

# **Your Way to Healthy Eating**

**Food Access Campaign for  
Hearts and Hands of Baytown**



# Campaign Elements

- Campaign wordmark
- Flyer
- Supplemental PDFs
- A-Frame signage
- Digital display
- Social media graphics
- Bookmark
- Giveaway items

*(certain elements to be translated to Spanish pending approval)*

# **Wordmark**

Give the campaign a unique  
identity from collaborating partners



The wordmark is displayed on a solid orange rectangular background. The carrot icon and the text "Your Way to Healthy Eating" are white.

The wordmark is displayed on a solid green rectangular background. The carrot icon and the text "Your Way to Healthy Eating" are white.

# Flyer

Promoting both immediate, local help and long-term assistance with food access



## Your Way to Healthy Eating

Hearts and Hands of Baytown and our local partners are ready to help you find access to healthy food. Most people want to eat healthier, but sometimes it can be hard to find resources to support yourself and your family.



### Sign up for **benefits** that can help you:

Benefits like **SNAP** and **WIC** can help stretch your grocery budget, are accepted at most stores and are available even if you have a job.



### Contact a **food pantry** near you:

You can receive food through **churches**, **pantries** and **local organizations**. There are also options for emergency help.

### Do you need help?

Have questions, need more information or help applying for SNAP or WIC?



832-597-8908 (English)

281-628-7260 (Español),



HeartsandHandsofBaytown@Gmail.com

Visit [HeartsandHandsofBaytown.com/Calendar](https://HeartsandHandsofBaytown.com/Calendar) for more information

**Be Well Baytown**

Your Way to Healthy Eating is supported by Be Well™ Baytown, an initiative of The University of Texas MD Anderson Cancer Center sponsored by ExxonMobil.



**HEARTS  
& HANDS**  
OF BAYTOWN



United Way of  
Greater Baytown Area  
& Chambers County

4.25x5.5in

# **Supplemental PDFs**

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**Educate community members about local resources and government benefits they qualify for by providing extra content for Hearts and Hands of Baytown's website.**

- **Food Benefits**
- **Local Food Resources**

# Food Benefits

These benefits provide financial assistance for food to people who qualify. You can check if you qualify for SNAP, WIC and many other support services, with one simple tool on **YourTexasBenefits.com**. We also have people on-site to help you with every step of the application process.

**Find what works for you.**

## For Everyone

- **SNAP:** The Supplemental Nutrition Assistance Program provides benefits for individuals and families to buy nutritious food at grocery stores. Learn more about the requirements on this **website**.
  - You may still qualify, even if you have a job or own a car.
  - If you are not a U.S. citizen, you can include eligible household members on the application.
- **Local food resources:** You can use our list of local pantries and churches that are committed to feeding our community.

## For Seniors (60+)

- SNAP has **Special Rules** that allow people over 60 or who meet disability guidelines to deduct excess medical expenses.
- Our **Programs** page has information about Senior Box distribution.
- Contact the Harris County Precinct 2 Call Center at 713-274-2222 or fill out the form on their **webpage** to learn more about their Senior Meal Programs.

### For Expectant Parents and Children Under Age 5

- **The Women, Infants and Children (WIC)** program helps pregnant and breastfeeding women, and families with children under 5 buy healthy food.
  - Single dads, moms attending school, and children with guardians other than their birth parents also qualify.
  - You do not have to be a U.S. citizen to qualify.
  - If you qualify for SNAP or Medicaid, your family with children under 5 also qualify for WIC.
- If you live in Harris County, call 713-407-5800 or visit this **website** for more information.
- If you live in Chambers County, call 409-267-2772 or visit this **website**.

### For Families with School Age Children

- Apply for **free or reduced meals** for Goose Creek CISD students and learn more about their program.
- Use this **Summer Meals for Kids** website to find distributions near you.
- Text FOOD to 304-304 to get connected to No Kid Hungry summer meal sites. The service is also available in Spanish by texting the word "COMIDA."

### For Lee College Students

- Learn more about **food assistance** programs available to Lee College students.
- To be eligible for SNAP and WIC, students enrolled more than half-time at Lee College must meet at least one of these **student exemptions**.

# Local Food Resources

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You do **NOT** have to qualify for benefits programs to receive food through local organizations. There are also options for emergency help.

