

## Nutrition Assistance Program for Seniors Outreach Toolkit

Social Media.....Page 1 - 2

Press Release.....Page 3 – 4

Radio PSA.....Page 5 – 6

### Social Media, Church Bulletin or Classified Ad Suggestions

Do you know someone experiencing hunger? Chances are you do. 1 in 9 Minnesotans is facing food insecurity. It could be a family member, a friend or maybe even yourself. The Nutritional Assistance Program for Seniors helps provide healthy food for those 60 or older. Call 800-365-0270 or visit [2harvest.org/CSFP](http://2harvest.org/CSFP) to learn more about the program.

Everyone needs help sometimes. If you or someone you know needs help with food, the Nutritional Assistance Program for Seniors or NAPS provides healthy foods, boxed ready to go for people aged 60 or over. Learn more by calling 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org).

Free, nutritious food for seniors 60+. Do you know a senior that could use a little help? Extra food can mean extra money for a senior to spend on other [important](#) things. Learn more by calling 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org) or visit [2harvest.org/CSFP](http://2harvest.org/CSFP).

Due to COVID and other economic impacts, 1 in 9 Minnesotans is experiencing hunger right now. It could be your dad. It could be a grandparent. It could be your neighbor. It could be you. Nutrition assistance is available for those at least 60 years of age. Learn more call 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org).

Nearly 3% of seniors in Minnesota don't have enough food to eat, not enough food for their health, not enough food to make them food secure. Do you have a friend or family member that may need extra food? The Nutritional Assistance Program for Seniors provides healthy foods to seniors at least 60 years of age. Learn more call 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org).

*"I'm ok. Other people need help more than I do. I'll be fine. I can make this food stretch a little farther."* Have you said this yourself, or heard someone you know say this? Seniors at least 60 years of age can get help from a program specifically for them called the Nutritional Assistance Program for Seniors or NAPS. It provides healthy USDA foods prepacked in a box for safe pick-up here in **YOUR TOWN**. Learn more by calling 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org) or visit [2harvest.org/CSFP](http://2harvest.org/CSFP).

Are you at least 60 years of age? Have you had to make any of these choices? Choosing between buying groceries or medication? Choosing food or a car repair? Choosing to go without a meal to stretch your food budget a bit more? If you've had to make these impossible choices, you can find help ~~in~~from the Nutritional Assistance Program for Seniors or NAPS. NAPS is a A program meant just for seniors that provides healthy foods, prepacked in a box for safe pick-up right in here in **YOUR TOWN**. Boxes contain low sodium, low fat and low sugar food options that include cheese, canned fruits and vegetables, pasta, cereal and canned proteins (such as salmon and chicken). Learn more by calling 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org).

Help a friend or family member access nutritional food safely in their own community. The Nutritional Assistance Program for Seniors or NAPS works to improve the health of seniors at least 60 years of age by supplementing their diets with nutritious USDA foods at no charge. Find out more yourself, or encourage them to call 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org) or visit [2harvest.org/CSFP](http://2harvest.org/CSFP).

Help a friend or family member access nutritional food. The Nutritional Assistance Program for Seniors or NAPS works to improve the health of seniors at least 60 years of age by supplementing their diets with nutritious USDA foods at no charge. Sites are located throughout Minnesota, including here in **YOUR TOWN**, to make it convenient for seniors or for the loved ones who may need to pick-up the boxes for them. Find out more about NAPS today. Call 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org) or visit [2harvest.org/CSFP](http://2harvest.org/CSFP).



Template 1

IMMEDIATE RELEASE

Questions?  
Taylor Day  
651-209-7955 | [tday@2harvest.org](mailto:tday@2harvest.org)

## Everyone Needs Help Sometimes Nutrition Assistance for Seniors Available

[CITY], Minn. [DAY/MONTH/YEAR] – Second Harvest Heartland is excited to announce availability of the Nutritional Assistance Program for Seniors (NAPS) in YOUR COMMUNITY NAME. This program works to improve the health of seniors at least 60 years of age by supplementing their diets with nutritious USDA foods at no charge.

“Due to COVID and other economic impacts, one in nine Minnesotans is currently experiencing hunger,” said Taylor Day, CSFP program supervisor at Second Harvest Heartland. “These are challenging times and everyone could use a little extra help. Extra food can free up seniors’ budgets to spend money on other things and help provide the nutrition they need to keep them healthy,” she said.

Almost 3% of seniors in Minnesota struggle to get enough food to eat. The NAPS program is designed to provide seniors with low sodium, low fat and low sugar food options that include cheese, canned fruits and vegetables, pasta, cereal and canned proteins (such as salmon and chicken). The food is pre-boxed and distributed safely in communities all over Minnesota.

Seniors [that/who](#) would like to learn more about NAPS are encouraged to contact Second Harvest Heartland at 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org).

“We also suggest families and friends consider checking in with loved ones 60+ to see how they are doing,” said Day. “If you find someone you care about is in need of food, encourage them to contact us or reach out on their behalf for more information,” she said.

To learn more about NAPS call 800-365-0270, email [naps@2harvest.org](mailto:naps@2harvest.org) or visit [2harvest.org/CSFP](http://2harvest.org/CSFP).

