

International School Meals Day 2024 (ISMD) | 14 March 2024

Communication Assets



COMMUNICATION OBJECTIVES

- 1- Promote International School Meals Day, explaining why school meals go beyond the plate of food and how they're a multisectoral investment that benefits entire communities.
- 2- Have the SMC account & partners participate and sound the alarm on why school meals is a priority and should remain one.
- 3- Promote the School Meals Coalition and the value it brings.

THEMATIC MEDIA MESSAGES ON SCHOOL MEALS

As the world faces crises in education, food insecurity, and climate change, school meals programmes emerge as vital multisectoral solutions. With a remarkable return of \$9 for every \$1 invested, school meals are a multisectoral game changer benefitting agriculture, education, health, nutrition, and social protection. These programs are an investment in future generations.

Food systems & Climate - School meals as a catalyst for planet-friendly food systems (SDG2 & SDG13):

School meals hold the key to transforming our unsustainable food systems. School meals create a significant and consistent demand for food—representing 70% of all publicly managed food systems. By promoting nutritious, culturally relevant foods and supporting local, sustainable farming practices, schools can empower children as agents of positive change and foster a more sustainable future for both people and the planet.

Education & Learning - School meals support education objectives (SDG4 & SDG5):

Amidst the backdrop of the COVID-19 pandemic, global learning poverty has deepened, especially in low- and middle-income countries, with nearly 70% of 10-year-olds struggling to read. School meal programmes can help get children into school and help them stay there, improving learning outcomes. Only by investing in education AND the well-being of learners will we be able to ensure that vulnerable children are not left behind.

Health & Nutrition - School meals support healthy growth & development (SDG3):

School meals are more than just a meal—they are a game-changer for children's health and wellbeing. High quality programmes are about tackling nutritional deficiencies, combating diet-related diseases, and shaping lifelong healthy eating habits, paving the way for lifelong, and intergenerational benefits.

Rural economy - School meals as an instrument to boost local economies (SDG8):

School feeding programs are a significant driver of economic activity, representing a global market worth around USD 48 billion annually. By creating stable and predictable markets for local farmers, these programs secure income and improve livelihoods.


Conflict & Emergencies - School meals can support peace and social cohesion during periods of fragility (SDG16):

In emergency and conflict-affected contexts school meals can serve as an incentive for parents to keep children in school and can contribute to social cohesion by increasing trust in institutions and fostering a sense of normalcy.

The School Meals Coalition (SDG17):

The School Meals Coalition was launched at the Food System Summit in 2021. The main goal that unites all members and partners, is to ensure all children have access to healthy nutritious meals in school by 2030. This coalition is member state led and brings together governments, United Nations agencies, intergovernmental organizations, civil society, and research

institutions to drive actions that can urgently re-establish, improve and scale-up school meals programmes in low, lower middle, upper middle- and high-income countries around the world.

 More elaborate key messaging on school meals in and their multisectoral impact is available [through this link](#).

PROMOTING INTERNATIONAL SCHOOL MEALS DAY ON SOCIAL MEDIA

1. Helpful handles & hashtags:

Find below helpful hashtags to use today to amplify your messages on school meals. Ensure tagging as many partners in your tweets to ensure the message gets the reach desired.

TWITTER HANDLE	School Meals Coalition	@SchoolMeals
HASHTAGS	In case you are not using #InternationalSchoolMealsDay or #ISMD2024, make sure you use the 'International School Meals Day' in your tweet to ensure better pick-up.	KEY: #InternationalSchoolMealsDay #ISMD2024 EXTRA: #SchoolMeals

2. Celebrating International School Meals Day:

Graphic cards to celebrate International School Meals Day, please find below two ready-to-post options and a template link for you to customize with your own preferred photos or videos.

READY-TO-POST VISUAL

 [LINK TO DOWNLOAD](#)



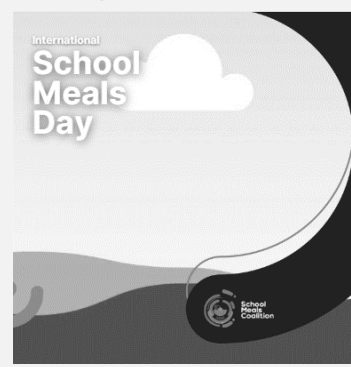
READY-TO-POST VISUAL

 [LINK TO DOWNLOAD](#)



EDITABLE TEMPLATE

 [LINK TO EDIT](#)




3. School Meals' multisectoral impact:






Infographic factual cards for your channels, showcasing the connections between School Meals and Education, Health & Nutrition, Climate Action & Food Systems, Peace Building, Gender Equity & Equality, and Economic Growth.

