

Provider Promotion

The purpose of the National CACFP Week is:

1. To educate parents and the community about how the CACFP helps child care providers serve well balanced, nutritious meals,
2. To promote proper nutrition for growing children,
3. To ensure long-term health benefits by creating healthy eating habits.

Celebrate and promote National CACFP Week in your home or center together with the children you serve!

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

- Plan an activity with children. Take a picture of the children doing the activity. Send the picture to your U.S. Congressperson and Senators along with a short note about how the CACFP helps promote lifelong healthy eating habits in young children. Better yet, invite someone from your TV, radio, newspaper or legislature to be a part of the activity.
- Host an open house for families celebrating the CACFP. Serve a few of the children's favorite recipes. Display any crafts you may have done with the children. Invite your legislative representative to join you and your guests. Try to get media coverage.
- Encourage the children to complete their activity flyer throughout the week.
- Send an activity flyer home with children so their families can review how the CACFP supports good nutrition and physical activity in child care.
- Plan at least one nutrition activity this week and inform the parents. Need ideas? Check out www.facebook.com/NationalCACFP
- Involve the parents and children in planning this week's meals and snacks.
- Talk about the menu each day in relation to MyPlate. Did you meet the recommended number of servings?
- Talk with the children about how eating nutritious foods now will help them to be healthier adults later. Example: Eating foods that are good for you will help you stay healthy and strong.
- Try a new recipe. Ask parents if they have a recipe that they would like to share.
- Compile your own recipe book. Hand out your recipe book at a parent appreciation brunch or snack.
- Make a commitment to improve menus during March, also National Nutrition Month, by:
 - Using more fresh fruits and vegetables
 - Evaluating the menus for plate appeal
 - Adding new vegetables to the menu
 - Make healthy eating fun
 - Increasing the use of whole grain products



There's nothing boring about participating in the CACFP.

Want to put a smile on your children's faces?

Here's a fun, and super easy, snack idea from food.com. Serve with yogurt or cheese for a great snack!

Check out more snack, craft, and physical activity ideas at www.facebook.com/NationalCACFP

"A new study has indicated that children may learn lifelong eating habits which will effect their weight for life – before age five! CACFP is more important than ever."

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 are 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. 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.