

Sample Social Media to Support Your School Meals Campaign

Note: Highlighted fields are intended to be customized

Strong Nutrition Standards (general)

- ❖ @ElectedOfficial, please support @INSERT POLICY, which would require all school meals to meet strong nutrition standards. #CAMPAIGNHASHTAG
- ❖ [INSERT NUMBER] students in [INSERT STATE or DISTRICT NAME] receive free meals based on their family's income. The meals they receive at school should support their health, not contribute to chronic disease. #CAMPAIGNHASHTAG
- ❖ School meals are a teaching opportunity. Committing to offering healthy meals shows kids that their health matters. #CAMPAIGNHASHTAG
- ❖ Eating habits and taste preferences are established at an early age, so what kids eat at school can influence their food choices for life. #CAMPAIGNHASHTAG

COVID Impact on School Meals

- ❖ There's no doubt school nutrition programs are struggling. But strong nutrition standards must be protected. Healthy school meals could prevent more than 1.8 million cases of childhood obesity and save nearly \$800 million in health-care related costs over ten years. <https://www.healthaffairs.org/doi/full/10.1377/hlthaff.2015.0631> #CAMPAIGNHASHTAG
- ❖ A recent study found the school meal nutrition standards established in 2012 decreased the risk of childhood obesity among children in poverty by about half

Keys to Success

- Create a hashtag for your campaign (e.g., SupportBill123).
- Include the hashtag on every post and encourage partners to do so as well.
- Tag key stakeholders in your posts (e.g., school board members, state legislators, etc.).
- Keep stakeholders engaged by posting at least a few posts per week.
- Whenever possible, include a photo.
- If students are pictured, make sure you have written permission to use their picture.

over five years. <https://www.healthaffairs.org/doi/10.1377/hlthaff.2020.00133>
#CAMPAIGNHASHTAG

- ❖ Access to healthy school meals is more important than ever, with child food insufficiency on the rise. <https://www.ers.usda.gov/data-products/chart-gallery/gallery/chart-detail/?chartId=99189> #CAMPAIGNHASHTAG

Whole Grains

- ❖ Children, on average, consume too few whole grains and too many refined grains. The Dietary Guidelines for Americans has recommended for many years that half your grains be whole. Schools should only serve whole grain-rich!
#CAMPAIGNHASHTAG

Sodium

- ❖ @theNASEM's Dietary Reference Intake report lowered the safe levels of sodium for younger children, linking sodium consumption as a risk factor for chronic disease. School meals should contain safe amounts of sodium. #CAMPAIGNHASHTAG
- ❖ 9 out of 10 kids eat too much sodium for good health. #CAMPAIGNHASHTAG

Added Sugar

- ❖ School-aged children consume 50-70% more added calories from added sugars than is recommended. Support an added sugar limit for school meals!
#CAMPAIGNHASHTAG
- ❖ Many K-12 products are desserts masked as breakfast. Now more than ever, school meals need an added sugar limit consistent with the Dietary Guidelines for Americans. #CAMPAIGNHASHTAG

Healthy School Meals for All

- ❖ The school day may look different, but legislation for #HealthySchoolMealsforAll will give flexibility to programs so that they can keep feeding kids no matter what the new school day structure looks like this year. #CAMPAIGNHASHTAG

- ❖ With all eyes on ensuring #equity in schools, @INSERT POLICY takes a huge step towards ensuring every student is on a level playing field, equipped with a full stomach, and ready to learn. #CAMPAIGNHASHTAG
- ❖ As a result of the #COVID-19 pandemic, millions of families face economic hardship. Families have lined up for miles to access free food. @ElectedOfficial, please support @INSERT POLICY #CAMPAIGNHASHTAG
- ❖ Child hunger is associated with poor educational outcomes, absenteeism, and behavioral issues. A meal does more than combat hunger. #CAMPAIGNHASHTAG

For more information, please contact the Center for Science in the Public Interest at policy@cspinet.org.