

bon appétit



# Farm to ChildCare

FUNDED BY THE JOHN REX ENDOWMENT

Supported by Wake County SmartStart, Wake County Cooperative Extension and Advocates for Health in Action



# **Marketing & Social Media: Highlighting F2CC, Engaging Families and Setting Your Center Apart!**

June 30, 2016



# #Fun

## #WhatTheHeckIsAHashtag

On social media sites, such as Twitter, and increasingly on Facebook and Instagram, a hastag (#) is

- a word or phrase preceded by a hash or pound sign (#)
- used to identify messages on a specific topic
- connects to others interested in the same topic

#FarmtoChildCare

#LocalFood

#HealthyChildren

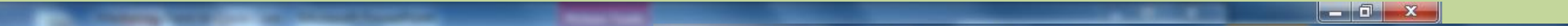
#CrazyCarrot







# #Fun



www.youtube.com/watch?v=sn8NHOkGLkI

https://www.youtube.com/watch?v=sn8NHOkGLkI

Search



Search



**Landofcamelot**

My uncle got banned from a Chinese buffet for trying to take home 50 crab legs in his pocket. #myweirdrelative



**SweetCaroline14**

My aunt tapes her bangs to her forehead so they don't move and look even.  
#myweirdrelative

1:44 / 3:38

Hashtags: #MyWeirdRelative (Late Night with Jimmy Fallon)



The Tonight Show Starring Jimmy Fallon

Subscribe 11,128,102

2,938,601 views

1:32 / 3:38

#MyWeirdRelative (Late Night with Jimmy Fallon)

The Tonight Show Starring Jimmy Fallon

Subscribe 11,128,102



2,938,601 views

Hashtags: #MisheardLyrics

The Tonight Show Starring Jimmy Fallon

8 510 000 views



# #FunIntroductions

- Tell us your name, your title and what child care facility you are with
- Tell us if you are Year 1 F2CC or Year 2
- Then let's have a bit of #Fun...
  - **Topic: #KidsAreFunny**
  - Write a short tweet with an example of something funny one of your own kids or one of the kids in your center has done or said that made you laugh or smile and end it with #KidsAreFunny



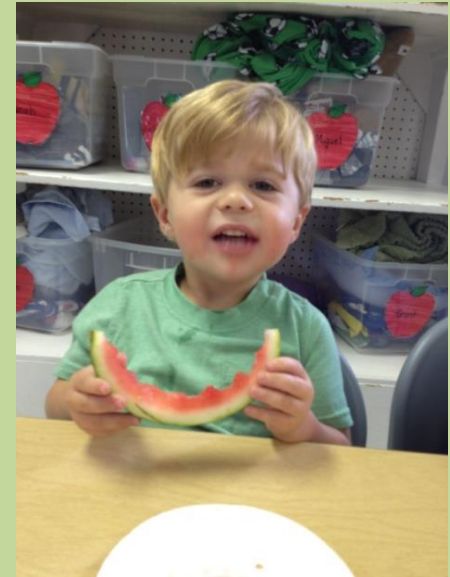
# Why This Training?

- Strategies to **distinguish** your center as a **local food provider**—
  - create a niche
  - wow your parents & please them!
  - draw new families to your center
- **Engage** and **encourage** your families to eat NC fresh fruits and vegetables at home
- Thinking about **MARKETING**



# Shout it out!

- Communicate!
- Communicate!
- Communicate!
  
- Often and in different ways
  
- Include pictures...worth a thousands words!
- #FarmtoChildCare





# Tools

- Banner
- Poster
- Letter to families
- Parent Handbook
- Letterhead
- Menu
- Website
- Newsletter/Email Blasts/Texts
- Daily Sheets
- Social Media
- Tours
- F2CC Logo/Branding







