



PA Healthy Pantry Initiative

A project of Feeding PA

COMMUNICATIONS TOOLKIT



feedingpa.org/hpi

TABLE OF CONTENTS

A guide for how to integrate nutrition and the **Pennsylvania Healthy Pantry Initiative (PA HPI)** resources into the tools the pantries use to communicate with clients.

- PA HPI Resources 3**
 - List of Resources Available 4**
- Communication Opportunities..... 6**
 - Social Media 7**
 - Benefits.....7
 - Channels.....7
 - National Days 8**
 - Social Media Sample Posts 10**
 - Steps and Template for Sharing Recipes 14**
 - Website and Digital Newsletters..... 15**
 - Add PA HPI resources to a website..... 15
 - Share a monthly meal bundle along with recipe and video..... 16
 - Add PA HPI resources to digital newsletters 16
 - Ways to Promote PA HPI Resources in Print Form..... 17**





PA HPI Resources



The goal of PA HPI is to increase access to healthy foods and beverages within food pantries. The initiative also aims to support pantry clients in increasing their consumption of healthy foods through various promotion methods including highlighting the healthy choices within the pantries.

Feeding Pennsylvania, in partnership with the Pennsylvania Department of Health, has developed materials and resources to support the initiative.

Recipe cards: Simple healthy recipes using ingredients commonly found in food pantries. There are a few types of recipe cards, including kid-friendly recipes, breakfast cards that provide 4-5 variations of the recipe and standard recipe cards.

Produce cards: Cards that provide information on how to choose and store produce, basic nutrition information and three simple ways to prepare the produce item.

How-to cards: These cards pair with the how-to videos, teaching simple prep and cooking techniques.

Recipe videos: These videos are developed in partnership with Pa Eats and use ingredients commonly found in food pantries to make a simple healthy meal.

How-to videos: These videos are developed in partnership with Pa Eats and use ingredients commonly found in food pantries to teach simple prep and cooking techniques.

Pantry signage: Materials that can be displayed within the pantry including wall posters, shelf talkers, A-frame posters and food fun signs. See www.feedingpa.org/pa-healthy-pantry-initiative/resources-for-pantries/ for available pantry signage

Healthy donation list: Suggestions for requesting healthy foods from donors.



All materials are available for download on www.feedingpa.org/hpi with printable versions under the tab: Resources for Pantries.

New content is continuously being developed through grant funds from the Pennsylvania Department of Health and from Feeding PA's partnership with PA Eats.

In 2019, PA Eats developed the Nourish PA video and recipe series, which features healthy, simple and affordable recipes. The Nourish PA series takes ingredients commonly found at food pantries and creates healthy recipes that pantry clients can make at home.

In addition to recipes, PA Eats creates videos that teach basic cooking and "How-To" videos for some of the less familiar food items at the pantry.



[Learn more about our partnership!](#)

Want to get alerts when new content is added? Sign up on the "Resources for Pantries" page on the website.




Resources For Pantries - Email Signup

*Feeding Pennsylvania will not share your email address

Please enter your email address to view downloadable content *

☐ I would like to receive updates on new materials and resources available from the PA Healthy Pantry Initiative

☐ I'm not a robot 

Submit

The materials are developed not only for pantries currently participating in the initiative, but also for any pantries interested in promoting health and nutrition to their pantry clients.





Communication Opportunities

There are many opportunities to share the PA HPI resources with pantry clients.

The materials can be shared digitally via:

- ▶ social media;
- ▶ pantry websites; or
- ▶ digital newsletters.

The materials can also be distributed to clients by:

- ▶ adding a link or QR code to existing communications with clients;
- ▶ using some of the available PA HPI marketing materials (bookmarks, A-frame or handout QR code and how-to videos with QR codes); or
- ▶ printing materials and having them available at the pantry.