**Visit a local pantry or mobile food fair.**

**Hearts and Hands** *has many resources available*

- Visit our **Programs** page to learn more about the options available.
- Visit our **Calendar** page for the dates of our Food Fair events.
- Call 832-597-8908 (English) or 281-628-7260 (Español) to schedule an appointment at the food pantry.
- Contact us via email at **HeartsandHandsofBaytown@Gmail.com** for assistance.

**Our Lady of Guadalupe  
Catholic Church Baytown** *hosts food distributions*

Call 281-428-1506 for specific dates.

**Baytown United SDA Church** *hosts food distributions*

Call 281-422-6090 for more information.

**Cedar Bayou Baptist Church** *has food available by appointment only*

Contact Love Network at 281-422-5683 or the church office at 281-422-9200.



**Missouri Street** *has food available by appointment only*

Contact Love Network at 281-422-5683.

**St Paul's Lutheran Church**

- Thursdays 9-11 a.m. (drive-thru, first-come, first-served)
- Call 281-422-9333 for more information.

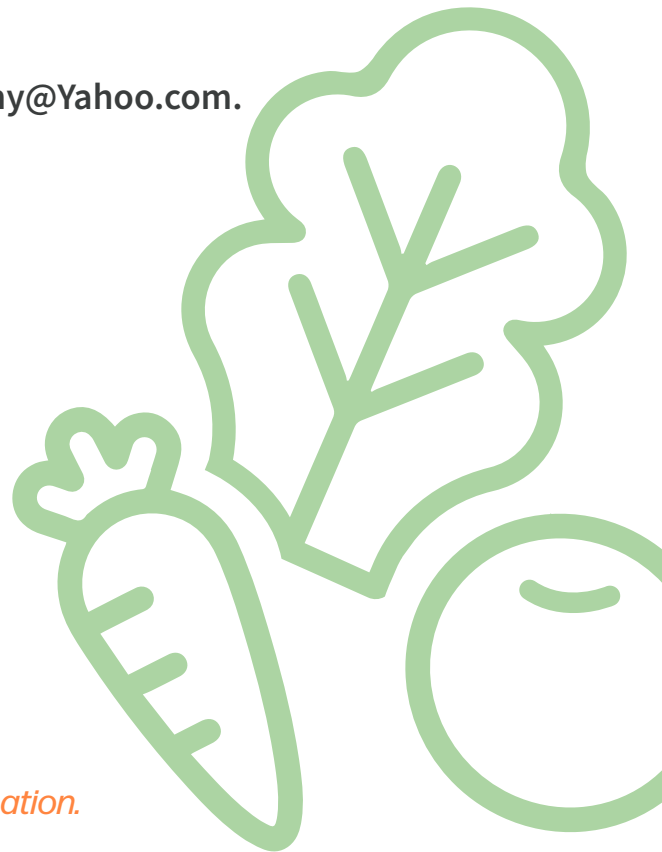
**Curt's Kitchen**

- Wednesdays 4:30-6 p.m. (drive-thru, first-come, first-served)
- Cedar Bayou Grace UMC (3700 N. Highway 146)

**Marcelous-Williams Resource Center**

Contact Tammy Guidry via email at [GuidryTammy@Yahoo.com](mailto:GuidryTammy@Yahoo.com).

*\*Locations, times and dates subject to changes.  
Please contact the pantries directly for more information.*



# A-Frame Sign

Promote the campaign and direct community members to more information



## Find Your Way to Healthy Eating

We can help you access healthy food!  
[HeartsandHandsofBaytown.com/Resources](https://HeartsandHandsofBaytown.com/Resources)



 832-597-8908 (English)  
281-628-7260 (Español)  
 [HeartsandHandsofBaytown@Gmail.com](mailto:HeartsandHandsofBaytown@Gmail.com)

**Be Well Baytown**  
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**HEARTS & HANDS**  
OF BAYTOWN

  
United Way of Greater Baytown Area & Chambers County

24x36in

# Digital Display

Digitally direct community members  
toward food access resources



## Your Way to Healthy Eating

We can help you access  
healthy food!

