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| CACFP Birthday Kit | January 12018 |
| May 8, 1968 the Child and Adult Care Food Program was born. This birthday kit contains ideas, resources and materials to celebrate the birthday and at the same time create awareness in the community. | Happy Birthday CACFP |

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# Child and Adult Care Food Program’s 50th Birthday

May 8, 2018 is an opportunity for CACFP education and information awareness, it is the CACFP (Child and Adult Care Food Program’s) 50th Birthday. This is a time to applaud the people and participants in the CACFP and celebrate the program. To take some time to raise awareness of how the U.S. Department of Agriculture’s (USDA) Child and Adult Care Food Program works to combat hunger and bring healthy foods to the table for children and adults in childcare, adult day care, afterschool and summer feeding programs across the country. Give everyone plenty of time to enjoy the celebration and promoting CACFP and start promoting CACFP’s birthday now. [CACFP History](http://www.cacfpforum.com/materials.html)

#### Key Messages to remember this 50th Birthday about the Child and Adult Care Food Program

#### Children Benefit with CACFP

* proper nutrition ensures appropriate development in a child and
* reduces physical and educational problems later in life and
* determines the quality of one's diet throughout life.

**Parents Benefit with CACFP**

* assured that their children will be served high quality meals,
* children are less likely to experience fatigue and illness, and less time a parent must be absent from work,
* their child is more likely to be healthy, happy and develop at a normal physical, emotional and intellectual pace because of nutritional value received,
* save money.

**Community Benefits with CACFP**

* federal tax monies are returned to the provider's state and invested in the health of the community's children,
* added revenue is a means of helping to keep child care costs down for citizens
* since only regulated providers are eligible to participate in the program, it provides an incentive for unlicensed providers to comply with the communities local child care ordinances.

**Child Care Providers Benefit with CACFP**

* providers receive valuable nutrition education; learn the proper foods to feed children in amounts appropriate for these youngsters,
* receive personal visits from CACFP and learn how to encourage positive eating habits that will benefit a child throughout life,
* providers help children make healthy food choices for their meals and snacks that will last a lifetime.

# 50th Birthday Celebrate Ideas

* **All: Follow  Birthday Steps 1-4 (**[here](http://www.cacfpforum.com/happy-birthday-cacfp.html)**)**
* ​**All:**[Sign the National CACFP Birthday Card](http://weebly-link/882147244386874580)
* All: Post or Email a picture of your Healthy Birthday Cake and have it posted [here](http://weebly-link/109778291254133973) get some ideas [here](http://weebly-link/109778291254133973)
* **All: Invite staff, providers and children to create and sign a Healthy CACFP Birthday card and send it to your representatives or to us and we will.** Send **us a picture.  (site visit monitors can do this on visits)**
* **All: Share every celebration moment on social media, with the press or with the**Forum**if you don't use social media**, email**us a picture and we will put it in the National CACFP Forum 50th Birthday Album that will be posted in social media and the Forum website**
* **All: Organize a Run/Walk with staff and families “CACFP Run/Walk” with a healthy birthday snack at the end!  Happy CACFP 50th Birthday Fun/Run Walk**
* **All: Have a Healthiest CACFP 50th Birthday Party with CACFP creditable food items and lots of physical activities**
* **All: Make CACFP Happy Birthday Signs and take a Picture and send it to your Providers, Food Program, your State Agency, USDA**
* **All: Order CACFP Birthday**Wristbands
* **All: Email a**[birthday card](http://weebly-link/296167772442951368)**to staff, providers**
* **All: Request a Site Visit with your representatives: Whether you are having or making a visit to an elected official or the press, have your awareness fact sheet available. Leave an**["Awareness Leave Behind Sheet"](http://weebly-link/842137542434039644)
* **Get some press from local news with your CACFP Birthday Celebration, materials and ideas**[here](http://weebly-link/287557684229573329) **and don’t forget to share in social media**
* **Sponsors: Organize a "healthy birthday cake/muffin/snack recipe" contest among the organization. Have the judges be Child Care Providers or Parents. Then have a pot luck lunch/dinner/snack.**
* **Sponsor Staff: Vote for your favorite fruits and vegetables: Offer a selection of fruits and vegetables cut into bite-size pieces. Ask participants to vote for their favorite vegetable and fruit. Post a tally board to record votes.**
* **Sponsor: Organize a Run/Walk with staff and family “CACFP Run/Walk” providers can do the same. With a healthy birthday snack at the end!**
* **Sponsor: Give Providers handouts for the parents about CACFP and/or child nutrition tips.**[Example](https://choosemyplate-prod.azureedge.net/sites/default/files/tentips/DGTipsheet11KidFriendlyVeggiesAndFruits.pdf)

