

Philadelphia

2021

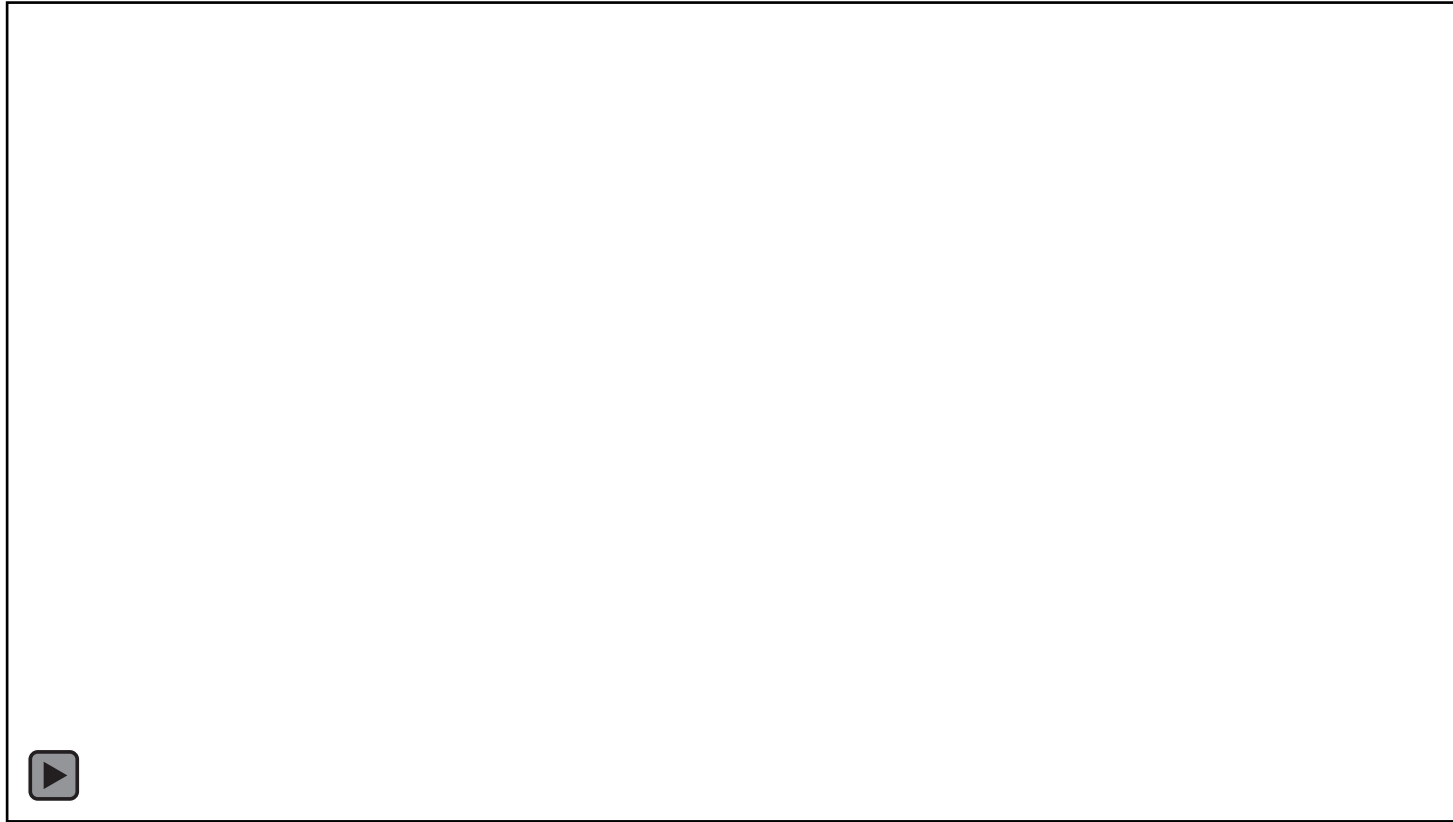
Best Practice:
Developing a Communication
Strategy



THE SCHOOL DISTRICT OF
PHILADELPHIA

URBAN SCHOOL
FOOD
ALLIANCE

Developing a Communication Strategy



COMMUNICATION WORKFLOW

- Field staff situation analysis
- Identify immediate communication needs
- Brain storm ideas for promotions, upcoming events, awards, or announcements that require support
- Ideas formulated and shared