[HeartsandHandsofBaytown.com/Resources](https://HeartsandHandsofBaytown.com/Resources)

832-597-8908 (English)  
281-628-7260 (Español)  
HeartsandHandsofBaytown@Gmail.com



**Be Well™ Baytown**



1920x1080px

# Social Media Graphics

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**Introduce the campaign and promote both local resources and regular assistance.**

<b>Jan.</b>	Campaign introduction
<b>Feb.</b>	Benefits: Awareness of programs & local options
<b>Mar.</b>	Benefits: Awareness of SNAP
<b>Apr.</b>	Healthy eating tip: Spring (seasonal)
<b>May</b>	Benefits: Awareness of WIC
<b>Jun.</b>	Healthy eating tip: Summer (seasonal)
<b>Jul.</b>	Nutrition education: Rainbow of nutrients
<b>Aug.</b>	Resources for families with school age children
<b>Sep.</b>	Resources for college students
<b>Oct.</b>	Healthy eating tip: Fall (seasonal)
<b>Nov.</b>	Resources for seniors
<b>Dec.</b>	Healthy eating tip: Winter (seasonal)

Month	Topic	Caption
<b>Late January 2023</b>	Campaign Introduction	<p>Introducing: Your Way to Healthy Eating!</p> <p>If you need to sign up for benefits to feed your family or want to eat healthier, we have a network of churches, pantries and local organizations to help you. Everyone in our community has access to healthy food!</p> <p><a href="http://www.HeartsandHandsofBaytown.com/Resources">www.HeartsandHandsofBaytown.com/Resources</a></p>



Month	Topic	Caption
<b>February 2023</b>	Benefits: Awareness of programs and local options	<p>Did you know there are benefits that can help stretch your grocery budget and are accepted at most stores? Call us at 832-597-8908 if you need help applying or to find out if you qualify.</p> <p>Visit our website to see the full listing of local food pantries and churches feeding our community: <a href="http://www.HeartsandHandsofBaytown.com/Resources">www.HeartsandHandsofBaytown.com/Resources</a></p>





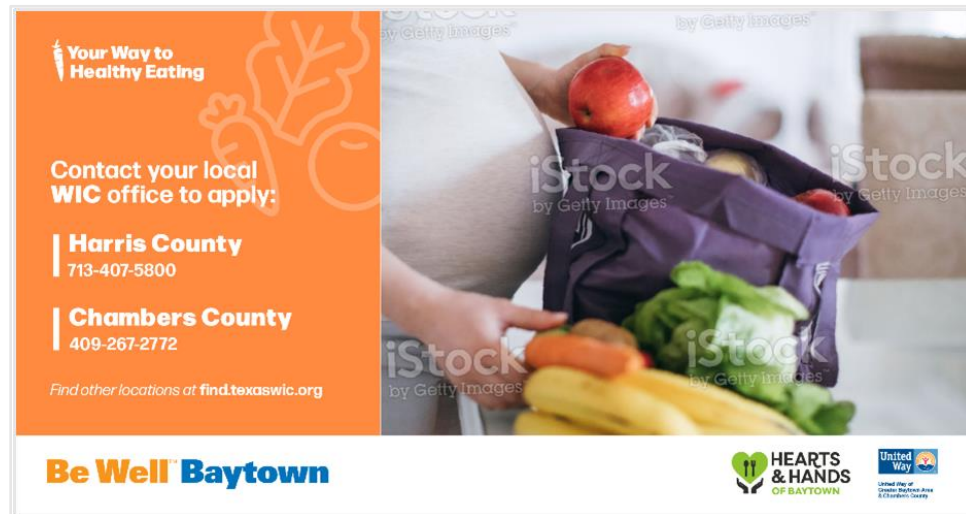
Month	Topic	Caption
<b>March 2023</b>	Benefits: Awareness of SNAP	<p>Are you missing out on food assistance? Benefits received through SNAP are accepted at most stores and could help you buy the healthy foods that you and your family need.</p> <p>Call us at 832-597-8908 if you need help applying or visit our website for more information: <a href="http://www.HeartsandHandsofBaytown.com/Resources">www.HeartsandHandsofBaytown.com/Resources</a></p>



Month	Topic	Caption
<b>April 2023</b>	Healthy eating tip: Spring (seasonal)	<p>Produce that's in season is more affordable and packs more nutrients. Springtime offers an abundance of vegetables and fruits.</p> <p>Learn more about what's in season throughout the year in <a href="https://snaped.fns.usda.gov/seasonal-produce-guide">@USDA's</a> Seasonal Produce Guide: <a href="https://snaped.fns.usda.gov/seasonal-produce-guide">https://snaped.fns.usda.gov/seasonal-produce-guide</a></p>