**Don’t forget the #CACFP50**

******Graphic/Web/Print Guidelines**

* [**Use the National CACFP Logo**](http://www.cacfpforum.com/logos.html)
* [**Use National Birthday Celebration logo**](http://www.cacfpforum.com/cacfp-voices/the-national-cacfp-forum)
* [**Use materials on website**](http://www.cacfpforum.com/materials.html)

# Social Media and Messaging

**Official Hashtag:** #CACFP50 #CACFPWorks #CACFPPays

#### Facebook:

Post any of the social media graphics provided on the National CACFP Forum [website](http://www.cacfpforum.com/cacfp-voices/the-national-cacfp-forum) or use one of these messaging ideas. (no membership is required to use any graphics or materials)

Use a social media CACFP Birthday Frame

Today is the Child and Adult Care Food Program’s 50th birthday. Celebrate and have a party. Play games, download tip sheets, view recipe videos and more: [put your CACFP Facebook Link here] #CACFP50 #CACFPWorks

Celebrate: Try one of these ideas for families, child care, adult care, offices and communities! [place a picture or link to what you are promoting] #CACFP50 #CACFPWorks

To help celebrate CACFP\_Child and Adult Care Food Program’s 50 Birthday with family, friends, neighbors and the community, download these free handouts and tip sheets! [place your favorite link or pictures here]

CACFP provided Celebration Recipe [post a picture of it] with #CACFP50 #CACFPWorks

**Twitter:**

Not sure how to get involved in #CACFP50Birthday? Check out these ideas! [link or picture or both]

Celebrate #CACFP50irthday using the free handouts, pictures and tip sheets found in the national membership organizations around the nation! [link or picture or both]

 #CACFPPays [link Good nutrition pays logo] Find out more about CACFP #CACFP50

# Facebook Cover Photo

To use the images on the Forum Birthday page on your Facebook profile, right click on the cover photo of your choice to save and download it to your computer. Go to your Facebook profile, hover the camera icon in the top-left corner of your current cover photo and click "Update Cover Photo."



# National Child and Adult Care Food Program Birthday Press Release Example

Celebrating the CACFP-Child and Adult Care Food Program’s 50th Birthday

**CACFP’s 50th Birthday Shines Spotlight on Efforts to Improve Health and Well Being of The Nations Children**

The Child and Adult Care Food Program (CACFP) is a federally funded United States Department of Agriculture program. CACFP enables child and adult care programs to provide nutritious meals and snacks and these meals contribute to the wellness, healthy growth, and development of infants and young children and the health and wellness of older adults and chronically impaired disabled persons.

Such efforts will be recognized as part of CACFP\_Child and Adult Care Food Program’s 50th Birthday Celebration on May 8, 2018. This celebration will also serve as a national education and information campaign designed to raise awareness of how the USDA’s Child and Adult Care Food Program works to combat hunger and bring healthy foods to the table for adults in day care and children in child care homes, centers, and in afterschool and summer feeding programs across the country.

The CACFP provides approximately 2.02 billion meals and snacks to over 4.2 million children daily in child care centers, family care homes, and after-school programs; over 130,000 elderly persons in adult day care; and over 64,000 child care centers. In addition, 115, 000 family child care providers working with around 800 sponsors use CACFP to provide children with high-quality nutrition and learning experiences.