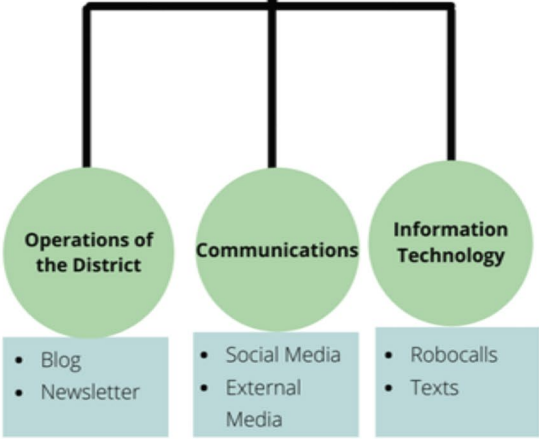
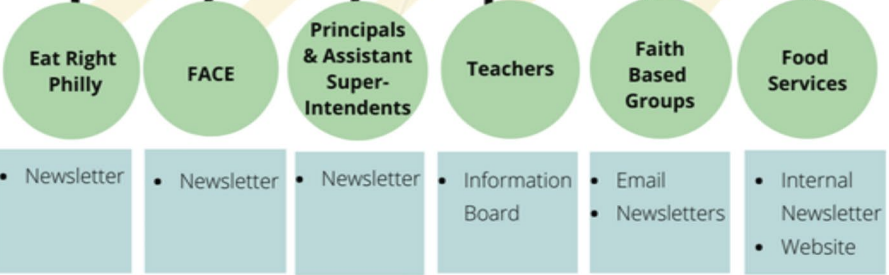
Food Services
Communications Committee

Contact FACE for translations

Messaging drafted, operationalized, and prepared

Food Services Communications Point Person
Liz Keegan

Director of Communications
Chanice Savage



Developing a Communication Strategy

FLYERS & SOCIAL MEDIA



THE SCHOOL DISTRICT OF PHILADELPHIA

GRAB-N-GO MEALS

BEGINNING JANUARY 15TH

THE SCHOOL DISTRICT OF PHILADELPHIA WILL BE DISTRIBUTING MEALS FROM..

OVER **100** locations!

7 DAY MEAL BOXES EVERY FRIDAY 9AM-2PM

Fresh fruit now served with every box!

ALL MEALS ARE

FIND YOUR NEAREST FOOD SITE AT WWW.PHILA.GOV/FOOD

PRESS RELEASE



District Adds 39 School Sites for Grab-and-Go Meal Distribution

Posted on January 11, 2021
Tags: Grab-and-Go Meal Distribution, new sites
Categories: News from SDP

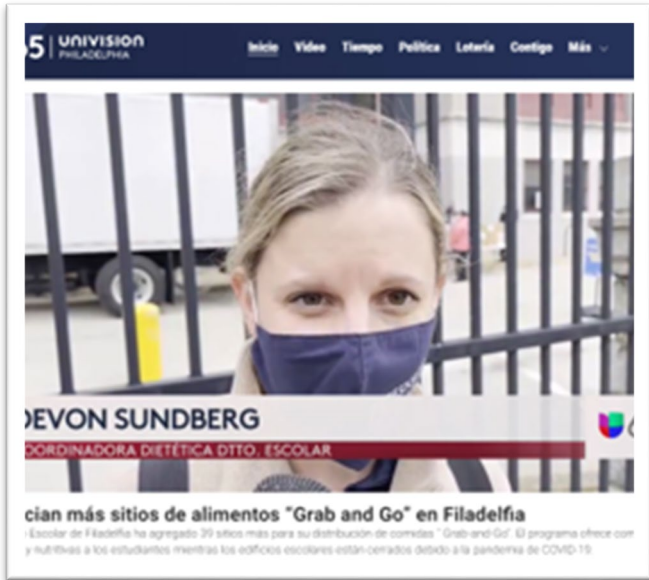
School District of Philadelphia Adds 39 School Sites for Grab-and-Go Meal Distribution

More than six million meals provided for students since school buildings closed due to COVID-19

PHILADELPHIA, PA — This week, the School District of Philadelphia will add 39 sites to its "Grab-and-Go" meals distribution program, making available a total of 102 schools for families to pick up meals for students while school buildings remain closed due to the COVID-19 pandemic. The distribution sites, which are open every Friday from 9 a.m. to 2 p.m., provide meal kits that ensure students have free, reliable, and nutritious meals even while school buildings are closed. Since March 2020, the District's Food Services team has distributed more than six million meals.

The "Grab-and-Go" meal kits contain seven breakfasts and seven lunches. Meals can be stored in a freezer until students are ready to heat and eat. Weekly menus include pantry staples like rice, beans, pasta, soups, and more.

LOCAL NEWS



5 UNIVISION PHILADELPHIA Inicio Video Tiempo Política Lotería Contigo Más

DEVON SUNDBERG
COORDINADORA DIETÉTICA DTTO. ESCOLAR

añ más sitios de alimentos "Grab and Go" en Filadelfia

Escuela de Filadelfia ha agregado 39 sitios más para su distribución de comidas "Grab and Go". El programa ofrece comida y nutritiva a los estudiantes mientras los edificios escolares están cerrados debido a la pandemia de COVID-19.