



#HEARTHEPACRUNCH

MARCH 10TH AT 10AM

2021 Social Media Tool Kit



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NATIONAL SCHOOL BREAKFAST WEEK:

National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program to all children and promote the links between eating a good breakfast, academic achievement and healthy lifestyles. Breakfast is an important start to a student's day, and the National School Breakfast Program is crucial for making students ready to learn each and every day.

HEAR THE PENNSYLVANIA CRUNCH CAMPAIGN:

'Hear the Pennsylvania Crunch!' is organized by Feeding Pennsylvania to spread the message that every child in Pennsylvania should have access to a healthy school breakfast. The campaign helps to provide followers, government leaders, local businesses, and member food banks the opportunity to highlight school breakfast on a statewide level. This year we are doing a social media campaign to help promote the importance of the National School Breakfast Program!

WHY SHOULD YOU PARTICIPATE?

Research shows that eating breakfast helps children concentrate and learn while in school. Students who eat school breakfast perform better on tests, have better health, and are less likely to be absent from school. Hear the Pennsylvania Crunch! highlights the important role of the School Breakfast Program and emphasizes how critical the program is for struggling families trying to stretch limited resources. Overall, it provides children a significant portion of the nutrition they need to learn and be healthy.



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HEAR THE PA CRUNCH - MARCH 10TH

'Hear the Pennsylvania Crunch!' is right around the corner and we need your help spreading the message! On Wednesday, March 10th, we are asking organizations, businesses, media, and individuals across PA to help promote #HearThePACrunch by:

► Post a photo/video of you biting an apple!

► Caption the photo:

I/We joined @FeedingPA's #HearThePACrunch to help raise awareness around the importance of school breakfast and to support the work being done to ensure no child goes hungry. Together, we can tackle this statewide issue and help Pennsylvania's children stay full and stay focused. Happy Crunchin'! #NSBW21 #SchoolBreakfast

► Make sure to tag @feedingpa and use the hashtag #HearthePACrunch

DOWNLOAD TEMPLATE!

Feeding Pennsylvania, member food banks, and several partners will be posting a short, 10-second 'Hear the Pennsylvania Crunch!' clip and we want you to join us!

Simply take a video of you saying, "Happy Crunchin'!" and then bite into an apple!

[Watch our post!](#)

[Make your crunch video here!](#)



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NATIONAL SCHOOL BREAKFAST WEEK

The easiest way to spread the message is through social media! Help us promote National School Breakfast Week every from March 8th - 12th! Use the sample captions and photo library in your own social channels so you can amplify our mission too! Make sure to tag @feedingpa so we can share!

SAMPLE SOCIAL MESSAGES:

- ▶ It's National School Breakfast Week, and we are getting ready for the 'Hear the Pennsylvania Crunch!' Campaign — a statewide effort hosted by @feedingpa to show the importance of school breakfast! Join us on Wednesday, March 10th, to help us promote this cause by:
 - Posting a photo/video of you biting an apple!
 - Captioning the post: I/We joined @FeedingPA's #HearThePACrunch to help raise awareness around the importance of school breakfast and to support the work being done to ensure no child goes hungry. Together, we can tackle this statewide issue and help Pennsylvania's children stay full and stay focused. Happy Crunchin! #NSBW21 #SchoolBreakfast
 - Make sure to tag @feedingpa and use the hashtag #HearthePACrunch
- ▶ Every day, there are students in Pennsylvania arriving at school on an empty stomach. In fact, more than 600,000 children in PA may not know where their next meal will come from. We believe that every child in Pennsylvania deserves access to nutritious food, beginning with breakfast. And that's why we join @feedingpa to celebrate 'Hear the Pennsylvania Crunch!' during National School Breakfast Week! #HearthePACrunch
- ▶ Research shows that eating breakfast helps children concentrate and learn while in school. Students who eat school breakfast perform better on tests, have better health, and are less likely to be absent from school.
#HearthePACrunch @feedingpa

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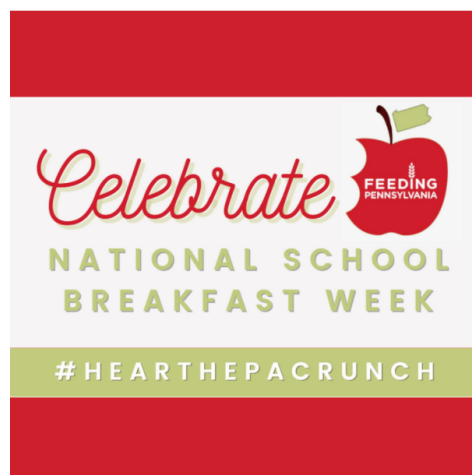


SAMPLE SOCIAL MESSAGES CONTINUED...

- ▶ Instagram is full of beautifully plated food, but for many in our communities this empty plate could be the reality. School breakfast is a critical support for struggling families trying to stretch limited resources and provides children a significant portion of the nutrition they need to learn and be healthy. What can't you do on an empty stomach? #HearthePACrunch @feedingpa
- ▶ Research shows that eating breakfast helps children concentrate and learn while in school. Students who eat school breakfast perform better on tests, have better health, and are less likely to be absent from school. #HearthePACrunch @feedingpa
- ▶ Countless children across the state depend on school meal programs as their only source of balanced, nutritious meals. With families facing hunger more than ever, we applaud our schools for adapting so quickly to implement new ways to distribute school meals and serve the children who rely on them. #HearthePACrunch @feedingpa

PHOTO LIBRARY:

Our photo library has photos, graphics, Instagram stories, and more! [Click here!](#)



**For more information, contact:
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