

# Marketing

## Your School Nutrition Program



School meals have a new look, and it is time to recreate public perception. Using simple, singular messages that are developed for specific audiences is the most effective way to market your program. Listed below are some suggestions to help you begin marketing school nutrition in your community.

### Connect With Your Audience



**Visit other districts to observe their marketing plan.**



**Share the cost of a billboard with neighboring districts.**



**Form a student advisory group to create a brand and logo for your school nutrition program.**



**Create a display with sample meals, nutrient analysis, recipes, and cost comparisons. Use this display at parent-teacher conferences, school registration day, community wellness events, county fairs, and other large gatherings.**



**Keep Spreading the Word to Ensure You Will Be Heard!**



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