

Summer Meal Programs Communication Toolkit

Tips and Tools to Communicate the Summer Meal Programs Changes

The Texas Department of Agriculture (TDA) has created a toolkit you may use to communicate with parents and community partners regarding changes in how Summer Meal Programs operate, how to connect families with the tools they need to find meal site locations, and how to utilize TDA's no-cost outreach materials to promote meal sites within your community.

Newsletter Blurb

Utilize this excerpt to explain to families how to find a meal site, reminding them to check back frequently to confirm dates and times of sites, and what to expect when they visit a meal site this summer.

Meal Site Experience Video

This resource is to help set participant expectations when they visit a summer meal site.

Social Media

Choose one of the social media ads provided to promote site expectations and to inform parents before hand that the federal government's pandemic-era waivers that granted grab and go meals for students have expired.

PowerPoint Slide

Have a presentation? Use this PowerPoint slide as a plug-n-play option to inform families and meal sites of USDA Waiver Updates. Talking points are also provided for consistent communication.



TEXAS DEPARTMENT OF AGRICULTURE
COMMISSIONER SID MILLER

Fraud Hotline: 1-866-5-FRAUD-4 or 1-866-537-2834 | P.O. Box 12847 | Austin, TX 78711
Toll Free: (877) TEX-MEAL | For the hearing impaired: (800) 735-2989 (TTY)



Food and Nutrition Division
Summer Meal Programs

This product was funded by USDA.
This institution is an equal opportunity provider.



Updated 6/8/2022
www.SquareMeals.org

Newsletter Blurb

{PLACE SCHOOL NAME HERE} School District is providing no cost providing a source of balanced nutrition at no cost for children 18 and younger.

Families can use the following three tools from June 1st through August 30th to find a meal site:

- Dial 211 to speak to a live operator.
- Visit www.SummerFood.org for an interactive site locator map.
- Text FOOD (English) or COMIDA (Spanish) to 304-304.

It is important to use these tools frequently to confirm dates, times and get more information about how meals will be served.

Wondering what's in store for you and your children when you arrive at a summer meal site? Expect welcoming faces, a fun atmosphere, and a healthy, no-cost meal. During summer meal service, please expect children to eat meals in a group setting.

During the last two years, the federal government approved program flexibility to allowing operators such as schools, childcare centers and Summer Meal Programs sponsors to continue serving nutritious meals while confronting challenges related to social distancing, fluctuating attendance and other concerns. **USDA's authority to grant these waivers nationwide is not in place for meals served this summer.**

This means meals will once again be served in a congregate setting and must be consumed on-site, children will need to present for a meal to be served, and only one meal will be served at a time instead of multiple meal distribution.

For information, please visit www.SquareMeals.org.

HEALTHY SUMMER MEALS FOR KIDS



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Meal Site Experience Video

Videos are a great way to visually show participants what to expect when they visit a summer meal site. Watch and share the below videos on your website, via newsletters and across your various social media platforms.

English video link:

<https://youtu.be/cQyiI-pFZlo>



Spanish video link:

<https://youtu.be/xnAIE87L99M>



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Social Media

Choose an image, copy and paste one of the below blurbs provided and post across your social media platforms.

English: Wondering what's in store for you and your children when you arrive at a summer meal site? Expect welcoming faces, a fun atmosphere, and a healthy, no-cost meal. During summer meal service, please expect children to eat meals in a group setting. The federal government's pandemic-era waivers that granted grab and go meals for students has expired.

Spanish: ¿Se pregunta qué les espera a usted y a sus hijos cuando lleguen a un sitio de comidas de verano? Espere caras acogedoras, un ambiente divertido y una comida saludable y sin costo. Durante el servicio de comidas de verano, espere que los niños coman en grupo. Las exenciones de la era de la pandemia del gobierno federal que otorgaban comidas para llevar a los estudiantes han expirado.

English

Spanish

Social Media Ad #1



Social Media Ad #2



Social Media Ad #3



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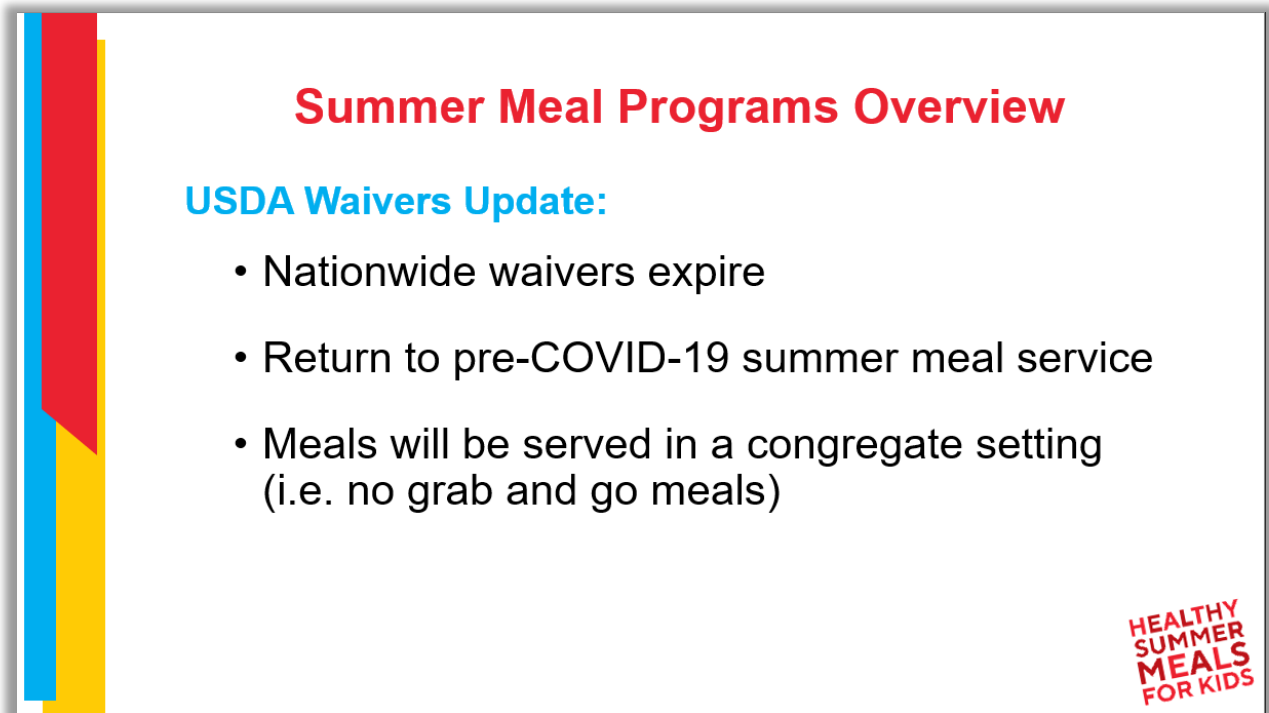
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PowerPoint Slide

Utilize the below PowerPoint Slide and talking points to communication to sites and parents on current USDA regulations.



Summer Meal Programs Overview

USDA Waivers Update:

- Nationwide waivers expire
- Return to pre-COVID-19 summer meal service
- Meals will be served in a congregate setting (i.e. no grab and go meals)

HEALTHY SUMMER MEALS FOR KIDS

Talking Points

During the last two years, the federal government approved program flexibility to allowing operators such as schools, childcare centers and Summer Meal Programs sponsors to continue serving nutritious meals while confronting challenges related to social distancing, fluctuating attendance and other concerns. **USDA's authority to grant these waivers nationwide is not in place for meals served this summer.**

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