

Spread the word in your community and help more children receive healthy meals during the summer.

SUMMER
BREAK SPOT

MARKETING MATERIALS *Guide*



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RESOURCES & GENERAL GUIDELINES

This guide explains how to correctly use the outreach materials, provided by the Florida Department of Agriculture and Consumer Services, available in English, Spanish, and Haitian Creole. These resources are designed to help you promote the Summer BreakSpot program in your community.

Materials for sites:

- English 24"x18" yard signs
- Spanish 24"x18" yard signs
- Vinyl 6'x3' banner
- Site rules 11"x17" poster
- Sticker rolls (Packs of 250)
- Flyers and Posters (8.5" x 11" and 11" x 17")
- Double-sided 11"x17" posters in English, Spanish, and Creole

Materials for social media:

- Messaging for social media, emails, and SMS (Text)
- Social media graphics
- Email headers
- Radio spot
- Summer BreakSpot logo

BEST PRACTICES

- Always use the correct language for your intended audience.
- Make sure information is accurate and up to date.
- Replace worn or damaged materials quickly.
- Engage your community partners to help distribute materials.
- Keep branding consistent across all channels.

MATERIALS FOR SITES



Yard Signs (24"x18" in English and Spanish)

- Place signs at entrances, sidewalks, or roadsides near the site.
- Ensure clear visibility for cars and pedestrians.
- Use sturdy stakes or frames to prevent falling or getting damage.



Vinyl Banner (6'x3')

- Hang banners on fences or walls facing high-traffic areas.
- Use durable ties or hooks to secure tightly.
- Check regularly for tears or sagging.



Double-sided 11"x17" Site Rules Posters (English, Spanish, Haitian Creole)

- Ideal for multilingual locations.
- Post at the main entrance or check-in area.
- Ensure rules are visible and easy to read.
- Replace if damaged or faded.

Double-sided Flyers and Posters 8.5"x11" and 11"x17" (English, Spanish, Haitian Creole)

- Post on bulletin boards, windows, or doors at community centers, libraries, schools, or partner locations.
- Hand out during events or outreach activities.
- Choose the right size and language for your intended audience.





And Justice for All 11" x 17" Poster (English and Spanish)

- Required for all sites.
- Ideal for multilingual locations.
- Post in common areas where all families can see.



Sticker Rolls (Packs of 250)

- Distribute to children and families as a fun reminder.
- Use during meal service or outreach events.



MATERIALS FOR SOCIAL MEDIA & COMMUNICATION

Messaging for Social Media, Emails, and SMS (Text)

- Use provided messaging to ensure consistency.
- Adapt content to your audience while keeping the core message.
- Schedule posts and messages to maximize reach.



Social Media Graphics

- Use on Facebook, Instagram, Twitter, or other platforms.
- Include program details (dates, times, locations).
- Keep branding consistent with official materials.



Email Headers

- Add to newsletters or outreach emails.
- Create a professional, branded look.
- Ensure it links to Summer BreakSpot info or sign-up pages.

Radio Spot

- Coordinate with local radio stations to highlight your program.
- Use provided script or audio file.
- Emphasize free meals, age eligibility, and how to find a site.
- Use it as background audio for videos on your social media platforms, such as YouTube.


SUMMER BREAKSPOT

Summer BreakSpot Logo

- Use on flyers, emails, and social media.
- Maintain original colors and proportions.
- Please note, that you cannot modify or distort the logo.



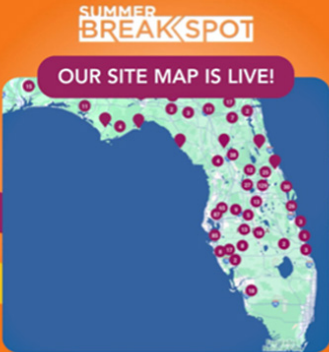
EXAMPLES



Florida Division of Food, Nutrition and Wellness

May 16 • 🌐

Our Summer BreakSpot site map is officially LIVE! 📍 ... See more





Gary Smith • Follow
User • 22.3K followers

Volusia County, Florida

Volusia County, FL, Launches Summer Food Program To Provide Meals To Local Children

3 days ago



Several students enjoying some healthy food. Photo by: Captured Image/Canna/Edited by Gary Smith.

Volusia County in Florida will provide free meals to children 18 and under at 70 locations across the region from June 2, 2023, through August 8, 2023, as part of its Summer Food Service Program.

https://www.ocps.net/parents/food_and_nutrition/summer_feeding

Home About Us School Board Meeting Notices Superintendent Current Families Employees New Families Schools Departments

Summer Feeding

Food and Nutrition Services

- Birthday Sites & Snack Bites
- First Step Catering
- ENR Career Opportunities
- Food Recovery Program
- Fresh Fruit and Vegetable Program (FFVP)
- Meal Benefits
- Special Diets for Food Allergies
- Vendor Portal

Orange County Public Schools • Departments • Food and Nutrition Services • Summer Feeding



Summer Food Service Program 2023 - OCPS School Sites

While school is in, Summer Breakfast offers a place where Florida kids will learn to eat and drink can access new-age meals like breakfast, lunch, supper and/or snacks. NO application necessary.

[Click here to view locations](#)
*Hours and times are subject to change.

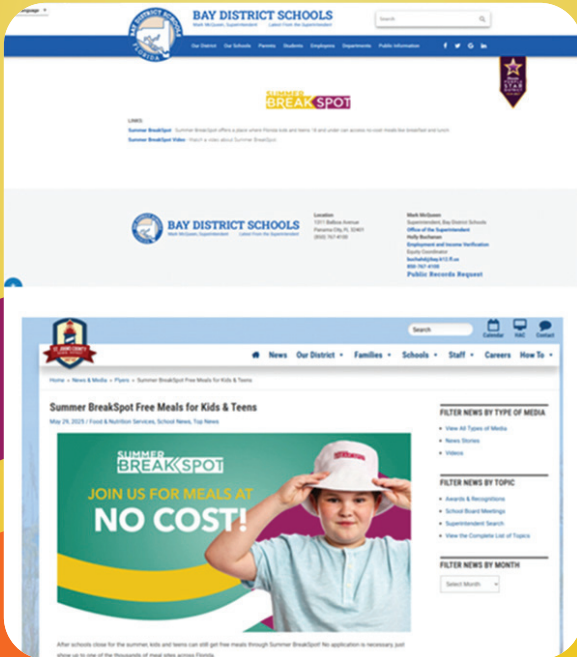
Important message:
All schools are closed on Fridays, including:
East Lake Elementary, Indian Gate Elementary, Riverside Elementary, Rock Springs Elementary, Southland Elementary and Sun Bay Elementary.
All Schools are closed for Summer Feeding June 30 - July 4, including:
Hungerford Elementary and OCPS Academic Center (AC2) - these two schools will only be closed on July 4.

85 Summer Food Program 2023
For questions contact:
85 Summer Food team at:
Summer@ocps.net

FIND NO-COST MEALS NEAR YOU
Find a site near you by viewing the interactive map or calling 800-617-7170.

[Click here to view locations and hours of operation](#)







**Florida Department of Agriculture
and Consumer Services**

This institution is an equal opportunity provider.