location of free summer meals. Here are easy ways for SFAs to communicate with families.

- Distribute information through printed materials, such as letters and flyers.
- Send information through email blasts.
- Place robo calls to children's families at the end of the school year.
- Reach out to local radio stations to play public service announcements (PSAs).

### **How Can Sponsors Partner With Schools?**

Sponsors can provide schools and school districts with information about Summer Meal Programs in registration packets at the beginning of the year so parents know about Summer Meals when school lets out.

- Provide schools with a customizable flyer to hang in common areas where both parents and students can see them.



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- Work with the local Parent Teacher Association to spread the word to other parents.
- Provide schools and school districts sample posts that they can upload to their social media sites.

## Resources

### USDA:

- *Raise Awareness*  
<http://www.fns.usda.gov/sfsp/raise-awareness>
- *The Summer Food Service Program for Schools*  
<http://www.fns.usda.gov/sites/default/files/brochureschools.pdf>
- *Summer Food, Summer Moves*  
<http://www.fns.usda.gov/tn/summer-food-summer-moves>

### Share Our Strength

- *Share Our Strength Summer Meals Survey*  
<http://bestpractices.nokidhungry.org/research/summer-meals#parents-perspectives-on-summer-meals>
- *Outreach Tactics*  
<http://bestpractices.nokidhungry.org/programs/summer-meals/promote-summer-meals#school-based-outreach>
- *Template Letter for Parents*  
[http://bestpractices.nokidhungry.org/sites/default/files/resources/letter%20from%20school%20to%20parents\\_0-1.docx](http://bestpractices.nokidhungry.org/sites/default/files/resources/letter%20from%20school%20to%20parents_0-1.docx)
- *Sample Facebook and Twitter Posts*  
<http://bestpractices.nokidhungry.org/sites/default/files/resources/template-facebook%20and%20twitter%20posts.docx>





## For Additional Information

Review these ideas and adopt the strategies that seem reasonable to you and achievable for your Program. The Summer Meals Toolkit has even more creative ideas and resources at <https://www.fns.usda.gov/sfsp/summer-meals-toolkit>

Do you have more questions? Sponsors and the general public should contact their State agency for answers. State agencies should contact their Food and Nutrition Service (FNS) Regional Office.

List of FNS Regional Offices: <http://www.fns.usda.gov/fns-regional-offices>

List of State Agencies: <http://www.fns.usda.gov/sfsp/sfsp-contacts>

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