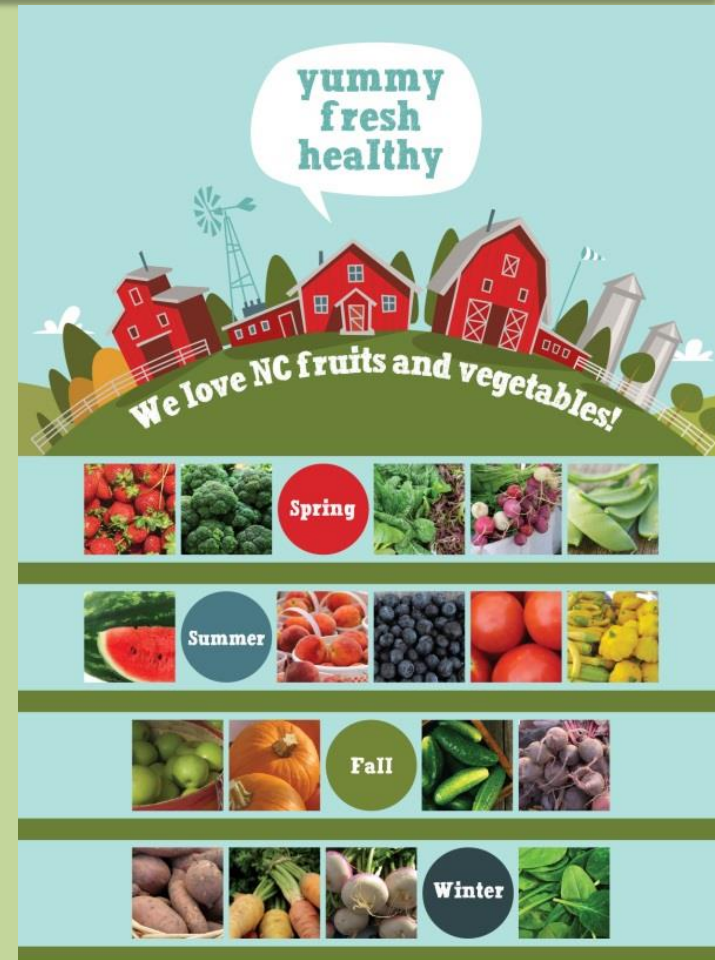
# Banner

- Great FREE marketing



# Poster

- Display:
  - in classrooms
  - on bulletin boards
  - wherever kids & parents will see them
- Visible!
- Awesome marketing & educational tool!





# Letter Home

- Use Letter to Families from Toolkit to tell them:
  - what F2CC is
  - why you are doing it and
  - who you are buying NC fruits and veggies from
- Customize our letter by adding your logo
- Add F2CC logo to your letterhead!



# Parent Handbook

- F2CC isn't a program—it's a change in the way you do business that will benefit the children you serve AND set your center apart.
- Including NC grown fruits and veggies for meals and snacks is becoming your **policy and practice**.
- **Tell families in the Parent Handbook.**
- Update the Parent Handbook; this is **required** for your first cost-share benefit payment.
  - [Method Development Child Center example-](#)  
Meals at Method section





# Parent Handbook

Include this statement and the logo (color or black and white, stacked vertical or horizontal...your choice) in the Handbook:

We support healthy, active children by serving North Carolina grown fruits and vegetables for snacks and meals at least three times per week.





# Communicating with Your Families

**KEY QUESTION: What works for them and for you?**

**THEN REMEMBER TO:**

- Communicate in multiple ways
- But be clear with families how you will communicate **most important information**
- Be clear with families about all the ways that you are sharing info with them
- Remember they are juggling lots of info from lots of sources so be as CLEAR and DIRECT and BRIEF as possible



# Communicating with Your Families

- **Facebook:**
  - 38 of 50 people look at FB several times a day
- **Communications tools they find convenient**
  - 43: Email
  - 25: Facebook
  - 28: Texts
- **Top choice for how families want to hear from your center:**
  - 22: Email/eneews
  - 17: Texts
  - 2 daily sheets
  - 6 Facebook
  - 1 an app that has calendar, reminders, pics, something to replace daily sheets



# So what's this mean?

- **Facebook:**
  - widely used by parents
  - It's SOCIAL media—people love to see pictures of what's happening
  - Use it as a tool for F2CC promotion and anything you are doing at your center!
  - NOT likely to be the key communication method for important info you need to share with them—looks like email and text is what they value
- **A Note on Texts**
  - Not likely the best ONLY source of info but can be used to communicate important info quickly and briefly
- **Survey Your Families!**  
<https://www.surveymonkey.com/r/ChildCareCommunications>





# Menu

- Modify menu to show NC produce items
- Include F2CC logo on the menu
- Use symbol like carrot or strawberry to indicate which items are NC grown.
- Put the symbol at bottom of page and state all items with the symbol were grown in NC
  - Use the same symbol every month so people are used to it.

