

SACRAMENTO SUMMER LUNCHBOX



Sample PSAs, Newsletter Articles, Parent Letter, Calendar Listing to Promote Summer Meals

PUBLIC SERVICE ANNOUNCE- MENTS

PUBLIC SERVICE ANNOUNCEMENTS - GENERAL

PSA 1

Are you worried about how you are going to feed your kids this summer when school is out? Text FOOD to 877-877 or visit bit.ly/findsummermeals to find a location near you, where your kids can eat for free.

PSA 2

Do your children receive free or reduced price lunch and breakfast at school? And maybe you're not sure how you are going to feed them during the summer? Text FOOD to 877-877 or bit.ly/findsummermeals to find a location near you, where your kids can eat for free.

PSA 3

Don't let healthy eating go on vacation this summer. Text FOOD to 877-877 for a free summer meals program near you. Open to all kids 18 and under- no paperwork required. Again, text FOOD to 877-877 for a location near you or call 2-1-1.

PSA 4

For kids and teens this summer, there IS such a thing as a free lunch. No paperwork or documentation required. Find a free summer meal program near you by texting the word FOOD to 877-877. Don't let healthy eating go on vacation. Text FOOD to 877-877 for a location near you.

PSA 5

Kids and teens can have lunch on US this summer- USDA that is. Free summer meal programs are open to everyone 18 and under, regardless of income. There's no paperwork required. Just text FOOD to 877-877 for a location nearest you. Again, text FOOD to 877-877 for a location near you.

SACRAMENTO COUNTY FOCUSED PSAS (81% MISSING OUT)

PSA 1

Healthy eating shouldn't stop when school is out. Four out of five Sacramento kids and teens who rely on school lunches are missing out over the summer. Text FOOD to 877-877 for a free summer meals program near you. Again, text FOOD to 877-877 for a location near you.

PSA 2

In Sacramento County, four out of five hungry kids are missing out on free meals this summer. But all kids 18 and under can eat free thanks to USDA's Summer Meals Program. Text FOOD to 877-877 for a location nearest you.



Presented by the Sacramento Summer Meals Collaborative

yourlocalunitedway.org/SacSummerLunchbox



SACRAMENTO SUMMER LUNCHBOX

PSA 3

More than 74,000 kids in Sacramento County who rely on school lunches are missing out on free meals. Don't let healthy eating go on vacation this summer. Text FOOD to 877-877 for a free summer meals program near you.

AMADOR COUNTY FOCUSED PSAS (100% MISSING OUT)

PSA 1

Healthy eating shouldn't stop when school is out. Kids and teens across Amador County who rely on school lunches are missing out over the summer. Text FOOD to 877-877 for a free summer meals program near you. Again, text FOOD to 877-877 for a location near you.

PSA 2

In Amador County, more than twelve hundred kids and teens who rely on school lunches are missing out on free meals this summer. But all kids 18 and under can eat free thanks to USDA's Summer Meals Program. Text FOOD to 877-877 for a location nearest you.

PSA 3

Nearly all Amador county kids who get free or reduced lunch during school year are missing out on summer meals. Don't let healthy eating go on vacation this summer. Text FOOD to 877-877 for a free summer meals program near you.

EL DORADO FOCUSED PSAS (97% MISSING OUT)

PSA 1

Healthy eating shouldn't stop when school is out. More than Nine out of 10 kids and teens in El Dorado County who rely on school lunches are missing out over the summer. Text FOOD to 877-877 for a free summer meals program near you. Again, text FOOD to 877-877 for a location near you.

PSA 2

In El Dorado County, over nine out of 10 hungry kids are missing out on free meals this summer. But all kids 18 and under can eat free thanks to USDA's Summer Meals Program. Text FOOD to 877-877 for a location nearest you.

PSA 3

97% of El Dorado county kids who get free or reduced lunch during school year are missing out over the summer. Don't let healthy eating go on vacation this summer. Text FOOD to 877-877 for a free summer meals program near you.

PLACER COUNTY FOCUSED PSAS (91% MISSING OUT)

PSA 1

Healthy eating shouldn't stop when school is out. Nine out of 10 Placer county kids and teens who rely on school lunches are missing out over the summer. Text FOOD to 877-877 for a free summer meals program near you. Again, text FOOD to 877-877 for a location near you.



PSA 2

In Placer County, nine out of 10 hungry kids are missing out on free meals this summer. But all kids 18 and under can eat free thanks to USDA's Summer Meals Program. Text FOOD to 877-877 for a location nearest you.