Month	Topic	Caption
<b>May 2023</b>	Benefits: Awareness of WIC	<p>Are you a new, expecting or breastfeeding mom? WIC (Women, Infants and Children) benefits are made for young, growing families like yours.</p> <p>Find your local WIC office to schedule an appointment and sign up:  <a href="https://find.texaswic.org/?wicType=Clinic&amp;lge=a8Jwz9Jlia">https://find.texaswic.org/?wicType=Clinic&amp;lge=a8Jwz9Jlia</a></p>



Month	Topic	Caption
<b>June 2023</b>	Healthy eating tip: Summer (seasonal)	<p>It's important to prepare for hurricane season, but sometimes it can be hard to set aside an emergency supply of food.</p> <p><b>@Houston Food Bank</b> has a great list of affordable pantry staples and other preparedness supplies. In fact, many of the foods listed are great staples to stock up year-round:  <a href="https://www.houstonfoodbank.org/hurricane-preparedness-food-box-shopping-list/">https://www.houstonfoodbank.org/hurricane-preparedness-food-box-shopping-list/</a></p> <p>Visit our website for a full listing of local pantries that can help supplement your food supply:  <a href="http://www.HeartsandHandsofBaytown.com/Resources">www.HeartsandHandsofBaytown.com/Resources</a></p>



Month	Topic	Caption
<b>Early July 2023</b>	Nutrition education: Rainbow of nutrients	<p>A plate full of colorful vegetables and fruits can make eating healthy more fun, and it's also a good way to make sure we get the nutrients our body needs.</p> <p>Check out these healthy eating tips for more ideas: <a href="https://shorturl.at/yFKMO">shorturl.at/yFKMO</a>  <i>(link to MDA healthy eating page)</i></p>



Month	Topic	Caption
<b>August 2023</b>	Resources for families with school age children	<p>Free and reduced meals are available through <b>@Goose Creek CISD</b>. Let's make sure we are equipped to start the healthiest school year ever!</p> <p><a href="https://www.gccisd.net/page/FoodServices.freereduced">https://www.gccisd.net/page/FoodServices.freereduced</a></p>





Month	Topic	Caption
<b>September 2023</b>	Resources for college students	Students enrolled at least part time at an institution of higher education may qualify for benefit programs like SNAP and WIC. Learn more about eligibility and local services specifically for Lee College students: <i>(link to new "Food Benefits" PDF after it is approved)</i>



Month	Topic	Caption
<b>October 2023</b>	Healthy eating tip: Fall (seasonal)	Kids are hungry after school! Offering nutritious snacks gives them a great foundation for a lifetime of healthy habits. Get ideas for snacks the whole family will love: <a href="https://www.nhlbi.nih.gov/health/educational/wecan/eat-right/healthy-cooking.htm">https://www.nhlbi.nih.gov/health/educational/wecan/eat-right/healthy-cooking.htm</a>



Month	Topic	Caption
<b>November 2023</b>	Resources for seniors	<p>Getting the right nutrients is important for a long, healthy life. But it may be more difficult to access fresh and healthy food as we get older.</p> <p>Call us at 832-597-8908 or visit our website to learn more about food assistance available for adults age 60+: <a href="http://www.HeartsandHandsofBaytown.com/Resources">www.HeartsandHandsofBaytown.com/Resources</a></p>



**Your Way to Healthy Eating**

**Find your way to healthy eating at any age!**

**Be Well Baytown**

**HEARTS & HANDS OF BAYTOWN**

**United Way**

United Way of Greater Houston Area & Chambers County

Month	Topic	Caption
<b>December 2023</b>	Healthy eating tip: Winter (seasonal)	<p>Are saving money and eating healthy two of your New Year's Resolutions?</p> <p>The first step to eating healthy is finding easy recipes that can help you plan meals every week. Good recipes make groceries go further and get the whole family excited about cooking at home.</p> <p>Check out these healthy eating tools to search for recipes by ingredient: <a href="https://www.brighterbites.org/tips-tools/">https://www.brighterbites.org/tips-tools/</a></p>



**Your Way to Healthy Eating**

**Planning ahead for meals can save you time and money!**

**Be Well Baytown**

**HEARTS & HANDS OF BAYTOWN**

**United Way**

United Way of Greater Houston Area & Chambers County

# Bookmark

Surprise and catch the attention of audience members

Front



Back



2.25x6in



# Giveaway Items

Build recognition of the campaign throughout the community

