

# Communications Toolkit

## Healthy Beverages in Early Care & Education Online Training

A Professional Development Online Class for Child Care Providers

Thank you for your interest in disseminating the University of California's, *Healthy Beverages in Early Care & Education* online class. This toolkit contains messages, social media postings, and images to help you reach out to a variety of child care audiences.

We encourage you to customize the messages included here as you see fit. If you have any questions, please contact Christina Hecht ([ceahecht@ucanr.edu](mailto:ceahecht@ucanr.edu)).

Graphics and modifiable templates are [available for download](#).

### GRAPHIC

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The graphic below can be used to accompany any email or social media posting to disseminate the online training. You can also use it on a blog post or website.


**Healthy Beverages in Early Care & Education**  
Free Online Course for Child Care Providers in California


A fun and an interactive way to learn about the latest recommendations for healthy beverages for children!


The 30 minute class includes videos, short quizzes, activities, and covers topics such as milk, types of fruit juice, and reading nutrition labels.


A professional development certificate will be provided.

*There is a \$15 class fee for child care providers outside of California.*

 University of California Agriculture and Natural Resources Nutrition Policy Institute

 University of California Agriculture and Natural Resources Cooperative Extension

 UCSF School of Nursing

 CALIFORNIA CHILD CARE PROGRAM

## EMAIL

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The language below can be used in e-newsletters or sent through listservs, and can be used with the graphics on the previous page.

**Subject Line: Online Professional Development Class on Healthy Beverages in Early Care & Education**

The University of California is providing a free online course, ***Healthy Beverages in Early Care & Education***, in English and Spanish for child care providers in California. This 30-minute online class is a fun and an interactive way to learn about the latest recommendations for healthy beverages for children and help child care providers meet the requirements of the California Healthy Beverages in Child Care Act (AB 2084).

Providers outside of California may have similar beverage requirements. All young children, regardless of licensing or Child and Adult Care Food Program (CACFP) requirements, can benefit from consuming healthy beverages.

The class includes videos, short quizzes, activities, and covers topics such as milk, types of fruit juice, and reading nutrition label. A professional development certificate will be provided upon completion.

To sign up, visit <http://bit.ly/NPIcbevE> and create an account.

The course is free for California providers and available for child care providers outside of California for a \$15 fee.

## SOCIAL MEDIA

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Social media can be a powerful online venue to share resources. The University of California, Nutrition Policy Institute will share social media content on Twitter (@UCnpi) about the online training, which can be retweeted. You can also create your own message content. The following is a collection of sample social media posts you can use or adapt on your Twitter, Facebook, and LinkedIn platforms. The graphic included in this toolkit would complement any of these messages.

### Facebook/LinkedIn

Free professional development online class for California child care providers on healthy beverages. This 30-minute class is a fun and interactive way to learn about the latest recommendations for healthy beverages for children. A professional development certificate is provided upon completion.

To sign up visit <http://bit.ly/NPIccbevE> and create an account.

The course is available for child care providers outside of California for a \$15 fee.

### Twitter

Free 30-minute online class for California child care providers on healthy beverages. Professional development certificate provided. Sign up at: <http://bit.ly/NPIccbevE>

### Instagram

**Instagram caption:** Sign up at: <http://bit.ly/NPIccbevE>

## PRINTABLE DOCUMENTS

If you want to disseminate information about the online class via paper handouts, we have created a postcard and flier than can be easily printed by your organization and they are available at the end of this packet.

Flyer

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Actual dimensions: 11" x 8.5"

Postcard

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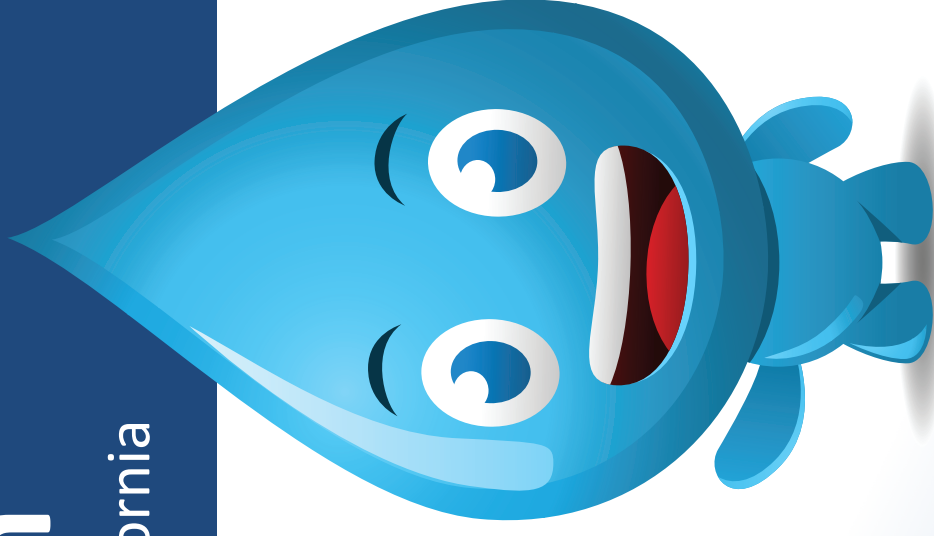
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Actual dimensions: 5.8" x 4.1"

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