

# Sponsor Promotion



## Tips for Getting Press

Include a picture of a local provider and her children eating a healthy meal or doing a physical activity.

## Share a Quote

“ *I love the CACFP because it helps provide nutritious meals to thousands of children and is an excellent resource and advocate to family child care providers. For some children, the meals served in child care are the only nutritious meals they get for the day.* ”

It is important to publicize the benefits of the Child & Adult Care Food Program (CACFP) to parents, the general public and providers. While this should be happening on an on-going basis, we make a special effort for promotion during National CACFP Week. When we all join forces and pull together, the message we provide is stronger and will receive more attention. National CACFP Week also brings awareness to the professionalism of the individuals involved in this industry – providers and sponsors. The CACFP is an indicator of quality child care.

Research proves that good nutrition in young children not only contributes to their physical growth, but to their intellectual and emotional development as well. Children who participate in the CACFP have the opportunity to develop positive eating habits that will lead to a lifetime of good eating habits and good health.

Here is a list of activities to promote community awareness of the CACFP and its importance to the quality of available child care:

- ▶ Post and/or distribute CACFP Week materials provided free of charge for members by the National CACFP Sponsors Association.
- ▶ Start promoting the National CACFP Week in your newsletters. Feature a healthy breakfast, lunch, supper and snack menu in your newsletter.
- ▶ Honor your providers with a tea or luncheon nutrition workshop.
- ▶ Email press release to local press. You can use the sample press release found on [cacfp.org](http://cacfp.org). Include a picture of a local provider and her children eating a healthy meal or doing a physical activity. (A picture captures the attention of the reader and speaks strongly. Be sure to get a signed media release from parents if you use their child in a photo.) Let the community know that you and the providers have teamed together to provide nutritious meals along with nutrition education to children in the community and to celebrate National CACFP Week. Include a recipe and craft idea. When using the sample press release, be sure to add your own statistics in the appropriate places.
- ▶ Start planning early. Hold a recipe swap for your entire state or region. Ask providers to email in their favorite meal and snack recipes. Compile a “Recipes of Healthy Eating” booklet and have it ready to give to your providers during CACFP Week or during a monitoring review. Local and state representatives can also be furnished a copy.
- ▶ Ask providers to email in their favorite physical activity. Create a “Physical Games for Children” booklet and have it ready to give to your providers during CACFP Week or during a monitoring visit. Local and state representatives can also be furnished a copy.
- ▶ Work with state and/or local authorities (governor, mayor, city council president) to officially proclaim National CACFP Week.