Patty, Cheese, English Muffin, & Fruit	Cereal & Fruit	Muffin & Fruit	Fre
Shell Beef & Cheese with Fixings, Lettuce, Corn, Pineapple	Diced Ham and Au Gratin Potatoes, Broccoli, Pears, Bread	Grilled Chicken Patty on Bun, Beets, Peaches	Ma B
Multigrain Bars	Orange Slices & Crackers	 Squash Muffins	Fr
19	20	21	
Pancakes & Fruit	Hot Cereal & Fruit	Egg Patty, Cheese, English Muffin & Fruit	
Pork or Chicken Sandwich on Bun, Chipped Apples	 Baked Squash Spaghetti with Meat Sauce, Green Beans, Peaches, Garlic Toast	Chicken & Gravy with Mashed Potatoes,  Roasted Squash & Veggies, Pears, Bread	
Veggies & Dip	Fruit & Yogurt	Crackers & Cheese	
26	27	28	



# Website

- Put F2CC logo on home page
- Add text beneath logo:  
**We serve NC grown fruits and vegetables!**
- Add “boilerplate” language from Branding & Logo Usage Guidelines
- <http://www.hollyspringsacademy-nc.com/>





# Website

- **If can, add a new F2CC section/page to site**
  - include short text about what F2CC is and why—take it from the Toolkit
  - include monthly menu or link to it
  - post NC Seasonality Chart
  - photos of children prepping/eating produce
  - photos of farmer or distributor delivering
  - photos of cook/staff preparing local produce







# Website

- What if you don't have a website?
  - use Facebook instead at a minimum  
Once you have a budget and time to commit to maintaining a site, then consider those options.
  - Don't have Facebook? We're coming to that soon...







# Newsletter/Email

- Add F2CC logo as permanent part of your newsletter/email
- In every newsletter, include something about F2CC; photos and/or info about:
  - kids sampling new foods—which foods
  - kids and/or cook prepping foods
  - farmer/distributor delivering foods
  - feature your farmer or your source for local produce (AHA and F2CC team can help with this)
  - if have a garden, what is growing now & how the kids enjoy
- Add logo to email signature



# Newsletter/Email

- More ideas...
  - local events like Farm Tour
  - remind of new resources added to F2CC on your website
  - pick a produce item in season and share the POP Market sheets/links about it
  - recipes from what cook has been making w/ local produce
- What other ideas do you have for newsletter?
- Please add us to your newsletter/email list:  
[farmtochildcare@wakesmartstart.org](mailto:farmtochildcare@wakesmartstart.org)



# Text Messages

- Free Text Messaging Apps
  - Text Me
  - Remind
- Consider How You Use These; sparingly for F2CC perhaps; but an effective communication tool for reminders of special events, closures,



# Daily Sheets

- If your center uses these:
  - Great way to keep communications open about F2CC
  - Tasted strawberries today!
  - Talked about blueberries and how they grow.
  - Ask your child about the NC fruits we drew today.





# Social Media

- Quick poll: who uses what?



- Survey: out of 7 that responded,
  - 4 update FB several times/week
  - 2 update FB once a week
  - 1 updates FB once a month
  - 1 updates Twitter several times/week, 1 does once/week



# Facebook

- What to post
- Tagging
- How often to post
- Scheduling
- Sharing posts—encourage your families to do this
- #FarmtoChildcare



# What to post?

- Pictures
- Stories
- Ask questions
- Respond to comments
- Thank people/organizations
- Make connections
- Highlight your center/specific classes
- “Like” other pages so you can share posts/links/resources (activities/recipes)

<http://growing-minds.org/farm-to-preschool/>



# What to post?

“Our fresh corn on the cob seems to have been a HUGE hit! Even the little ones got to try it after we took it off the cob.”

- 1) Where is the corn from?
- 2) Add #FarmtoChildCare

Johnson Pond Learning Center

July 2, 2015

Our fresh Corn on the Cob seems to have been a HUGE hit! Even the little ones got to try it after we took it off the cob.