Children that are cared for by providers participating in the CACFP benefit by being fed nutritious USDA regulated meals that ensure their proper development. These children gain from early nutrition education that helps them establish positive eating habits that will enrich the quality of their diet throughout their life. Parents of children in child care are assured that their child(ren) receives high-quality meals. With proper nutrition, the child is less likely to experience illness and fatigue and will develop at a normal physical and intellectual pace.

An excerpt from the Food Research and Action Center Blog tells us that “Millions of children across the country live in households that struggle with food insecurity. CACFP plays an important role in ensuring children receive the nutrition they need for a healthy start in life**.** Childhood overweight and obesity, an issue that disproportionately affects low-income children, continues to be one of the nation’s most pressing public health problems. Nationwide, preschoolers are consuming diets too high in calories, saturated fat, and sweets, and too low in fruits, vegetables, whole grains, and low-fat dairy. Intervening in early childhood and providing high quality child care programming is critically important as lifelong health behaviors are developed during childhood.” [FRAC Chat](http://frac.org/blog/frac-celebrates-cacfp-week)

Look for week long activities throughout the nation by CACFP sponsors, administrators, child care businesses and providers, children and parents. Good nutrition is the recipe for building a healthy culture now and for the next generations to come.

Dear Congress person:

#### SAMPLE Letter to Congress

The National Child & Adult Care Food Program (CACFP) celebrates its 50th Birthday on May 8, 2018. Because this program is so important to the constituents in your state, I want to obtain your support for the Child and Adult Care Food Program and the program’s birthday.

The Child and Adult Care Food Program (CACFP) plays a vital role in improving the quality of child care and making it more affordable for many low income families. CACFP is key to good nutrition and quality, affordable child care, which allows children to develop fully and maintain a healthy weight, prepares children to enter school ready to learn, and helps working families work.

In Fiscal Year 2016, CACFP provided meals to more than 4 million children and 130,000 elderly or disabled adults each day.

• CACFP provided 2.02 billion total meals and snacks during Fiscal Year 2016.

• CACFP provides nutritious meals and snacks to children and adults receiving child care at family child care homes, child care centers, Head Start programs, afterschool programs, and adult care centers.

• CACFP ensures that young children in child care receive a nutritious diet and learn good eating habits through nutrition education.

• CACFP has also been shown to improve the quality of care. The CACFP has been cited both in academic studies and in government reports for the contributions it makes to the well-being of children being cared for in our child care system.

• CACFP benefits our state when children, parents and community benefit in so many different ways.

**Economic Impact:**

CACFP helps keep families working; CACFP funding supports the local economy, by purchasing required healthy foods at grocery stores and farmers’ markets. CACFP funding is a significant resource for supporting child care providers, afterschool programs, homeless shelters and adult care centers. CACFP supports jobs in child care.

**Children Benefit;** proper nutrition ensures appropriate development; reduces physical and educational problems later in life, determines quality of one's diet throughout life.

**Parents Benefit;** Their children are less likely to experience fatigue and illness, and less time a parent must be absent from work; more likely to be healthy, happy and develop at a normal physical, emotional and intellectual pace because of nutritional value received, less burden to bring nutritional food, save money, happy healthy child = happy healthy parent.

**Community Benefit;** Federal tax monies are returned to the provider's state and invested in the health of the community's children; added revenue is a means of helping to keep child care costs down for employees working in the community, since only regulated providers are eligible to participate in the program, it provides an incentive for unlicensed providers to comply with the communities local child care ordinances.

Working together will continue in building a healthy culture now and for the next generations. Help us do that by supporting the Child and Adult Care Food Program and help celebrate May 8, 2018 with us.

