



2021-22

# 2021-22 School Nutrition Promo Toolkit

Monthly resources & tips

SCHOOL  
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GUIDE





# How to use this guide

2021-22

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## Intro

This school-year guide is designed to give you easy-to-use weekly resources for your social media channels, nutrition department or school district website, email notifications, and Peachjar-like services. These resources will inform and engage your students, families, and staff to learn more about school nutrition in general, and Farm to School specifically.

The guide is intended to provide you with a base level of content, including images, links, and downloadable PDF files. Feel free to use these as starter items in conjunction with your regular flow of communication.

## Planning

We will send out a reminder about these resources halfway through each month. We encourage you to begin your planning for any given month approximately 2 weeks out for social media post scheduling. For larger campaigns like *Farm to School Month*, you may want to get started even earlier in order to take advantage of the additional resources provided by national and state-level organizations.







## Format & Flow

We are providing a suggested post for each week of the month (for months with 5 weeks you can either re-post the most popular or come up with your own content). We've done this along a thematic cycle for each week, but you are, of course, welcome to use these resources and ideas however they work best for your context. The format we've developed is:

**Theme:** A general theme for the month. Some are specific to larger themed campaigns like National Farm to School Month (October) and National Nutrition Month (March). Others are general themes that correspond to Farm to School principles.

### Week 1

**PDF resource tips.** These posts will link to one of the resources we've developed for Farm to School education and engagement. They can be home garden tips, curriculum, and others.

### Week 2

**Did You Know?** A quick piece of information about foods, nutrition, etc.

### Week 3

**Food Info & Trivia:** Helpful, practical tips like how to store certain items.

### Week 4

**Farm to School at Home:** This will provide a hands-on lesson that can be done at school or at home and link to a resource we've developed specifically for this purpose.

### Misc

We will include miscellaneous images and resources that you can use at any time during the month.



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## File Types

- JPG and PNG: Files that end in either .JPG or .PNG are intended for social media and website images. They are not intended for printing.
- PDF files are intended to be provided for download via a website or sent via Peachjar and similar services and are formatted for print quality.

## Hashtags #

We encourage you to use the hashtags  
#FarmToSchool #Farm2School #SchoolNutrition  
when posting so that your posts can be found by other  
Farm to School and school nutrition champions.

Have fun! Play! Experiment! Test and measure  
responses. This resource guide is a starting point for  
you to innovate and help find even better ways to  
engage our communities with great school nutrition  
and Farm to School programs.

**#FarmToSchool #Farm2School #SchoolNutrition**





## September 2021

### THEME: School Gardens

**WEEK 1:** Garden Tips: There are 3 JPG files to post. One for activities at school; One for activities at homes with a garden; one for activities at home with no garden needed. All three can be found by downloading a resource here.

**WEEK 2:** Did You Know? Apples float

**WEEK 3:** Food Trivia. How to store peas

**WEEK 4:** F2S @ Home. Composting at Home (link). JPG for posting.

**Misc:** MyPlate guide to school lunch. JPG for posting and PDF to offer for download or sending via Peachjar.

## October 2021

### THEME: National Farm to School Month; School Lunch Week (2nd full week of October)

#### LINKS:

- [National Farm to School Month Home Page](#)
- [Farm to School Month Toolkit](#)

• HASHTAG: Use the hashtags #F2SMonth and #farmtoschool in all of your social media messages

**WEEK 1:** Use National Farm to School Month logo in posts (check for updates in September).

**WEEK 2:** Did You Know? Broccoli boom in popularity.

**WEEK 3:** Food Trivia. How to store broccoli.

**WEEK 4:** F2S @ Home. Plant a Seed Anywhere (link). JPG for posting.

#### Misc:

- JPG about how every \$1 spent locally generates \$1.86 for the local economy, and how Farm to School lifts local economies.
- JPG and PDF about school breakfasts and their importance.
- JPG of National Farm to School Month logo



## November 2021

**THEME: Tips for a healthy and tasty Thanksgiving.**

**WEEK 1:** Easy Activities for home & school. Use the JPG images on social media and on a website. [For all lessons click here.](#)

- School Garden Lesson: The history of herbs & spices. Prepare for Thanksgiving by learning how herbs and spices can make a meal delicious.
- Home Garden: Have a scavenger hunt in your home garden. Ideas and instructions are available in the guide.
- No Garden? No Problem: Plant seeds in a toilet paper roll. Find out how with our downloadable guide.

