

SCHOOL RESOURCE CATALOG FOR COVID-19

Healthy Meals for Kids Served Here!



..... SPREAD THE WORD USING
MEAL SITE OUTREACH MATERIALS
AND PROPERLY INFORM PARENTS OF SCHOOL CLOSURE
..... AND MEAL AVAILABILITY

Thank you for making Texas children your team's No. 1 priority during this unexpected time. Your efforts to comply with federal regulations during this time have been commendable.

In order to communicate to families who need meals the Texas Department of Agriculture's Food and Nutrition Division has created communication materials for schools to utilize.

There are two different types of resources in this Catalog. First, Meal Site Promotional Resources, which consist of any material to assist your school with marketing your meal site locations and the availability of meals to parents. Second, Meal Site Closure Communication Resources, which contain materials that schools can use to inform parents of their closure if your school is no longer serving meals, as well as resources to direct parents to other meals sites in your district, area and the community.



PROMOTIONAL RESOURCES FOR SITES SERVING MEALS

All resources have been created to assist you in communicating with parents about the changes in meal service and setting expectations during the COVID-19 pandemic. All resources can be found and downloaded from www.SquareMeals.org/CVOutreach. You can also click the titles of all resources below to be taken directly to each individual material.



WEBSITE BUTTON

This button is available in English and Spanish. Add this web button to your school's home and social media posts and link to your school meal pick up and/or delivery schedule. You can also put a link to the Texas Education Agency's (TEA) interactive map: www.SchoolMealFinder.hoonuit.com, so parents can easily find information and other meal service locations in their area. Teachers can also add the button to the bottom of their signature lines, so it is visible on outgoing emails.

WEBSITE BANNER

This banner is available in English and Spanish. Customize your school's web pages by uploading the Web banner. Connect visitors to a web page specific to your meal service effort during COVID-19 or link to the Texas Education Agency's interactive map: www.SchoolMealFinder.hoonuit.com!

You can also utilize the banner to customize your social media pages.



SOCIAL MEDIA SUPPORT PACKET

[Click Here for Social Media Images](#)

This resource provides prewritten social media posts in English and Spanish which you can use to increase awareness of your meal service efforts. There are also images in English and Spanish that can be used to call more attention to your posts. Utilizing the best practices and social media posts in this packet will help your school increase meal availability and awareness in your community.

Ads are suitable for all media outlets your school supports including, Facebook, Instagram and Twitter. The ads focus on directing parents to your school's website or various ways for them to find a meal in their community. **Best Practice:** if your school is serving meals, link your social media post to the meal pick up and/or delivery schedule on your school's webpage.

schoolmealfinder.hoonuit.com



**- TEXT -
"FOODTX"
or "COMIDA"
to 877-877**

Find a Meal for Your Children 18 & Younger!

schoolmealfinder.hoonuit.com



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Find a Meal for Your Children 18 & Younger!

schoolmealfinder.hoonuit.com

ENCUENTRE COMIDAS
PARA SUS NIÑOS DE
18 AÑOS Y MENORES
..... **HOY**



COMIDA

schoolmealfinder.hoonuit.com

**-ESCRIBA-
"COMIDA"
EN UN TEXTO
AL 877-877**



¡Encuentre comidas para sus niños de 18 años y menores!

DIRECTIONAL POSTERS/YARD SIGNS

This resource can be utilized as a poster or a yard sign. Consider re-purposing an old yard sign and the stake from a different project and tape the poster on the front and back of the old sign. Posters and Yard Signs are mini billboards that draw attention to your meal sites and direct parents/guardians where to go if your site is not located directly off of a main road. Position posters and signs in a high traffic area or near a busy intersection.

Available in English and Spanish. TDA is offering five different types of yards signs during COVID-19: General, Right arrow, Left arrow, Forward/up arrow and a Fillable option.



SOCIAL DISTANCING PACKET FOR MEAL METHOD



This resource is available in English and Spanish and is **only to be utilized if your meal site has been approved as a non-congregate site**. It can be used as an internal resource to provide staff ways to give meals to the participants and it can also be used as a parent resource to set expectations and curb safety concerns they may have.