Like Comment Share

https://www.facebook.com/Johnson-Pond-Learning-Center-192676199579/?ref=nf

https://www.facebook.com/192676199579/photos/pcb.10153152342739580/10153152339699580/?type=3



# What to post?

A screenshot of a Facebook page for 'Johnson Pond Learning Center'. The page shows a post from June 11, 2015, with the text: 'Ask your child if they tried a radish today....they were from our local farmer Footprints in the Garden.' Below the text are 'Like', 'Comment', and 'Share' buttons. A comment from 'Beth Little Gaul C' says 'she loved it! I love that you guys do this!'. Below the comment is a photo of a stir fry dish containing squash, zucchini, purple onions, and white onions. The page also shows a sidebar with 'PEOPLE ALSO LIKE' including 'The Caring Corner', 'Children's Learning Adve...', and 'Bright Horizons at Ral...'. At the bottom, there are navigation links for 'English (US)', 'Español', 'Français (France)', 'Português (Brasil)', and 'Deutsch - Italiano'. The Facebook footer includes 'Privacy - Terms - Cookies - Advertising - Ad Choices' and 'Facebook © 2016'. The Windows taskbar is visible at the very bottom.

“Ask your child if they had a radish today...they were from our local farmer Footprints in the Garden.”

“Today’s Stir Fry includes squash, zucchini, purple onions and white onions that were all picked from local gardens Sunday and Monday AND 1 zucchini from our garden that we picked today!”





# What to post?



“From farm to childcare.  
Eating what we grow.”  
-Miss Faye’s Loving Hands



# What to post?

A screenshot of a Facebook post from the page 'A Safe Place Child Enrichment Center'. The post is dated May 12, 2015, and contains the text: 'Our delivery today from local farmer, from farm to classroom.' Below the text is a photo collage of four images showing children in a classroom setting. Two images show children in blue shirts sorting through green leafy vegetables in blue bins. One image shows a child in a pink shirt and another in a white shirt looking into a white bin filled with brown potatoes. The Facebook interface includes a search bar, navigation icons, and a sidebar with recommendations for other pages like 'Wake Up and Read' and 'White Plains Children's C...'. The browser's address bar shows the URL: /www.facebook.com/ASafePlaceChildhoodEnrichmentCenters/?fref=ts.

“Our delivery today from local farmer, from farm to classroom.”

--A Safe Place Child Enrichment Center



# What to post?



“Just some of the 100 10-pound of sweet potato bags we had donated to share with the whole JPLC family! A big thank you to First Fruits Farm for growing, harvesting and donating them! Thank you also to Farmer Foodshare and POP Market for thinking about us and delivering them.”





# Let's practice!

## AHA post:

- thank you
- picture
- telling the story
- tagging others

**When you “like”, “share” and comment, you help grow the conversation and engagement.**

**Effective marketing, with virtually no effort and for FREE!**





# Let's practice!

## Your turn!

- 1) "Like" my post and comment on it
- 2) Then "Like" pages—AHA, WCSS, Local Food-Extension, Farmer Foodshare, etc.
- 3) Post F2CC logo and these words—customize for your center:

We are loving the healthy, fresh NC grown fruits and veggies we are buying from BLANK! Info coming home soon about Farm to Child Care!

In the meantime, ask your child about the BLANK FOOD we ate this week/yesterday! #FarmtoChildCare

- 4) Tag WCSS, AHA, Local Food-Extension, Farmer Foodshare, etc.





# Resource Sharing



## WCSS Farm to Child Care Resource Sharing

- Closed group for child care staff
- A place to:
  - Ask questions
    - Recipe ideas for a veggie you haven't prepared before
    - Storage tips
    - Classroom activities tying in local foods
  - Share ideas
  - Build F2CC community of practice...you guys are becoming experts!



# Facebook Tips

- Post at least once a day  
(F2CC 1-2 x/week, special events, OLE/playground, centers, etc.)
- Scheduling
- Facebook Insights
- Sharing posts—encourage families to do this
- Use #FarmtoChildcare every time you post about garden, food delivery, what's from NC on the menu, etc.