**WEEK 2:** Did You Know? Cantaloupe

**WEEK 3:** Food Trivia. How to store cabbage

**WEEK 4:** F2S @ Home. [DIY Salad.](#) JPG for posting.

**Misc:** JPG about how to make small changes with beverages to reduce sugar.

## December 2021

**THEME: Gardening at school. Gardening at home.**

**WEEK 1:** Easy Activities for home & school. Use the JPG images on social media and on a website. [For all lessons click here.](#)

- School Garden Lesson: Nature Journal. Help students improve their writing and learn about nature at the same time. A Nature Journal will help kids learn about foods and how to write. Ideas and instructions available in our guide.
- Home Garden: Compost at home. Reduce food waste and make the best possible soil to grow more foods. Ideas are available in our guide.
- No Garden? No Problem: Make seed balls at home and see how easy it is to grow something just about anywhere. Find out how with our downloadable guide.

**WEEK 2:** Did You Know? Oranges

**WEEK 3:** Food Trivia. Vitamin C quiz

**WEEK 4:** F2S @ Home. [DIY Salad.](#) JPG for posting.

**Misc:** JPG about how to make small changes with snacks to make them healthier.



## January 2022

### **THEME: Farm to School Curriculum & Nutrition Education**

**WEEK 1:** Would you like a fully prepared curriculum all about Farm to School for your class? Lessons, worksheets, activities, and more are waiting for you. [Download your copy today.](#) [JPG of the curriculum cover is in the January folder.]

**WEEK 2:** Did You Know? Tomatoes

**WEEK 3:** Food Trivia. How to store pears

**WEEK 4:** F2S @ Home. [Fun with Fermentation.](#) JPG for posting.

**Misc:** JPG about how better health/nutrition = better learners.

## February 2022

### **THEME: We HEART School Meals.**

**WEEK 1:** Easy Activities for home & school. Use the JPG images on social media and on a website. [For all lessons click here.](#)

- School Garden Lesson: Color scavenger hunt. Kids learn about the rainbow of food colors with a fun and engaging scavenger hunt. Available in our downloadable guide.
- Home Garden: Plant a scrap garden. Students grow their own snacks and learn how easy it is to plant, care for, and harvest food of their own. Available in our downloadable guide.
- No Garden? No Problem: A kitchen scrap garden works very much like a scrap garden outside. Grow your own snacks and learn about food. Find out how with our downloadable guide.

**WEEK 2:** Did You Know? Sweet potatoes

**WEEK 3:** Food Trivia. How to store celery

**WEEK 4:** F2S @ Home. [Parts of the Plant.](#) Learn how plants are built and what each part does to create healthy plants. JPG for posting.

**Misc:** Eat Local JPG.





## March 2022: National Nutrition Month

### **THEME: Farm to School Curriculum & Nutrition Education** **(National School Breakfast Week is part of National Nutrition Month)**

\*\*\* Note: [EatRight.org](http://EatRight.org) produces a suite of NNM resources that are easy to access and use. They will likely have their 2022 guide posted by January 2022, and we will include a reminder email to look for their resources at that point.

**WEEK 1:** Easy Activities for home & school. Use the JPG images on social media and on a website. For all lessons [click here](#).

- School Garden Lesson: Harvest of the Month videos. Share short, fun, and informative videos about Harvest of the Month foods with your class. Links and instructions are available in our downloadable guide.
- Home Garden: Plants need light. Learn how plants grow, why they need light, and how they turn that light into growth. Lessons and activities are available in our downloadable guide.
- No Garden? No Problem: You can do a home taste test and then have each member of the family write their thoughts as if they were a food critic. Find out how to enjoy this fun and tasty activity with our downloadable guide.

