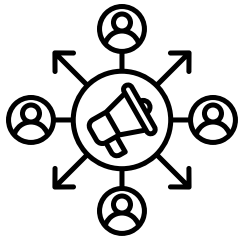


Building Visibility Series

Outlining empowering strategies to promote school meals, improve student and family perceptions, and build meaningful partnerships in your school nutrition community!



Advocating for Your School Nutrition Program Matters

Let's Build On This Topic...

School meals are essential in providing nutritious food options and serve as a **main source** of healthy meals for students. With an average of 500 children per school, and districts ranging from 1 to 100 schools, imagine the impact a dedicated school food service director and nutrition team can have in helping students and the community appreciate, comprehend, and choose healthier foods! By effectively advocating for your school nutrition program, you can support your mission to foster optimal health and academic success for students by:



Securing Key Funding

The increasing costs of food, labor, and equipment require ongoing community support to ensure that programs remain sustainable and up-to-date.



Improving Student Health

Nutritious meals nourish developing minds, enhance classroom focus, and help to prevent chronic health problems.



Overcoming Operational Challenges

Advocacy helps tackle staffing shortages, outdated kitchen infrastructure, and challenges posed by strict regulatory compliance requirements.



Promoting Equity and Reducing Stigma

Speaking up guarantees that all students, including those who rely on free and reduced-price meal applications, have equal access to nutritious food.

Strategies to Put it All Together..

Here are our suggested strategies to build visibility and develop a well-recognized program! Utilize these resources to **promote effective advocacy within your school community and its infrastructure.**

- **Engage Your School Community:** Involve the PTA in coordinating events (National School Lunch and Breakfast Weeks, taste tests, fundraisers, etc) meal service assistance, and any other help they can provide, including committee work.
- **Reference Your Local Wellness Policy:** Utilize it as both a guide and a marketing tool to showcase your priorities as a school nutrition team.
- **Apply for External Awards:** Take advantage of grants and awards that can enhance your visibility and build your reputation.
- **Follow HNS Communications** for more information on collaborating with partnering organizations for assistance in grant writing, marketing solutions, procurement, and more!



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