PARENT INFORMATION FLYER

This flyer informs parents/guardians of all options they can utilize to locate a meal for their child. The flyer can be distributed via multiple communications platforms listed below. Simply download the flyer and place it on your school's website or ask teachers and staff to include this advertisement in all their communications to parents.

- Text Messaging
- District Website
- Robo Calls
- Local Press Release
- Emails
- School Newsletter
- Social Media Platforms

Note: Consider sending the "[5 Tips on How To Use the Texas Meal Finder Map](#)" with the Parent Information Flyer to help parents navigate the TEA map tool.



Media Support Resources

PRESS RELEASE (CUSTOMIZABLE)

This Press Release Template was created specifically for sites still serving meals during COVID-19. Fill in the blanks with local information and send it to local publications and broadcast stations. Newspapers, radio and TV stations may consider featuring you and your efforts in a local interest story for the community.

WEBSITE RESOURCES FOR CES

This document contains information to help assist your CE in clearly communicating meal service operations and procedures during COVID-19. It provides examples of efforts Texas CEs are doing to keep parents/guardians informed.

PROMOTIONAL RESOURCES FOR MEAL SITE CLOSURES

If your school is currently not serving meals, please utilize the resources below, so parents are aware there are other meal site locations where they can receive meals for their children. All resources can be found & downloaded from www.SquareMeals.org/CVOutreach.



WEBSITE BUTTON

Add this web button to your school's home page and social media pages so parents know your school or district is NOT serving meals. Teachers can also add the button to the bottom of their signature lines, so it is visible with outgoing emails. Consider linking the button to the TEA map so parents can find other meal sites in your community.



WEBSITE BANNER



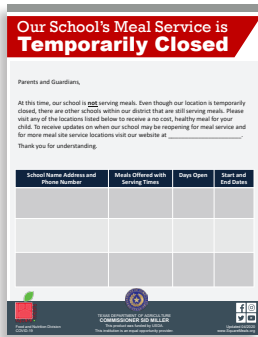
Add this banner to your school's web pages to thoroughly inform parents and guardians that you are NOT serving meals at this time. Consider linking the banner to a COVID-19 web page that gives the public more information about when you will be reopening and serving meals or direct parents to other schools in your district or area who are serving meals.

You can also utilize the banner to customize your social media pages.

SITE CLOSURE CHECKLIST

This is an internal resource that provides step-by-step instructions on the actions that your CE should take to update TX-UNPS and inform the public of your site(s) closure. If your district should determine that it is no longer possible to keep a meal site open, use this checklist to ensure the proper communication channels are updated and parents and families may continue to receive access to meals during this challenging time.





TEMPORARILY CLOSED POSTER

Print this poster and handwrite the date, other meals site location information and get the Child Nutrition Director, Principal or Superintendent to sign. Then make copies, and post in the most common entrances at all schools that are closed and NOT serving meals.



FILLABLE POSTER/YARD SIGN

This English and Spanish resource can be utilized as a poster or a yard sign. Consider re-purposing an old yard sign and the stake from a different project and tape the poster on the front and back of the old sign. Hang the poster in main entrances of sites that are NOT serving meals. Include meal site information or the 4 tools listed on the Parent Information Flyer of the catalog so parents/guardians can use to find a meal site in their community.

PRESS RELEASE (CUSTOMIZABLE)

This Press Release Template was created specifically for sites that are no longer serving meals during COVID-19. Fill in the blanks with vital information and send it to local publications and broadcast stations. Newspapers, radio and TV stations so the public can search and receive up-to-date information from your district across all platforms.

IF PARENTS ASK FOR INFORMATION WHERE SHOULD I SEND THEM?

If your schools currently does not have any information on how parents can locate meals or about COVID-19, please refer parents to the TDA webpage below or give them the Parent Information Flyer located in this catalog.

For Public Information during COVID-19 visit:
www.SquareMeals.org/CVPublic



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TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER