

## Tips to Promote Your Student Nutrition Program

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You can make all students feel welcome  
at your school meal or snack program!

- Encourage students to bring friends – when peers or role models take part in something, students are more likely to join
- Name the program carefully: ‘service’ or ‘club’ sounds less formal and more inviting than ‘program’
- Make an official public announcement (eg, send a notice to the local media)
- Invite the principal, teachers, media or other public figures to a promotional event to raise the profile of your program
- Involve parents and the community. Give a talk to your local church or service club to see if they might be keen to donate time or money to support your program
- Make sure that information is available in the languages that are used in the school community
- Encourage school council members and teachers to attend the program
- Involve older students by pairing them with younger students as volunteer role models and mentors
- Suggest for coaches to bring sports teams to breakfast before practice
- Invite a different grade each morning for the first week of the program to familiarize everyone with what is offered
- Set up a reading corner and offer help with homework