School Nutrition Promotion Worksheet
Meeting USDA Regulations: From Planning to Plow to Plate
January 28, 2020

1) What are you promoting? (New food, recipe, program participation, etc.…)

2) Which activity is part of this promotion?

- Taste test
- Participation incentive
- Poster contest
- Cafeteria display
- Special meals
- Provide educational resources related to your menu
- Menu items that enhance curriculum
- Open house exhibit
- Parent group presentation
- Field day connection
- Morning announcement

Other:

Other key questions:

3) Who can help run the activity? (Students, Parents, School Staff, District Staff, interns, others)

4) How will we actively engage the students with this event?

5) What items do we need to run the event successfully?

6) Who are you trying to reach with your promotion?
7) How will you reach your audience? (Students, Parents, Staff, Community, etc…) Check all that apply.

- District Menus
- PA announcement
- Posters & Flyers
- School Newsletter:
  - District Newsletter:
  - School Website:
- School Nutrition Social Media:
- School Social Media:
- District Social Media:
- Town Social Media:
- Word of Mouth
- Local Papers:
- Other school event (e.g. open house)

Other key questions:

8) Who can help coordinate the communication efforts?

9) What do I need to tell them about the event?
   a. Date & Time
   b. Location
   c. What’s happening
   d. Why it’s happening
   e. How people can be involved (if appropriate)
   f. Other

10) Who will be on hand to take pictures? Do they have access to our social media, or will we need to get pictures from them?

11) Are there other organizations/programs we should tag in social media posts?

12) What resources or messaging would be helpful for my event, and where can I find them?

Visit NewEnglandDairy.com and PutLocalOnYourTray.UConn.edu for access to digital and printed resources.