PSA 3

In Placer County, more than 11,000 kids and teens who rely on free or reduced lunch during school year are missing out over the summer. Don't let healthy eating go on vacation this summer. Text FOOD to 877-877 for a free summer meals program near you.

YOLO COUNTY FOCUSED PSAS (83% MISSING OUT)

PSA 1

Healthy eating shouldn't stop when school is out. More than four out of five Yolo County kids and teens who rely on school lunches are missing out over the summer. Text FOOD to 877-877 for a free summer meals program near you. Again, text FOOD to 877-877 for a location near you.

PSA 2

In Yolo County, four out of five hungry kids are missing out on free meals this summer. But all kids 18 and under can eat free thanks to USDA's Summer Meals Program. Text FOOD to 877-877 for a location nearest you.

PSA 3

83% of Yolo county kids who get free or reduced lunch during school year are NOT served during summer. Don't let healthy eating go on vacation this summer. Text FOOD to 877-877 for a free summer meals program near you.

FRESNO COUNTY FOCUSED PSAS (82% MISSING OUT)

PSA 1

Healthy eating shouldn't stop when school is out. Four out of five Fresno kids and teens who rely on school lunches are missing out over the summer. Text FOOD to 877-877 for a free summer meals program near you. Again, text FOOD to 877-877 for a location near you.

PSA 2

In Fresno County, 85,000 kids are missing out on free meals this summer. But all kids 18 and under can eat free thanks to USDA's Summer Meals Program. Text FOOD to 877-877 for a location nearest you.

PSA 3

82% Fresno county kids who get free or reduced lunch during school year are NOT served during summer. Don't let healthy eating go on vacation this summer. Text FOOD to 877-877 for a free summer meals program near you.



CALENDAR LISTING

SAMPLE CALENDAR LISTING

This calendar listing can be customized to announce the start of the summer meals program. Reach out to local papers, community and church newsletters, and more.

FREE SUMMER MEALS – FOOD, FRIENDS AND FUN!

Starting [START DATE] through [END DATE], kids and teens can visit to one of dozens of summer meals sites across the [AREA/CITY/STATE] and get a FREE, healthy meal. Many summer meals sites, which are registered with the USDA, offer fun learning and recreational activities so kids and teens can eat a healthy meal while staying active and hanging out with friends.

Go to bit.ly/findsummermeals, call 211 or Text 'FOOD' to 877-877 to find a site near you.

NEWSLETTER

SAMPLE NEWSLETTER TEXT

FREE FOOD, FRIENDS AND FUN SERVED UP ALL SUMMER LONG!

Free summer meals are available to kids and teens across [CITY/STATE] who come to a summer meals site in the community. During these tough economic times, free summer meals can help you save money and stretch their already tight summer food budgets. Many summer meals sites offer fun learning and recreational activities so your kids and teens can eat a healthy meal while staying active and being with friends.

- Meals are FREE to children and teens ages 18 and younger
- Food served at summer meal sites follows USDA nutrition guidelines and are paid for by the USDA
- Summer meals sites are at fun, safe places for kids to go such as schools, churches, community centers and other places
- May sites offer learning and recreational activities that kids of all ages so they can eat, hang out with friends and take part in activities offered
- Parents don't need to apply to the program or show proof of income to get a free summer meal for their kids. They can simply bring their child to a summer meals site in their community.

Summer should be a stress-free time, full of food, friends and fun. Free summer meals can help. Help us spread the word. If you or someone you know is interested, go to bit.ly/findsummermeals or call 211 to find a site and learn more or text 'FOOD' to 877-877 to find a site near you.



LETTER TO PARENTS

SAMPLE LETTER TO PARENTS

[DATE]

Dear Parents or Guardians,

For many kids, summertime means food, friends and fun. Stretch your food budget this summer and get FREE summer meals, funded by the USDA. These meals are available to kids and teens ages 18 and younger at sites across [CITY/STATE].

Many summer meals sites offer fun learning and recreational activities so your kids and teens can eat a healthy meal while staying active and being with friends.

Free Summer Meal Program Details:

- Meals are FREE to children and teens ages 18 and younger who come to a summer meals site
- Free summer meals will help you save money and stretch your food budgets
- Food served is healthy and follows USDA nutrition guidelines
- Summer meals sites are at fun, safe places for your kids and teens to be active and visit with friends
- No application or proof of income needed. You can just bring your child to a summer meals site in your community

If you or someone you know is interested, go to bit.ly/findsummermeals or call 2-1-1 to find a site and learn more or text 'FOOD' to 877-877 to find a site near you.

Sincerely,

[NAME]

Resources compiled from NoKidHungry.org, Summer Meal Coalition, CA Department of Education and USDA.