# Tours

- Talk about participating in Farm to Child Care
- Tell them what it is (buying NC fruit and veggies for meals and snacks)
- Tell them who you buy it from
- Point out the the banner/the posters
- An example or two of what your cook does with the food
- How kids are involved, etc.
- Show garden if have one & how that fits in



# Branding & Logo

- Branding & Logo Usage Guidelines
  - add to Toolkit
- Think of the logo like “Good Housekeeping” seal
- Marketing benefit: people like the idea of Farm to Child Care
- Use it in the spirit in which it’s intended
- Approved boilerplate language provided



# Branding & Logo

- Key Points:
  - The logo and branding should only be used by child care facilities that are prioritizing NC grown produce for snacks and meals, and serving NC produce at least three times per week.
  - Do NOT alter the logo.
  - Do NOT use the logo in relation to any produce not grown in NC





# Branding & Logo



Stacked logo



Horizontal logo



JPG files



# Engaging Families

- **Recipe Cards & Stickers**
  - Berries, Summer Squash, Sweet Potatoes
- **When you introduce one of these foods:**
  - Have each child wear the “I tried local berries” sticker home
  - Send the matching recipe card home too
- **Communicate**

Sending these home so parents can reinforce what kids are learning during the day, serve these foods at home, etc. Enjoy making the recipe with your child!



# Engaging Families

- **Create a F2CC Display**

- Photo collage
- Seasonality Chart
- Mystery Food of the Week
- **Display prominently so families see it often; change it seasonally**
- **Take a picture of the display and put it on your website/newsletter/social media**





# Engaging Families

- **Gardening/Garden Work Days**
  - Involve families at every step (planning, tilling, planting, watering, harvesting)
  - Provide refreshments
  - Make the environment fun



*Ask families to commit to helping water the garden once each weekend. Invite them to include their children in the experience. This offers parents an opportunity to be involved, no matter how busy their schedule.*



# Engaging Families: Events

- **Host a F2CC Kick-off**
  - Director/Cook lead a cooking demo at pick-up time
  - Hand out samples (yogurt with local fruit), family-sized recipes
  - Meal packs-send home a recipe and the fresh produce featured in it





# Engaging Families: Events

- **Host Family Dinners**

- Connect with parents in a relaxed environment
- Showcase locally-sourced menu items
- Perfect activity for any time of year

## **Keys to Success**

- schedule at pick up time when everyone's hungry
- if possible make it free for everyone
- let parents know they don't need to bring anything
- serve 1 or 2 seasonal dishes from your lunch menu
- use as many local ingredients as you can
- hand out recipes
- have containers on hand to send home leftovers



# Engaging Families: Events

- **Host Family Taste Tests**

- Provide seasonal fruits and veggies
- Good way to engage parents when introducing new food items to kids
- Schedule as often as you want
- Poster w/picture to vote
- **Keys to Success**
  - Be a role model
  - Kid-sized samples





# Engaging Families: Events

- **Cooking Classes**

- Can involve parents and kids
- Classes show families how to use local foods (Create simple, delicious, healthy meals)
- Use community resources when possible

- **Story Time**

- Introduce new books about food or gardens to kids
- Invite parents to participate
- Include show and tell time





# Engaging Families: Events

- October:  
Farm to School Month  
[www.farmtopreschool.org](http://www.farmtopreschool.org)
- October 15 (?)  
Farm to Preschool Day  
Celebrate connections between  
locally grown fruits and  
Vegetables and the children.





# Engaging Families: Events

- **CFSA Farm Tour** (April and Sept.)  
[www.carolinafarmstewards.org/farmtours](http://www.carolinafarmstewards.org/farmtours)
- **Got to Be NC Festival** (annually in May)  
[www.gottobenfestival.com](http://www.gottobenfestival.com)
- **National Farmers' Market Week**-1<sup>st</sup> full week of Aug
- **Food Day** Oct 24  
[www.foodday.org](http://www.foodday.org)







# Other Ideas?

- Your Turn!  
What other ideas come to mind?
- Marketing F2CC
- Marketing your center
- Engaging families in F2CC







# Your Next Steps

- Hang the banner
- Hang the posters
- Send the F2CC letter home to families
- Post the F2CC logo on your website
- Update your Handbook with statement about Farm to Child Care (required for cost-share benefit)
- Update Menus to show what is local
  
- Post on social media at least once a week about Farm to Child Care; include @WakeCountySmartStart and @AdvocatesforHealthinAction
- Add [farmtochildcare@wakesmartstart.org](mailto:farmtochildcare@wakesmartstart.org) to your mailing list for e-newsletter



# Questions?

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