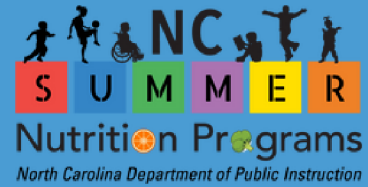




BOOST YOUR Summer Nutrition Program



Engage local partners to expand your reach and inform families!

Local partners can help expand the reach of your summer nutrition program. Consider the following ways to help **inform families** in your community:

- If you're a school district meal sponsor, start with your **public information officer (PIO)**. Request the PIO sends an announcement about your meal programs in WEEKLY robo calls and emails to families and posts to the district website homepage.
- Search for local **Facebook groups** that may be a resource for parents looking for ways to keep their kids active in the summer. Post promos to the group.
- Many schools have "**room parents**" that can help spread the word to families. Ask schools to provide information on your meals program to room parents.
- Consider hosting a meal site at a local **splash pad** or recruiting families from those locations to come to your nearby meal site.
- Post announcements about your meal service on community apps such as **Nextdoor, Facebook, Reddit, and MeetUp**.
- Search online for local **pediatric healthcare providers**. Ask these offices to post your flyer on their bulletin board or on the wall/door inside each exam room.
- Reach out to **local radio stations** and ask them to mention your sites on their show. Ask if they are interested in hosting you on their show where you can tell listeners about the services you provide.
- Contact your **local parks and rec departments, boys and girls clubs, and YMCAs** to see if you can provide meals for their campers.
- Contact local **daycares** to see if you could provide meals to children in their care. Remember, summer nutrition programs can provide meals for toddlers through age 18!
- Reach out to local **churches and faith-based organizations** - ask if you can post your flyer on their bulletin board, in their bulletin, and website. Are they having camps or **Vacation Bible School** where you can feed the children?
- **PLANNING AHEAD...**The winter holiday break is a great time for schools to send a note home with students to advertise summer meal programs. Many families are signing their children up for summer camps as early as January of the upcoming year!

FIND MORE PROMOTIONAL RESOURCES at SummerMeals4NCKids.org