



# Back to School Partner Toolkit

Resources to activate your local  
community!



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# Welcome Back to School!

Beginning this 2022-23 school year, California will make history as the first state to offer statewide [Universal Meals](#) to school children.

**All students** will be eligible to receive a nutritious school breakfast and lunch every school day at **no cost**. School meal programs are a valuable resource and can help achieve [nutrition security](#) by providing vulnerable communities with access to nutrient-dense foods from all food groups.

The **Back to School Toolkit** was created by Dairy Council of California for the [Let's Eat Healthy Initiative](#) to share awareness of **universal school meals**. Let's Eat Healthy is an initiative that brings together diverse individuals and organizations guided by the belief that all children and families deserve equitable access to healthy, culturally diverse foods and nutrition education that centers on people's unique lived experiences.

Join the Let's Eat Healthy Initiative at [HealthyEating.org/Join!](https://HealthyEating.org/Join!)

*Thank you for supporting!*

HealthyEating.org



# Sample Social Media Posts

Below are suggestions for social media posts to promote Universal Meals at your school or in your community. We encourage you to customize these messages as appropriate. **Don't forget to tag @HealthyEatingCA on [Facebook](#) and [Instagram](#)!**

- Did you know **(School District/School)** is serving FREE meals to all students? Save your family time and money by participating in free school breakfast and lunch programs. Visit [HealthyEating.org/BackToSchool](https://HealthyEating.org/BackToSchool) for nutrition resources to support a healthy new school year!
- We know kids need healthy food to grow, learn and play. **(School District/School)** serves nutritious and delicious FREE meals at breakfast and lunch each school day! Pair free healthy meals with fun nutrition education activities from [HealthyEating.org/BackToSchool](https://HealthyEating.org/BackToSchool).
- This school year, California is the first state to implement statewide Universal Meals. What does this mean to you? A nutritious school breakfast and lunch are FREE for ALL students every school day! Stop by the cafeteria to pick up your free meal.
- With inflation rising and the cost of food increasing, it can be tough to put food on the table these days. **(School District/School)** can help by providing ALL students with a FREE nutritious breakfast and lunch every school day. Save money by participating in free school meal programs! Learn more by visiting [HealthyEating.org/BackToSchool](https://HealthyEating.org/BackToSchool).
- We missed you over the summer! Visit the **(School)** nutrition team in the cafeteria for a FREE meal. ALL students are eligible for a nutritious breakfast and lunch each school day at no cost. See you in the cafeteria!

Tag @HealthyEatingCA

HealthyEating.org

Let's Eat  
Healthy 

# Back to School Graphics/Images

Visit our [Back to School Image Gallery](#) for photos and graphics to support the promotion of Universal Meals. Use images for social media posts, flyers, handouts and other promotional materials.

# Nutrition Resources

Materials and resources for a healthy new school year!

[Back to School 2022](#)

[K-12 Nutrition Education Curriculum](#)

[Nutrition Builders](#)

[MyPlate Match Game](#)

[Mobile Dairy Classroom Assembly](#)

[Blog: Nourishing Kids is Key](#)

[Smarter Lunchrooms Movement](#)

[Food Access Resources](#)

[Let's Eat Healthy Planning Calendar](#)

Scan the QR code for  
more resources!



# Take Action!

## Activities to elevate school meals

For questions and support with resources, training and partnership opportunities, contact Renée Farias, [rfarias@HealthyEating.org](mailto:rfarias@HealthyEating.org).

1. **Order [nutrition education](#)** curriculum to help students learn and practice healthy eating habits.
2. **Engage students** with fun nutrition education activities such as [food-tastings](#), coloring contests and themed events, like [World School Milk Day](#) on September 28th.
3. **Empower students** to make healthy choices during mealtimes using strategies from the Smarter Lunchrooms Movement. [Smarter Lunchrooms Movement of CA](#) offers tools, training opportunities and local support to transform cafeteria environments.
4. **Share awareness** of free school meals and the importance of nutrition with families and the larger community at Back to School nights, community events and PTO meetings. Order [community nutrition booklets and tip sheets](#) to reinforce healthy eating patterns.
5. **Schedule [Professional Development](#)** for you and your staff to learn more about nutrition. Dairy Council of California's team of nutrition experts can provide training on a variety of topics for educators, school foodservice staff, health professionals and community stakeholders.
6. **Join the [Let's Eat Healthy Initiative](#)** to support children and families build healthier communities.