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**About Second Harvest Heartland** Second Harvest Heartland is one of the largest, most efficient, and most innovative hunger relief organizations in the nation. In close partnership with a network of 360 food shelves and nearly 1,000 partner programs, Second Harvest Heartland supports the one in nine people in Minnesota and western Wisconsin facing hunger.

Second Harvest Heartland provided food to more than 235 different NAPS distribution sites in 41 counties in Minnesota, serving approximately 8,000 seniors monthly. We will continue to leverage our unique position in the emergency food chain to advocate, educate and provide food until everyone in our service area has what they need to thrive. For more information, visit [2harvest.org](http://2harvest.org) or call **651-484-5117**.



## Template 2

IMMEDIATE RELEASE

Questions?  
Taylor Day  
651-443-2312 | [tday@2harvest.org](mailto:tday@2harvest.org)

# Everyone Needs Help Sometimes Nutrition Assistance for Seniors Available

[CITY], Minn. [DAY/MONTH/YEAR] – Second Harvest Heartland is excited to announce availability of the Nutritional Assistance Program for Seniors (NAPS) in [YOUR COMMUNITY NAME]. This program works to improve the health of seniors at least 60 years of age by supplementing their diets with nutritious USDA foods at no charge.

“Seniors, especially those who are retired and living on a fixed income, are finding it difficult to afford food,” said Taylor Day, CSFP program supervisor at Second Harvest Heartland. “They are vulnerable to the negative impacts of poor nutrition and more likely to have chronic health conditions such as high blood pressure and depression,” she said.

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Seniors ~~that~~who would like to learn more about NAPS are encouraged to contact Second Harvest Heartland at 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org).

“We also suggest families and friends consider checking in with loved ones 60+ to see how they are doing,” said Day. “If you find someone you care about is in need of food, encourage them to contact us or reach out on their behalf for more information,” she said.

To learn more about NAPS call 800-365-0270, email [naps@2harvest.org](mailto:naps@2harvest.org) or visit [2harvest.org/CSFP](http://2harvest.org/CSFP).

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## Radio Public Service Announcements

### Radio PSA Template – CSFP Nutritional Assistance Program for Seniors or NAPS

#### Provide the following information to the radio station:

*Suggestion: call, email or stop by the station before the following steps and inquire about their Public Service Announcement (PSA) policy. You may be able to skip some of these steps.*

1. 501c3 charity/nonprofit official name
2. Description of event, initiative or cause
3. Name of event, date, time and location, and website if available
4. Description of who your organization benefits (Note: if doing a fundraising event describe what portion of proceeds goes to beneficiaries)
5. Your name, title, phone number and email

#### Tips:

- Most radio stations will record the PSA themselves, but you will want to provide the copy.
- Send both 30 second (65-90 words) and 60 second (150-180 words) version of the PSA.
- Ask about rotation. How long, how often and when will they run your PSA? Discuss options with them.

#### Other ways to use radio:

- If your local station does a morning show or something like that, ask if you can be a guest to be interviewed or talk about the program, if you are comfortable doing so. Contact Second Harvest if you'd like some talking points before the show.
- Would the station be willing to donate more time? For example, would they be willing to create an advertisement for you?
- Does station have a website? Are there any options for posting your PSA, ad or other information there?
- Sponsorship – is there a local business that is especially supportive of your program and/or advertises on the local radio. If so, would they be willing to “sponsor” an advertisement for you?

#### Samples

30 seconds

Due to COVID and other economic impacts, 1 in 9 Minnesotans is experiencing hunger right now. It could be your mom. It could be your grandpa. It could be your neighbor. It could be you. Everyone needs help sometimes. The Nutritional Assistance Program for Seniors can help you or your loved one by providing healthy, high quality food for people 60 or older. Learn more by calling 800-365-0270 or email [email naps@2harvest.org](mailto:naps@2harvest.org) - that's naps at the number 2 harvest [dot](http://2harvest.org)-org.

These are challenging times, and everyone is going to need a little extra help. For seniors, it may be especially hard to ask for that help. Do you know a friend or family member that could use good, nutritious food? The Nutritional Assistance Program for Seniors or NAPS is a program for seniors at least 60 years of age that provides a prepacked box of healthy food, available for safe pick up **or delivery** right in your community. Learn more by calling 800-365-0270. That's 800-365-0270.

**(Only add delivery if your program offers this)**

60 seconds

Have you ever said this to yourself? “I’m doing ok. I could use a little extra food, but I don’t want to take away from others who need it more. I’ll be fine.” If you are a senior at least 60 years of age who could use a little extra help, there’s a program just for you. The Nutritional Assistance Program for Seniors or NAPS is a program that works to improve the health of seniors like you with nutritious foods from the USDA. Food is pre-boxed and can be safely picked up in your community **or delivered to your door**. Learn more by calling 800-365-0270 or email [naps@2harvest.org](mailto:naps@2harvest.org) - that’s naps at the number 2 harvest dot org. That toll free number is 800-365-0270. Everyone needs help sometimes, you’ve helped others, you’ve worked hard all your life, now get the help you need.

**(Only add delivery if your program offers this)**

**For editable versions of these resources or for further assistance contact Agency Relations at [orders@2harvest.org](mailto:orders@2harvest.org) 651-209-7990 or toll free 833-856-0149 or Taylor Day at 651-443-2312 or [tday@2harvest.org](mailto:tday@2harvest.org)**