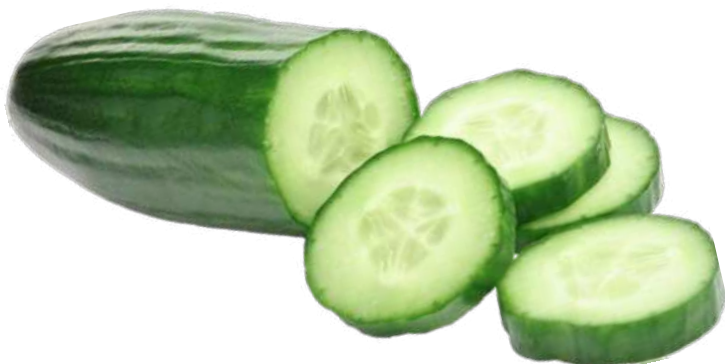
Benefits of Social Media:

- ▶ **Builds community:** Social media can be a powerful community-building tool. Create a space where people can engage, share resources and stay informed about issues that matter to them. This can be where word is spread about the organization, nutrition resources, product availability, volunteer opportunities or connect with people who need assistance.
- ▶ **Highlights impact:** Build momentum by celebrating victories, big and small. Let followers know their contributions are valued and see how their help has made a difference.
- ▶ **Tells a story:** People connect with people. It's as simple as that. Storytelling can be in several different forms such as client stories, volunteer experiences or impact that the organization has made.
- ▶ **Reaches a wider audience:** Social media gives the ability to reach more people and get in front of new donors, volunteers or anyone who may need assistance.

Social Media Channels:

There are several options of social media channels to choose from. Focus efforts on Facebook and Instagram. These platforms are connected so both can be updated at the same time. This makes for fast and simple updates.

- ▶ **Facebook:** Facebook is the most popular channel and can be used to share everything from photos to important updates. Use Facebook to highlight information such as contact information, hours of operation, and the products and services offered.
- ▶ **Instagram:** Instagram is a visual platform based entirely on photo and video posts, so it's best for those that have strong visual content to share. It's important to note that this platform is almost entirely mobile, so photos or new posts can't be created on the desktop version.



NATIONAL DAYS: OPPORTUNITIES TO PROMOTE FOOD AND NUTRITION RESOURCES

Using the **national days calendar** can help with ideas on what to post on your social media!

2022

January

- ▶ **January 4:** National Spaghetti Day
- ▶ **January 6:** National Bean Day
- ▶ **January 11:** National Milk Day
- ▶ **January 24:** National Peanut Butter Day

February

- ▶ **American Heart Month**
- ▶ **February 16:** National Pancake Day
- ▶ **February 17:** National Cabbage Day
- ▶ **February 20:** National Muffin Day
- ▶ **February 24:** National Chili Day

March

- ▶ **National Nutrition Month®**
- ▶ **March 7:** National Cereal Day
- ▶ **March 9:** National Registered Dietitian Nutritionist Day
- ▶ **March 22:** National Ag Day
- ▶ **March 26:** National Spinach Day

April

- ▶ **National Volunteer Month**
- ▶ **April 2:** National Peanut Butter and Jelly Day
- ▶ **April 14:** National Gardening Day
- ▶ **April 20:** National Banana Day

May

- ▶ **May 5:** Cinco de Mayo
- ▶ **May 30:** Memorial Day

June

- ▶ **Dairy Month**
- ▶ **June 1:** World Milk Day
- ▶ **June 3:** National Egg Day
- ▶ **June 4:** National Cheese Day
- ▶ **June 17:** National Eat Your Vegetables Day



- ▶ **June 21:** National Smoothie Day
- ▶ **June 27:** National Onion Day

July

- ▶ **July 4:** Independence Day
- ▶ **July 14:** National Mac & Cheese Day
- ▶ **July 20:** National Pennsylvania Day
- ▶ **July 22:** National Mango Day
- ▶ **July 31:** National Avocado Day

August

- ▶ **PA Produce Month**
- ▶ **August 3:** National Watermelon Day
- ▶ **August 17:** National Nonprofit Day
- ▶ **August 18:** National Fajita Day
- ▶ **August 19:** National Potato Day
- ▶ **August 24:** National Waffle Day

