**Social Media Kit**

**Schools everywhere are invited to join this national week of action!**

**PLASTIC FREE LUNCH DAY, April 17-24**

**ABOUT**

[Cafeteria Culture](http://www.cafeteriaculture.org/) and [Urban School Food Alliance](https://urbanschoolfoodalliance.org/) - representing 18 of the largest US school districts - have teamed up for the 4th biannual, national [Plastic Free Lunch Day](http://www.plasticfreelunch.org/)!

Video and free resources: [**www.plasticfreelunch.org**](http://www.plasticfreelunch.org)

Schools everywhere are invited to join the action!

**Plastic Free Lunch Day (PFLD)** was started by students, as seen in Cafeteria Culture’s movie, Microplastic Madness. After witnessing the impact of the first PFLD, students asked for a New York City-wide PFLD, which took place in May, 2022, which led to this national plastic free action day.

**One #plasticfree day leads to more!**

**Hashtags**

#plasticfreelunch #cafcu #USFA #plasticpollution #breakfreefromplastic

**#zerowasteschools** #cafeteriaclimateaction #youth4climate

* [Repost our Instagram reel](https://www.instagram.com/reel/C4J8-hAti3u/?utm_source=ig_web_copy_link)
* [Boost our X Tweet](https://x.com/CafeteriaCu/status/1765101875571888425?s=20)
* [Remix or repost our TikTok video](https://www.tiktok.com/@cafeteriacu/video/7342913248607456555?is_from_webapp=1&sender_device=pc&web_id=7342898026443294251)
* [Repost on FaceBook](https://www.facebook.com/reel/1071084304114451)
* [**Logo**](https://drive.google.com/file/d/1b0BPWOW7sh2edQV-4iz90V1orUb8Ng2x/view?usp=sharing) (PFLD USA stacked with border)
* [P](https://www.cafeteriaculture.org/press-release-plastic-free-lunch-day-nov-2-2022.html)ress Release (coming soon)

**Please tag us! Cafeteria Culture Social Media handles:**

[Instagram: @CafCu](https://www.instagram.com/cafcu/) X/[Twitter: @CafeteriaCu](https://twitter.com/CafeteriaCu) [TikTok: @CafeteriaCu](https://www.tiktok.com/@cafeteriacu) [Facebook: Cafeteria Culture](https://www.facebook.com/CafeteriaCulture):

[YouTube: CafCu Media](https://youtube.com/c/CafeteriacultureOrg)

**Sample posts**

**X/Twitter**

**Before April 14**

* Get ready for the national [#plasticfreelunch](https://twitter.com/hashtag/plasticfreelunch?src=hashtag_click) Day, April 17-24. Started by students! Join NYC and schools across US for cafeteria [#plasticfree](https://twitter.com/hashtag/plasticfree?src=hashtag_click) action. Schools & orgs everywhere are invited. [PlasticFreeLunch.org](https://t.co/7eFFbN2Gja)  [@CafeteriaCu @urbanschoolfood](https://twitter.com/urbanschoolfood)
* Together, April 17-24, we are joining school cafeterias across the US to eliminate or reduce single-use plastic foodware. Will you join us to protect student health and the environment? One #plasticfree day leads to another! #plasticfreelunch #cafcu #USFA
* We're getting ready for #plasticfreelunch, April 17-24! Students are collecting “before” plastic data. We can't wait to compare the “after” data. Schools everywhere are invited to join. What #plasticfree actions will your school be taking? Find ideas: plasticfreelunch.org
* The world is awash in toxic & polluting single-use plastics made from hazardous chemicals and climate-damaging fossil fuels. So what can students do? On April 17-24, join us for #plasticfreelunch day or days with @CafeteriaCu and @NYCschools. Plasticfreelunch.org
* April 17-24, we are joining school cafeterias across the US to eliminate or reduce single-use plastic foodware and to protect student health and the environment. One #plasticfree day leads to another! #plasticfreelunch #cafcu #USFA

**Promote free school screenings of Microplastic Madness**

* Calling all K-12 public schools! Sign up for a free link to the award winning movie, Microplastic Madness and get your students ready for #PlasticFreeLunch Day, April 17-24.

**Post with a “before” cafeteria plastic survey photo:**

* This is how much plastic was used in our school cafeteria during all lunches today. On April 17, join us, @CafeteriaCu and @UrbanSchoolFood for #plasticfreelunch day! Together we can reduce #plasticpollution from school cafeterias everywhere. plasticfreelunch.org

**After watching *Microplastic Madness***:

* Our class just watched @cafeteriacu’s movie, Microplastic Madness. Now everybody’s on board for #plasticfreelunch day on April 17th! We're taking action by \_\_\_\_\_\_\_(*fill in your action here)*. Host a free movie screening at your school! [**​​**](https://forms.gle/QjyHLcHoWBERR5cBA)[**bit.ly/freemovie4PFLD**](http://bit.ly/freemovie4PFLD)

plasticfreelunch.org

**On April 17-24**

**(add photos and edit to include the plastic-free action happening at your school)**

* It's #plasticfreelunch day! Our students are being served school lunch with zero plastic packaging. One #plasticfree action leads to another! #breakfreefromplastic plasticfreelunch.org
* It's #plasticfreelunch day! Our school is joining @CafeteriaCu, @urbanschoolfood, @NYCschools, @sdschools, @dallasschools. reducing single-use plastics in the cafeteria. One plastic-free day leads to more! #cafeteriacilmateaction

plasticfreelunch.org

* For #plasticfreelunch day, our school reduced single-use plastic by \_\_**X**\_\_ items! If we do this every week, we can reduce \_\_**X**\_\_ plastic items per year! Now our entire school knows what a #plasticfree school food service looks like. We're ready to #breakfreefromplastic!

