



Stakeholder Commitment for the White House Conference on Hunger, Nutrition and Health National CACFP Sponsors Association (NCA)

Background: During the partner-led convening held on a June 17, 2022, participants shared that one of the barriers of participation in the USDA Child and Adult Food Program (CACFP) was lack of awareness. Thousands of child care providers across the country are unaware that they are eligible to participate in the CACFP or are unsure on how to join the CACFP. Sponsoring organizations are perfectly positioned to help onboard providers to the program. Raising awareness of the CACFP is the first step in improving the nutrition security of children nationwide.

Stakeholder Commitment to Pillar 1: NCA is committed to raising awareness of the CACFP. Together with our network of 1,800 members, 23,000 continuing education participants and 100,000+ stakeholders, we commit to executing the following three strategies.

CACFP Outreach Campaign – Power of the Food Program

NCA commits to an Outreach Campaign targeted at providers who are not participating in the CACFP to provide the necessary educational tools and resources that providers need to join the program.

Commitment 1: NCA will host the **Power of the Food Program** event. This CACFP outreach campaign and training will be targeted to non-CACFP providers and will provide a step-by-step guide and training on the importance of the program, share how providers can participate in the CACFP, and provide nutrition education training.

Commitment 2: NCA will offer up to 5,000 scholarships for child and adult care providers to attend the **Power of the Food Program**; value of \$245,000.

Commitment 3: NCA will work with local and state-based groups by providing designated scholarships for the providers in their network. Target organizations include those who serve family home child care, child care centers, afterschool programs, tribal organizations and more, with a focus on communities of color.

National CACFP Week

NCA commits to expanding and enhancing National CACFP Week.

National CACFP Week is a week-long national education and information campaign designed to raise awareness of how the USDA's Child and Adult Care Food Program works to combat hunger and improve nutrition security. A virtual Kick-off is held to introduce the campaign to stakeholders and to review the five focus areas.

Focus Areas

Community: The CACFP community works to ensure that all children have access to healthy foods.

- Action: Provide toolkit to raise awareness on social media. #cacfpweek
- Action: Encourage CACFP stakeholders to share their success story on social media and with NCA. #cacfpinspire
- Action: Conduct a virtual webinar with educational tools and resources in this focus area.

Awareness/Advocacy: Together we can raise awareness of how the CACFP works to combat hunger. Learn what you can do to promote the CACFP and advocate for the program.

- Action: Encourage CACFP stakeholders to distribute press releases with local media.
- Action: Support CACFP stakeholders to share their story or write a letter to their congressional representative.
- Action: Encourage CACFP stakeholders to request a proclamation from local and/or state officials.
- Action: Provide tools and resources for sponsoring organizations and sponsors to conduct site visits.
- Action: Conduct a virtual webinar with educational tools and resources in this focus area.

Children: Children receive healthy and nutritious meals through the CACFP. Educate children and parents about the CACFP with fun activities and communication tools.

- Action: Distribute CACFP educational activity pages to CACFP providers nationwide created for participants.
- Action: Distribute Parent Newsletter to CACFP providers for distribution to parents.
- Action: Conduct a virtual webinar with educational tools and resources in this focus area.

Food Program: The CACFP helps children learn healthy eating habits that contribute to better health outcomes later in life. The CACFP is an indicator of quality care.

- Action: Create NCA nutrition education resources for CACFP providers.
- Action: Partner with Sesame Street in Communities to access nutrition resources.
- Action: Conduct a virtual webinar with educational tools and resources in this focus area.

Participate: Hundreds of thousands of people participate in the CACFP administering the program or caring for children and adults. Celebrate CACFP participants and program operators.

- Action: Provide “Certificate of Awesomeness” to celebrate program participation.
- Action: Provide resources for non-CACFP providers and help them join the food program.
- Action: Conduct a virtual webinar with educational tools and resources in this focus area.

National Permanent Proclamation of the National CACFP Week

NCA commits to reintroducing the House and Senate Resolutions and pursuing a permanent proclamation declaring the 3rd week in March National CACFP Week.

[House Resolution, March 2022](#) Co-Sponsors: Representatives Suzanne Bonamici (D-OR) and Don Young (R-AK)

[Senate Resolution, March 2018](#) Co-Sponsors: Senators Amy Klobuchar (D-MN) and John Boozman (R-AR)