Sincerely,

Sources: [National CACFP Forum](http://www.cacfpforum.com/) [The CACFP Facts FRAC](file:///C%3A%5CUsers%5CChris%5CPictures%5Ccacfp-fact-sheet.pdf). [USDA FNS](https://www.fns.usda.gov/cacfp/why-cacfp-important)

Crafting your CACFP Leave Behind Message

Know your audience, what benefits and fact appeal to your representative. [Leave Behind Example](http://www.cacfpforum.com/materials.html)

**Children Benefit**

The Child & Adult Care Food Program (CACFP) offers lifetime benefits. Children in child care with providers who participate on the CACFP are given nutrition education by providers who understand their role in shaping healthy attitudes toward the acceptance of nutritious foods. Providers create an atmosphere that instills a positive, curious attitude about food from the earliest years. Some benefits:

* proper nutrition ensures appropriate development and
* reduces physical and educational problems later in life
* determines quality of one's diet throughout life.

**Parents Benefit**

* assured that their children will be served high quality meals.
* children are less likely to experience fatigue and illness, and less time a parent must be absent from work.
* their child is more likely to be healthy, happy and develop at a normal physical, emotional and intellectual pace because of nutritional value received.
* less burden to bring nutritional food.
* save money.
* happy healthy child = happy healthy parent

**Community Benefit**

* federal tax monies are returned to the provider's state and invested in the health of the community's children.
* added revenue is a means of helping to keep child care costs down for employees working in the community.
* since only regulated providers are eligible to participate in the program, it provides an incentive for unlicensed providers to comply with the communities local child care ordinances.

**Child Care Providers Benefit**

* providers receive valuable nutrition education that helps them know the proper foods to feed children in amounts appropriate for these young age groups.
* receive personal visits from CACFP staff in understanding how to encourage positive eating habits that will benefit a child throughout life.
* they help children make healthy food choices for their meals and snacks that will last a lifetime.

**Economic Value:**

* CACFP helps keep families working; CACFP funding supports the local economy, by purchasing required healthy foods at grocery stores and farmers’ markets.
* CACFP funding is a significant resource for supporting child care providers, afterschool programs, homeless shelters and adult care centers. CACFP supports jobs in child care. The small and large child care business owner’s success in CACFP and child care contributes to all levels of the economic impact of a community.

# Write, Call or Visit Your Legislator

Inform and educate your representatives about the value and benefits of the CACFP. Promote your sponsorship as a contact.

Make your representatives aware of the provider, parent and sponsor constituency. Encourage them to keep you informed of issues relating to the CACFP, so you can keep your providers informed too.

Invite a legislator to your agency office and/or set up a time when they can visit a provider's home, preferably at a meal or snack time. Make a snack from the flyer with your provider and the day care children.

Take a picture, tell a story. Do your homework, maybe the legislator or staff has children in child care. Take a picture with the children and representative.

Write a letter to your legislative representatives will serve to raise awareness and get personal about the CACFP. And then send it to the local news people and social media.

# Sample note from CACFP Child Care Providers to Parents

We are celebrating the 50th birthday of the CACFP\_Child and Adult Care Food Program today.

Child care providers and centers participating in CACFP provide meals to over 4 million children and 130,000 elderly or disabled adults each day for a total of 2.2 billion total meals and snacks. One of those children is your child.

Did you know your child is learning these habits in a childcare that recognizes the importance of participating in the Child and Adult Care Food Program as a way to help children grow and develop to their fullest potential? One of the most important lessons a child will learn is healthy eating habits. Together, with caregivers and parents, we can work to establish and encourage healthy eating habits. Receiving nutritious meals early in life, as well as being physically active, is critical to the establishment of positive lifelong habits.

We participate in the USDA CACFP Program which means healthier foods for your children with no added cost!

*CACFP Sponsors and Providers Celebrate your programs, yourselves and CACFP on this 50th Birthday.*



[National CACFP Forum](http://www.cacfpforum.com/) [The CACFP Facts FRAC](file:///C%3A%5CUsers%5CChris%5CPictures%5Ccacfp-fact-sheet.pdf). [USDA FNS](https://www.fns.usda.gov/cacfp/why-cacfp-important)

# Child and Adult Care Food Program Resources

Get information on reading food labels, healthy snacks for kids and more. Share in the celebration of the CACFP\_Child and Adult Care Food Program’s 50th Birthday with your staff, providers, family, community and schools by downloading any of these free handouts and tip sheets.