**Instagram and Facebook**

**Before April 17**

Get ready for Plastic Free Lunch Day USA on Wed, Nov 8th, started by students!

Our school district is joining Cafeteria Culture and Urban School Food Alliance, and schools across the US for the day of plastic free action!

Download free posters, make a morning announcement, and host a free screening of the award winning movie, Microplastic Madness, and get your students revved up! FInd free resources: www.plasticfreelunhc.org

**WHY PLASTIC FREE LUNCH DAY USA?**

US school cafeterias serve 7.35 billion meals annually, making a large contribution to the global plastic waste stream. School lunches are loaded with single-use plastics and cafeterias typically generate the most garbage in a school building. Collectively, US school cafeterias have the potential to significantly reduce plastic pollution.

Together, we can make a difference!

**April 17th - morning**

It’s #plasticfreelunch day! We’re excited to find out how much cafeteria plastic we can reduce in just one day. We posted flyers, made announcements, and educated students in all grades about the plastic pollution problem. Now everybody is ready for this day of climate action, even our school food staff!

US school cafeterias serve 7.35 billion meals annually, making a large contribution to the global plastic waste stream. School lunches are loaded with single-use plastics and cafeterias typically generate the most garbage in a school building. Collectively, US school cafeterias have the potential to significantly reduce plastic pollution.

Plastics, made from fossil fuels and chemicals, are contaminating our ecosystems and our bodies. Plastic production and waste disproportionately hurts marginalized communities. The US creates more plastic waste than any other nation and it never goes away. It degrades into tiny microplastics. Scientists have found microplastics in the deepest parts of the ocean, and in our soil, food, water and air, and in our bodies.

**After APril 17th (or right after lunch) - post before and after plastic data and photos!**

Today was Plastic Free Lunch Day! Our students were served school lunch with zero plastic packaging.

We only had \_\_\_\_ (#) plastic items at the end of all lunch periods and everybody had fun! If we do this every week, we can reduce — (#) plastic items per year! We're ready to reduce more single-use plastics from our cafeteria and to #breakfreefromplastic.

Thank you \_\_\_\_\_\_\_\_(add name of your school/ district)\_\_\_\_\_\_\_! One action leads to more actions!

Plastics, made from fossil fuels, are part of the climate crisis. The US creates more plastic waste than any other nation and it never goes away. It degrades into tiny microplastics. Scientists have found microplastics in the deepest parts of the ocean, and in our soil, food, water and air, and in our bodies.

#plasticfreelunch #cafcu #USFA #breakfreefromplastic #cafeteriaclimateaction

This week, Plastic Free Lunch Day USA took place in school cafeterias across the US! \_\_\_\_\_\_ (***name of your school/distric***t)\_\_\_\_\_\_Schools in NYC, Chicago, and more across the nation joined in this one-day of action! Together we made an impact. Let's keep it going!

[@urbanschoolfoodalliance](https://www.instagram.com/urbanschoolfoodalliance/?hl=en) [@nycschools](https://www.instagram.com/nycschools/?hl=en) [@nycschoolsustainability](https://www.instagram.com/nycschoolsustainability/?hl=en) [@nyclimate](https://www.instagram.com/nyclimate/?hl=en) [@foodpolicynyc](https://www.instagram.com/foodpolicynyc/?hl=en)

[#plasticfreelunch](https://www.instagram.com/explore/tags/plasticfreelunch/?hl=en) [#USFA](https://www.instagram.com/explore/tags/usfa/?hl=en) [#plasticfree](https://www.instagram.com/explore/tags/plasticfree/?hl=en) [#breakfreefromplastic](https://www.instagram.com/explore/tags/breakfreefromplastic/?hl=en) [#youth4climate](https://www.instagram.com/explore/tags/youth4climate/?hl=en) [#cafeteriaclimateaction](https://www.instagram.com/explore/tags/cafeteriaclimateaction/?hl=en) [#schoolfood](https://www.instagram.com/explore/tags/schoolfood/?hl=en) [#schoolfoodservice](https://www.instagram.com/explore/tags/schoolfoodservice/?hl=en) [#zerowaste](https://www.instagram.com/explore/tags/zerowaste/?hl=en) [#zerowasteschools](https://www.instagram.com/explore/tags/zerowasteschools/?hl=en) [#plasticfreeliving](https://www.instagram.com/explore/tags/plasticfreeliving/?hl=en) [#environmentaljustice](https://www.instagram.com/explore/tags/environmentaljustice/?hl=en)