**WEEK 2:** Did You Know? Watermelon

**WEEK 3:** Food Trivia. Grocery Store Bingo game sheet

**WEEK 4:** F2S @ Home. [Go, Grow, and Glow Foods](#). Learn how different foods and their ingredients work to power specific functions of our minds and bodies. JPG for posting.

**Misc:** The 4 tips for National Nutrition Month JPG.



## April 2022

### THEME: Celebrate School Gardens as Spring Flowers Bloom

**WEEK 1:** Easy Activities for home & school. Use the JPG images on social media and on a website. For all lessons click here.

– School Garden Lesson: Learn to dissect a flower. Start with a video from the Corvallis Environmental Center and then have students get hands-on in learning about the parts of a flower. Available in our downloadable guide.

– Home Garden: Garden Insect Stakeout. Play garden detective and go on the lookout for the insects in your garden and learn what role they play in a plant's life. Available in our downloadable guide.

– No Garden? No Problem: Share recipes and encourage students and families to “Eat The Rainbow” by serving a variety of foods with different vitamins and nutrients. Enjoy this fun and tasty activity in our downloadable guide.

**WEEK 2:** Did You Know? Cucumbers

**WEEK 3:** Food Trivia. How to store cucumbers

**WEEK 4:** F2S @ Home. Identifying Seasonal Food. Learn which foods are in season, and find & enjoy the freshest foods possible. JPG for posting.

**Misc:** 3-part series of JPGs about “Making The Case...” for better school meals.

## May 2022

### THEME: School Lunch Hero Day is Friday, May 6, 2022

\*\*\* Note: [SchoolNutrition.org](https://SchoolNutrition.org) produces a suite of Lunch Hero Day resources that are easy to access and use. They will likely have their 2022 guide posted by February 2022, and we will include a reminder email to look for their resources at that point.

**WEEK 1:** Celebrate School Lunch Hero Day. Use the promotional resources from [SchoolNutrition.org](https://SchoolNutrition.org) to highlight the lunch heroes on your team. Showcase the many people it takes to prepare and serve your school meals, from leads to cooks, drivers to office staff.

**WEEK 2:** Did You Know? Kiwi

**WEEK 3:** Food Trivia. How to store pineapple

**WEEK 4:** F2S @ Home. From farm to fork: a food systems overview. Learn how foods are grown, transported, sold, and ultimately consumed with this engaging look at food systems. JPG for posting.

**Misc:** Grocery Games: The hunt for leafy greens activity JPG.



## June 2022: Summer Meals Program

**THEME: Summer Meals.** Promote your summer meal program with information, games, tips, and more. These assets should be used all summer long.

**Mobile App to find meal sites:** [California Meals for Kids App info](#)

\*\*\* Note: The CDE produces a suite of Summer Meals resources that are easy to access and use. They will likely have their 2022 guide posted by March 2022, and we will include a reminder email to look for their resources at that point.

**WEEK 1:** Eat Smart to Play Hard. Share the parents' guide to a healthy summer by posting the PDFs (available in English and Spanish) on your website and posting images of the guide's cover and inside content from the content library provided in the Farm to School folder in Google Drive.

**WEEK 1-B:** Move More. JPG provided. Link to Eat Smart to Play Hard PDF.

**WEEK 2:** Choose Water. JPG provided. Link to Eat Smart to Play Hard PDF.

**WEEK 3:** Limit Screen Time. JPG provided. Link to Eat Smart to Play Hard PDF.

**WEEK 4:** Sit Less. JPG provided. Link to Eat Smart to Play Hard PDF.

**Misc:**

- Summer Meals placemat. JPG to post; PDF to download.
- Summer Sites Finder. JPGs in English & Spanish.
- Summer Salsa Recipe. JPG to post; PDF to download.
- Healthy Summer Infographic. JPG to post; PDF to download.
- Family Challenge Activity Sheet. JPG to post; PDF to download.





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## Have Questions?



Contact us with any questions

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