



Fuel Up for Summer! School Nutrition Promotion Series



Timing: June-August

Corresponding Events: Summer Meals Awareness Week
(first week in June) & Summer Vacation

Core Activity: Summer Meals Club Card Promotion

Corresponding Healthy Eating Plays: Fuel Up Your Community

Corresponding Physical Activity Play: Community Playtime

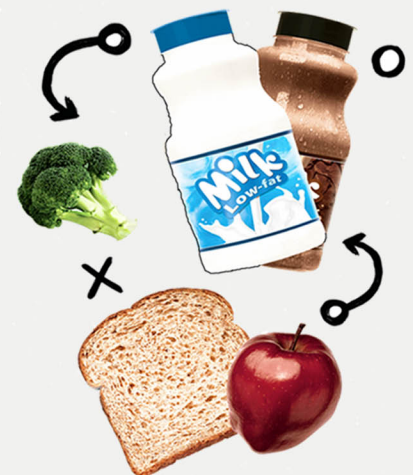


Background Information

- X During the school year, 21 million children receive free or reduced-priced meals at school, but during the summer months many children lack access to the healthy meals they rely on during the school year.
- O Summer meals are served to kids 18 years old or younger in eligible areas.
- X Site locator tools, directions on how to start a program and promotional resources can be found at www.fns.usda.gov.

Basic Concept

1. Distribute our **Summer Meals Club Cards** to students with the information flyer before school lets out in June. Provide additional cards as needed during the summer.
2. Collect cards that have been completed with 10 stamps.
3. Draw one or more card(s) each day at your summer meals sites and provide a prize to the winner. Participants will need to be present to win.
4. Decorate your cafeteria and summer meal sites with our **Fuel Up for Summer Mini-Posters**.





Going Further



- X Work with your town library to host a summer site and coordinate it with their summer reading activities.
- O Work with your parks & recreation and summer camp programs to provide meals to participants.
- X Host a summer meals blitz day. Recruit volunteers to canvas neighborhoods with information on where to find summer meals in your community.
- O Offer different activities throughout the week. Ideas might include Arts & Crafts Day, Yoga/Stretch Day, Calisthenics Day, Story Day and Trivia Day. **Use high school students to provide enrichment activities for younger kids for volunteer service hours!**
- X Host a kickoff event and invite PTA/PTO's from all the schools to run different stations and/or location activities. Involve fire, police and public works departments in touch-a-truck kickoff events.
- O Place yard signs at site locations so they are easily identified.
- X Invite local heroes to be special guests. Post daily menus and special events to social media sites and keep parents in the know.



Playbook Connection:

A Hero's Breakfast

Invite community heroes or celebrities, such as firefighters, policemen, sports figures, or other local personalities to promote healthy choices!

Community Taste Test Event

Invite the community to come try summer meals. Provide adults with samples of the foods that are available to the kids.

Grow a Pizza Garden

Work with the town to identify a garden space near your site that kids can work in over the summer.

Family Fitness Challenge

Get the whole family involved in a fitness challenge for the summer.



Activity Zones

Create a circuit of physical activities that participants can run before they eat.