September

- ▶ **Hunger Action Month**
- ▶ **September 2:** National Food Bank Day
- ▶ **September 5:** Labor Day
- ▶ **September 7:** National Acorn Squash Day
- ▶ **September 24:** National Hunting and Fishing Day

October

- ▶ **Health Literacy Month**
- ▶ **October 1:** National Pumpkin Spice Day
- ▶ **October 12:** National Farmer's Day

November

- ▶ **American Diabetes Month**
- ▶ **November 3:** National Sandwich Day
- ▶ **November 15:** National Clean Out Your Refrigerator Day
- ▶ **November 21:** National Stuffing Day
- ▶ **November 24:** Thanksgiving
- ▶ **November 28:** National French Toast Day
- ▶ **November 29:** National Day of Giving (Giving Tuesday)

December

- ▶ **New Year's Eve**



SOCIAL MEDIA SAMPLE POSTS:

The following sample posts are all ways social media could be used by the pantry to promote health and nutrition. The samples can be used to guide the pantry's own posts!



Health Promotion

- ▶ Does your pantry offer any health promotion services? If so, snap a photo and educate followers!
- ▶ This post was based on Diabetes Awareness Month and offered a few stats on prediabetes and how clients could find more resources for prevention.

CHECK IT OUT!



Ways To Get Involved

- ▶ Promoting different ways to get involved could include volunteering, donating, sharing on social media and more!
- ▶ For this post, different ways to get involved with Hunger Action Month were highlighted -- a time to raise awareness on the issues of hunger.
- ▶ Use this general template for any time or a specific activity/event!

CHECK IT OUT!

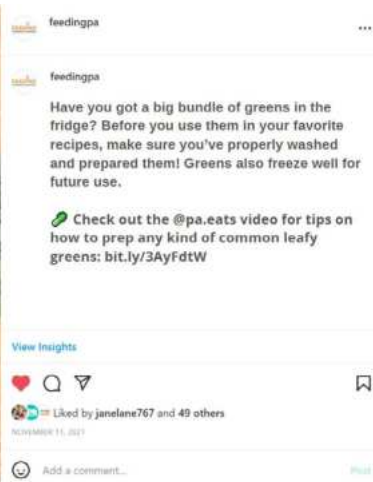




Tie into PA HPI Blogs

- ▶ Read through the Resources for clients page and see how the blogs can be tied to pantry products available!
- ▶ For this post, nutrition information on canned fruits and vegetables was explained and linked to the blog, see "Ways to Use Canned Fruit," for more recipe ideas and details.

CHECK IT OUT!



Recipe/How-To Videos

- ▶ Is there a lot of one product or a product that is typically not chosen? The PA HPI recipe/how-to videos are the perfect way to educate followers!
- ▶ This post focused on an abundance of spinach and how to properly wash and prepare it.

CHECK IT OUT!



Recipe/Produce Cards

- ▶ Another idea for abundant or popular products is to highlight their nutritional value and offer a recipe to go along with it!
- ▶ For this post, bell peppers were highlighted and a recipe offered. Take a picture of a recipe or produce card and talk about nutritional value.

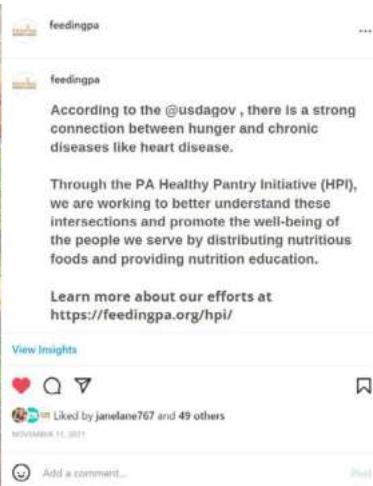
CHECK IT OUT!



Kid-Friendly Recipes

- ▶ Get the kids involved and make it fun! Promote the Nourish PA for Kids series to teach kids and their family's different ways for them to help around the kitchen or make easy meals/snacks for themselves.
- ▶ This post focused on summertime meals when kids are out of school.