[USDA FNS CACFP](https://www.fns.usda.gov/cacfp/child-and-adult-care-food-program)

[FRAC](http://frac.org/programs/child-adult-care-food-program)

[CACFP Partners, Colleagues and Industry Partners](http://www.cacfpforum.com/cacfp-partnerships-friends-and-colleagues.html)

[CACFP Promotional Flyer Order Here](https://pueblo.gpo.gov/TN/TNPubs.php?PubID=15016)

[MyPlate Children Resources](https://www.choosemyplate.gov/children)

[MyPlate Information in Spanish](http://www.choosemyplate.gov/en-espanol.html)

#### Nutrition Tip Sheets

#### [Using the Updated Meal Patterns to Lower Costs](https://www.fns.usda.gov/sites/default/files/cacfp/CACFP_CostBP.pdf)

#### [Kid Friendly Foods Tip Sheet](https://choosemyplate-prod.azureedge.net/sites/default/files/tentips/DGTipsheet11KidFriendlyVeggiesAndFruits.pdf)

#### [Behavioral Milestones](https://choosemyplate-prod.azureedge.net/sites/default/files/audiences/behavioral-milestones.pdf)

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| 20 Ways to Enjoy More Fruits and Vegetables([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/20waystoenjoymorefruitsandvegetables.ashx) | [Spanish](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/20manerasdedisfrutarmasfrutasvegetalesgranosintergralesyproductislacteos.ashx))Smart Snacking Tips for Kids([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/smartsnackingtips4kids_nnm2017_final4.ashx) | [Spanish](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/25refrigeriossaludablesparalosninos.ashx))Eating Right on a Budget([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/eatingrightonabudget.ashx) | [Spanish](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/comoalimentarsebienconunpresupuestolimitado.ashx))Eating Right Tips for Older Adults([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/eatingrighttipsforolderadults.ashx) | [Spanish](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/labuenaalimentacionylosadultosmayores.ashx))Eat Right with MyPlate([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/eatrightwithmyplate.ashx)) | Eating Right with Less Added Sugars([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/eat%20right%20with%20less%20added%20sugars.ashx))Healthy Eating on the Run([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/healthyeatingontherun.ashx) | [Spanish](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/alimentacionsanaparaunavidaajetreada.ashx))Healthy Eating Tips for Vegetarians([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/healthyeatingtipsforvegetarians_nnm2017_final.ashx) | [Spanish](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/consejosdealimentacionsaludableparavegetarianos2017.ashx))Shop Smart — Get the Facts on Food Labels([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/shopsmartgetthefactsonfoodlabels.ashx))17 Healthy Tips for 2017([English](http://www.eatright.org/~/media/eatright%20files/nationalnutritionmonth/handoutsandtipsheets/nutritiontipsheets/17%20health%20tips%20for%202017_final.ashx)) |

* [Kids Eat Right](http://www.eatright.org/resources/for-kids): Visit the Academy Foundation's resources for kids, providing recipes, articles and quick tips to keep the family healthy and eating right.
* [MyPlate Recipes, Cookbooks and Menus](https://www.choosemyplate.gov/recipes-cookbooks-and-menus): View sample menus for all age levels, along with information to share with community partners and schools.
* [MyPlate in Multiple Languages](http://www.choosemyplate.gov/multiple-languages): MyPlate information is available in Spanish and other languages, providing posters, SuperTracker information and activities to share.
* [USDA's Team Nutrition](http://www.fns.usda.gov/tn/team-nutrition): A collection of classroom materials developed by the helps elementary school teachers integrate nutrition education into math, science, English language arts and health.
* [Team Nutrition CACFP Recipes](https://www.fns.usda.gov/tn/cacfp-recipes)
* [CACFP After School Program](https://www.fns.usda.gov/cacfp/afterschool-programs)
* [Adult Day Care Food Program Handbook](https://www.fns.usda.gov/sites/default/files/CACFPAdult%20DayCareHandbook.pdf)

*Reviewed January 2018*