- Ensure that you tag the [@SchoolMeals](#) account when you publish them.
- A [template link is available](#) if you want to use the cards but with images from your context.
- Below are suggested Tweets you can use with the cards:

Generic tweets


 As our world grapples with multiple crises today, we need to invest in multi sectoral solutions to tackle several problems at once.


→ That's #SchoolMeals!

They're a game-changer for agriculture , education , health , nutrition , & social protection .

#ISMD2024


#SchoolMeals can impact:


 Education


 Food security


 Nutrition

 Health

 Social protection

 Gender equality


 Food systems


 Climate action


An investment in #SchoolMeals today, is an investment in tomorrow's generation.

#ISMD2024

 #DidYouKnow that #SchoolMeals represent 70% of all public food systems.

 Because of their demand, they can be catalysts for planet-friendly food systems by:


 Promoting local foods


 Boosting sustainable agriculture


 Empowering children as agents of change

#ISMD2024

School meals in **[#COUNTRY]**:

 Secure students' share of nutritious food

 Support children's growth so they can sustain their learning

 Increase school enrolment rates

This is how we pave the way for a brighter future in **[#COUNTRY]!**

Girls who receive daily meals are more likely to attend - and stay - in school, and perform better.



With equal access to education, girls can break the cycle of poverty and achieve their full potential. ✨

School meals have an impact on →

- ✅ School attendance
- ✅ The learning process
- ✅ Health and nutrition

[#COUNTRY] provides school meals to help girls stay in school, paving the way to gender equality and a brighter future for all.

[CLICK TO DOWNLOAD ALL THE GRAPHICS ↓](#)



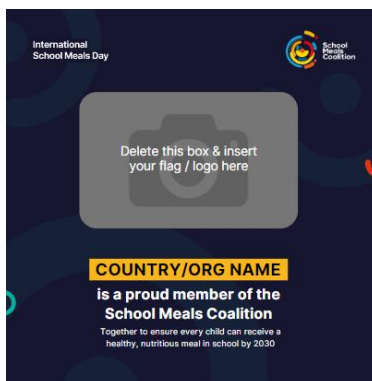
- d. An additional set of cards on the multisectoral impact of school meals gratefully provided by SMC partners, **World Vision**, [which you can download here](#), with their [corresponding tweets here](#).



4. **Promoting members' and partners' contributions to the School Meals Coalition:**

Content partners & governments can share to promote being a part of the School Meals Coalition.

- [A video explainer](#) on the School Meals Coalition.
- [A customizable card](#) for partners & governments to edit and post on social media on why they are a proud part of the coalition.



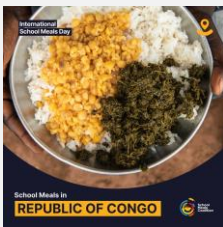
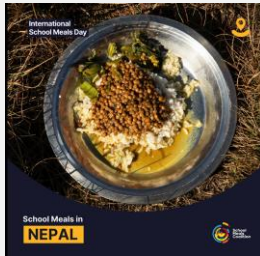
5. **School Meals around the world:**


The suggested content below is more advocacy leaning and is fully customizable for your country or organization. Please feel free to post with photos from your individual countries, or from this set of photos, and customize as you see fit.


- Remember sure to tag **@SchoolMeals_** to amplify.
- Remember to use either hashtags [#InternationalSchoolMealsDay](#) or [#ISMD2024](#).


VISUAL

CAPTION



 This is not just a plate of food.

 This is a child's nutrition, a farmer's source of income, a caterer's daily job, and an investment in entire communities' futures!

 Can you imagine the journey of each plate from the farm to the classroom?
[#InternationalSchoolMealsDay](#)

 [LINK TO DOWNLOAD GIF](#)

 [LINK TO EDIT & CUSTOMIZE](#)

6. **Children's quotes about the impact of school meals on their lives:**

Customizable quote cards from children receiving school meals on what it means to them and the value these meals bring them on a daily basis.

- a. Ensure that you tag the [@SchoolMeals](#) account when you publish them.
- b. [A template link is available](#) if you want to use the cards but with images from your context.

CLICK TO DOWNLOAD ALL THE GRAPHICS ↓