CHECK IT OUT!



Healthy Donations

- ▶ Looking to increase healthy inventory? Use the Healthy Donation Checklist to ask donors for specific healthy foods.
- ▶ For this post, a statistic was highlighted on the connection between food insecurity and chronic diseases and how healthy foods can support the well-being of pantry clients. This is the perfect way to explain how their donation will make an impact!

CHECK IT OUT!





Highlight Partnerships

- ▶ Talk about partnerships with the local food bank or farmer! Tell how nutrition education resources are promoted by working together or how to get more fresh product into the hands of people served!
- ▶ This post highlights the PA HPI work with the Greater Pittsburgh Community Food Bank and their local pantry. Their success story and the steps they took to get such awesome results were highlighted!

CHECK IT OUT!



Highlight PA HPI Materials

- ▶ Take photos of recipe cards, shelf talkers, fresh produce bins, meal bundles, PA HPI posters, recipe cards and more to show the clients and community the work being done at the pantry!

CHECK IT OUT!



National Days

- ▶ Celebrate National Food Holidays on social media! This can be a fun way to promote various foods.
- ▶ For this post, a pumpkin pancake recipe was tied into National Pancake Day -- healthy and delicious!

CHECK IT OUT!

STEPS AND TEMPLATE FOR SHARING RECIPES:

Example:

1. Choose a Topic
2. Provide more details about the topic (1-2 Sentences)
3. Share resources like videos and recipe cards through a link.
4. Add a colorful photo.

Example:

1. Bell Peppers are in season this July and August in Pennsylvania!
2. They're exceptionally rich in vitamin C and other antioxidants, making them an excellent addition to a healthy diet.
3. Interested in recipes with bell peppers? Try the PA HPI recipe for Stuffed Peppers with Turkey and Vegetables!

🥑 <https://bit.ly/3eZMYzN>

4.



Example:

1. Available today at the pantry, Hearty Turkey Vegetable Soup Meal bundles!
2. The recipe combines fresh and canned ingredients. The meal is perfect for a cold day and easy to make.
3. The recipe card is available at the pantry, or check out the video here: <https://www.feedingpa.org/pa-healthy-pantryinitiative/videos/?video=Hearty%20Turkey%20Vegetable%20Soup>

4.



WEBSITES AND DIGITAL NEWSLETTERS

If a website is used to communicate with pantry clients, this can be a good place to promote the PA HPI materials. A tab can be added just for nutrition resources or the information can be included on the homepage.

Add PA HPI resources to a website:

Example:

Looking for simple healthy recipes? Check out <https://www.feedingpa.org/pa-healthy-pantry-initiative/recipes/>

Example:

Not sure how to use some of the available foods from the pantry? Check out these simple how-to videos:

<https://www.feedingpa.org/pa-healthy-pantry-initiative/videos/>



Share a monthly meal bundle along with recipe and video:

Pick up the following ingredients while shopping at the pantry and make BBQ Butternut Squash Chili <https://www.feedingpa.org/pa-healthy-pantry-initiative/recipe/bbq-butternut-squash-chili/>



Available: ground beef, butternut squash, kidney beans and diced tomatoes.

Watch how to make this simple, delicious recipe:

<https://www.feedingpa.org/pa-healthy-pantry-initiative/videos/?video=BBQ%20Butternut%20Squash%20Chili>

Add PA HPI resources to digital newsletters:

Newsletters can be a great way to communicate with pantry clients on many topics. Consider adding a nutrition section to an existing newsletter! Here recipes, videos and more can be shared!

Example ►



WAYS TO PROMOTE PA HPI RESOURCES IN PRINT FORM:

- ▶ Add a link or QR code to existing communications with clients.



- ▶ Use some of the available PA HPI marketing materials such as bookmarks, A-frames, or fliers with QR codes.



- ▶ Set up a resource table with printed materials at the pantry. The PA HPI website is included on all materials.

