

NO KID HUNGRY RESPONDS: CORONAVIRUS

Free Meals For Kids During Summer 2020

Sample Language to use in potential outreach for flyers, emails and robocalls

Please update and customize the following with the message, links and information that work best for your school and your community.

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Sample Text: Free Meal Site Flyer

The COVID-19 pandemic has caused financial strain for many families in our community. Schools and local organizations are providing free meals for kids and teens while schools are closed, ensuring they get the nutrition they need to stay healthy this summer and return to school ready to learn.

[Add in your own meals site information, such as the times and locations meals are being served and any additional details like if a curbside pick-up model is being used and whether kids need to be present.]

Sample Text: Email to Parents and Caregivers, All Programs

Dear Parents,

As you know, the coronavirus has caused a catastrophic economic crisis as well as a health one. This pandemic continues to impact families in our community in many ways, including layoffs, income changes and financial strain.

There are resources in our community that can help ensure you have the nutritious food your family needs to stay healthy:

- **School and neighborhood meal programs** Free, healthy meals are being offered by many schools and community organizations in our area. Many sites

may allow parents to pick meals up to take home for kids; others may offer meal drop off. Parents and caregivers can text “food” or “comida” to 877-877 to find nearby meal sites. [\[link to info about local meal sites\]](#)

- **The Supplemental Nutrition Assistance Program** If you have lost income and need assistance buying food for your family, SNAP can help. SNAP provides a grocery store benefit so you can buy more of the food your family needs. The benefit, about \$1.40 per meal per person, is uploaded to an Electric Benefit Transfer (EBT) card and can be used to purchase food at places like grocery stores and farmers’ markets. [\[link to info\]](#)
- **Pandemic EBT** Designed to provide relief to the COVID-19 crisis, Pandemic EBT is a small, short-term benefit that can help you replace the cost of free or reduced-price meals at school when schools are closed. The benefit is \$5.70 per child per weekday. [\[link to info\]](#)

If you have general questions or want more information, please visit our website at [\[INSERT DISTRICT WEBSITE\]](#) or call [\[INSERT PHONE NUMBER\]](#). Have a safe, healthy summer.

Robocall or PSA Template

Hello, this is [\[NAME\]](#).

- The coronavirus has created an economic crisis in our community as well as a health one. I want to be sure you know where you can find free, healthy meals for your kids this summer.
- Schools and local organizations are providing free meals for kids and teens while schools are closed, ensuring they get the nutrition they need to stay healthy this summer and return to school ready to learn.
- [\[Insert details about specific meals program\]](#). OR You can text “food” or “comida” to 877-877 to find nearby meal sites.
- No questions asked. No registration needed. It’s just healthy food for kids who need it.
- If you have general questions or want more information, please visit our website at [\[INSERT WEBSITE\]](#) or call [\[INSERT PHONE NUMBER\]](#)
- Have a safe, healthy summer.

Sample Social Media messages

Find Meal Sites:

- We'll be distributing free meals for kids 18 and under from [TIME FRAME] at [LOCATION]. This week, we'll be serving some tasty meals including [EXAMPLE OF MEAL].
- This summer, kids 18 and under can get the meals they need at [LOCATION]. Come by [TIME FRAME] to pick up a free meal for your child.
- We're providing FREE meals to kids 18 and under Monday through Friday at [LOCATION]. Stop by between [TIME] and [TIME] to pick up a lunch for your child.

Text Line:

- @NoKidHungry's summer texting hotline is live. You can find free meals sites near you by texting FOOD or COMIDA to 877-877. Please share this and help children across the country get the critical meals they need.
- As unemployment has grown due to #COVID19, many families need help putting food on the table. Summer meals can help. To find food for kids near you text FOOD or COMIDA to 877-877.
- @NoKidHungry's summer texting hotline is live. To find free meals for kids near you text FOOD or COMIDA to 877-877.