

THE MEALS AND MEMORIES PROJECT

CONTACT THE BLUEGRASS PREVENTION CENTER FOR MORE INFORMATION AND SAMPLE MATERIALS AT 859-225-3296; OR EMAIL TARA MCGUIRE, STATE ALCOHOL PES, AT TKMCGUIRE@BLUEGRASS.ORG

- Rationale:** Studies show that a primary factor among kids who avoid high-risk behaviors and do well in school is eating meals regularly with their family. Family meals provide a place to belong, a sense of identity, a break from separation caused by individual activities and a rhythm for healthier lifestyle patterns.
- Campaign Duration:** 8 weeks from exact start date (TBA)
- Campaign Challenge:** Encourage families to sign a pledge to have 3 or more meals together per week for the duration of the campaign (8 weeks). Pledge cards will be on display somewhere publicly (library? city hall?) as a visible sign of community involvement.
- Incentives:** Have a community goal of “X” number of families signing the pledge and participating in the challenge. If community goal is met, ask civic leaders to agree to do something like dye their hair local high school mascot colors (or some similar incentive). Invite families that participate to a campaign celebration at the end of the 8 weeks.
- Schools/classrooms can issue similar challenges... “If every child in 5th grade gets their family to sign the pledge, there will be a pizza party”. Or classrooms can challenge each other in friendly competition... “Whichever HS homeroom class gets the most family participation will get a free homework pass” or similar.
- Ask restaurants and retail shops to offer discounts for families that pledge.

SAMPLE TIMELINE

- Aug/Sept - promote campaign (Local fair/festival booth; Back to School events, posters around town, newspaper ad, websites/social media, etc.)
- Oct 4-Nov 29 → 8-week campaign
- Dec - Celebrate campaign @ Holiday parade

COMMUNITY INVOLVEMENT – This project is designed to get your entire community involved, please see the below sample ways various types of partners may support this local effort.

FAITH-BASED PARTNERS CAN...

- Help promote via posters, marquee/website/social media, bulletin/newsletter

- Distribute/collect pledge cards
- Consider hosting church- or communitywide dinner during 8-week campaign
- Provide families with suggested supertime activities, discussion starter sheets, etc.

SCHOOL PARTNERS CAN...

- Publicize the campaign in advance during Back to School events
- Distribute an idea sheet for teachers - student log, track progress for incentives, classroom talking points, etc.
- Student artwork component - develop into calendar and/or Make-It projects (mugs, plates, etc.)
- Develop & administer pre/post participant online survey via Survey Monkey
- Local public schools website to serve as portal for campaign - downloadable resources, online pledge option (explore use of QR code...)
- Distribute/collect pledge cards
- Encourage families to participate via student incentive plans (see above)
- Help promote via posters, marquee/website/social media, newsletters, Friday folders, etc.

RESTAURANT PARTNERS CAN:

- Offer discounts for pledge card holders, TV's turned off/music volume on low, promo signage, table tent cards w/ discussion starters
- Participate in countywide "Eating Together Project" (Tues or Thurs nights for 8 weeks)
- Promote via posters, marquee/website/social media messaging, etc.
- Distribute/collect pledge cards
- Donate raffle prize packages for Dec celebration - each family attending receives raffle tickets
- Restaurants, Retailers & Corporate Sponsors (?) - develop partner promo kit & recruit volunteers

RETAIL PARTNERS CAN:

- Promote via posters, marquee/website/social media messaging, etc.
- Distribute/collect pledge cards
- Raffle prize packages for Dec celebration - each family attending receives raffle tickets
- Restaurants, Retailers & Corporate Sponsors (?) - develop partner promo kit & recruit volunteers

CORPORATE SPONSORS CAN...

- Donate \$ (for future years?) in exchange for sponsorship recognition on all campaign materials
- Promote via posters, marquee/website/social media messaging, etc.
- ****ONLY if we have a way to bank \$ or use it this year****
- If we decide to host a community meal (part of Dec celebration?) then \$ could be spent this year
- Restaurants, Retailers & Corporate Sponsors (?) - develop partner promo kit & recruit volunteers

COMMUNITY PARTNERS CAN... (Health Dept., library, banks, daycares, large employers, etc.)

- Help promote via posters/website/social media messaging, etc.
- distribute/collect pledge cards
- encourage their employees/patrons to participate

THIS PROJECT WAS DEVELOPED BY THE BLUEGRASS PREVENTION CENTER