



National CACFP Week

March 13 – 19, 2022

Media Toolkit

I. INTRODUCTION

About this Kit

This media toolkit is designed to assist you in engaging local and state media to help spread the word on National CACFP Week.

CACFP Week is designed to educate, raise awareness, and promote how the USDA's Child and Adult Care Food Program (CACFP) brings healthy foods to children and adults in care centers, homes, and afterschool programs.

II. KEY MESSAGES: CACFP BRINGS NUTRITIOUS FOODS TO CHILD AND ADULT CARE CENTERS

The USDA's Child and Adult Care Food Program (CACFP) brings healthy foods to children and adults in care centers, homes, and afterschool programs. Childcare providers can receive reimbursement through the USDA Child and Adult Care Food Program when they serve healthy, nutritious meals and snacks, reassuring parents that nutritional needs are being met and healthy eating habits reinforced. Over 1.9 million meals were served in Nevada through CACFP providers in FY2020.

III. LAYING THE FOUNDATION

Current statistics on childhood hunger and nutrition

In Nevada, 13% of children were food insecure and 60.8% of children were eligible for free and reduced priced lunch in 2018 (*State Obesity Data - The State of Childhood Obesity*, n.d.). According to CDC:

- Low-income, rural, and minority communities can face barriers in accessing healthy and affordable food options.
- When healthy foods are not available, people may settle for foods that are higher in calories and lower in nutritional value.

During fiscal year 2021, CACFP supported 2.1 million meals and 1.1 million snacks in childcare centers, adult day care, emergency shelter, and At-Risk Afterschool programs through Nevada.

IV. SAMPLE SOCIAL MEDIA POSTS



March 13-19 is National CACFP Week!

CACFP Week is designed to raise awareness of how the USDA's Child and Adult Care Food Program (CACFP) brings healthy foods to children and adults in care centers, homes, and afterschool programs.

Visit cacfpweek.org to learn more about the program and its services.

#CACFPWeek #NVwellness4kids



Does your child go to a CACFP provider?

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#CACFPWeek #NVwellness4kids



Did you know that the USDA Child and Adult Care Food Program (CACFP) provides over 2 billion meals and snacks to over 4.9 million children and adults daily?

Visit cacfpweek.org to learn more about the program and its services.

#CACFPWeek #NVwellness4kids



Want to participate in National CACFP Week? Ask your kids to help you cook a healthy meal this week and post a photo!

Visit cacfpweek.org to learn more about the program and its services

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C is for Community! The average American diet significantly exceeds the recommended amount of added sugars, solid fats, saturated fats, and sodium. The CACFP community works to ensure that all children have access to healthy foods.

Visit cacfpweek.org to learn more about the program and its services.

#CACFPWeek #NVwellness4kids



A if for awareness! Together we can raise awareness of how the CACFP works to combat hunger. Learn what you can do to promote the CACFP and advocate with a press release, a letter to congress, and a request for proclamation.

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#CACFPWeek #NVwellness4kids



C is for CHILDREN! Let's all do our part to educate our children about nutrition and encourage healthy eating habits early on.

Visit cacfpweek.org to learn more about the program and its services.

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F is for Food Program! The CACFP helps children learn healthy eating habits. Find out why breakfast is the most important meal of the day and learn some tips for getting kids to try new foods.

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#CACFPWeek #NVwellness4kids



P is for Participate! Hundreds of thousands of people participate in the CACFP administering the program or caring for children and adults. Show your appreciation to all of those who work with CACFP every day.

Visit cacfpweek.org to learn more about the program and its services.

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V. ADDITIONAL RESOURCES

[The Most Important Meal | Sesame Street in Communities - Sesame Street in Communities](#)

[Trying New Foods | Sesame Street in Communities - Sesame Street in Communities](#)

VI. REFERENCES

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