

GET INVOLVED



3RD – 7TH NOVEMBER 2025



WHAT IS MEALS ON WHEELS WEEK?

Meals on Wheels Week is an initiative that brings together Health and Social Care sector, caterers, service providers, food suppliers, volunteers, carers, older people and public to raise awareness about the importance of meals delivered in the community – whether via Meals on Wheels services, day centres or lunch clubs for older people and those with vulnerabilities.

The National Association of Care Catering (NACC) has been organising Meals on Wheels Week for over 30 years, supporting providers in raising the profile of this valuable service.

Meals on Wheels services afford older people, nutritious food, as well as friendly human interaction and wellbeing checks – vital ingredients that allow them to live independently in their own homes.



SPREAD THE WORD THROUGH SOCIAL MEDIA

The use of social media is a powerful way for us to raise awareness and reach vital decision makers.

We encourage all to share what you are doing on these channels or send to the NACC, and we will share on your behalf. The NACC will also be posting a lot on the week itself, and we urge all on social media to please 'like' and 'share' those messages, so together we can make a difference.

USE THE HASHTAGS

#MealsonWheels2025
#MoreThanJustAMeal
#SaveMealsOnWheels



@NACCCaterCare



TheNACCCaterCare



naccatercare

Call: 0344 571 8214 Email: info@thenacc.co.uk

www.thenacc.co.uk

THE AIMS OF MEALS ON WHEELS WEEK

- To highlight the social, economic, psychological, and preventative benefits of Meals on Wheels services in the UK.
- To promote the immense value of community Meals on Wheels, encouraging the public to support local meal services.
- To raise awareness of the importance of community Meals on Wheels service, whether delivered to homes or via day centres and luncheon clubs.
- To address and increase awareness of loneliness, social isolation, and safety in the community for older and vulnerable people.



A MUCH NEEDED SERVICE

For most service users, Meals on Wheels is so much more than just a meal. It's a social lifeline that eases the devastating effects of isolation and loneliness. The delivery of a meal brings regular human contact, which for many may be the only interaction they enjoy. It also provides much-needed wellbeing and safety checks, again, crucial for those that may not see anyone else during the day.



HOW WILL YOU GET INVOLVED IN MEALS ON WHEELS WEEK?

Everyone is welcome to get involved and celebrate
Meals on Wheels week from Monday 3rd November.

Monday 3rd November Launch Day: "VIP on Wheels"

Ride Along with a Difference. Kick off the week by putting Meals on Wheels in the spotlight! Invite VIPs, MPs, councillors, local celebrities, and dignitaries to join the delivery routes. Let them experience the joy, connection, and impact of this vital service.

Suggestion: Capture reactions from both the recipients and VIPs in a short "Day in the Life" social video to inspire public support and awareness.

Tuesday 4th November Talent Tuesday

Heroes Behind the Apron. Celebrate the skill, compassion, and dedication of your incredible teams—from chefs to coordinators to drivers.

Suggestion: Share short behind-the-scenes videos or reels that follow a meal from kitchen to doorstep, showcasing teamwork, passion, and care. Add fun facts like how many meals are made per day or favourite dishes.

Wednesday 5th November Wellness Wednesday

Nourish to Flourish. Highlight the the physical and mental wellbeing, particularly for older adults.

Suggestion: Share quick, engaging wellness tips—like hydration hacks and facts about the link between food and mental health.

Thursday 6th November Thank You Thursday

Celebrate the Heart of the Service. Today is all about gratitude. Shine a light on the people who make this service possible: cooks, drivers, volunteers, admin staff—even the customers who inspire you.

Suggestion: Create thank-you cards or badges for staff/volunteers, post a "Wall of Heroes" on social media, and encourage the public to comment messages of thanks. Surprise shout-outs or small gifts add a personal touch!

Friday 7th November Friday Friends

A celebration of food, friendship, and community. Let's celebrate the power of connection through shared meals—especially for those who may feel lonely or isolated. Whether it's a lunch club, a local day centre, or a care home inviting the community in for lunch or afternoon tea, Friday Friends is all about creating joyful moments and meaningful conversations. Because a simple meal can make a big difference in someone's day

Suggestion: Add a splash of fun with local food stories. Highlight your local food heritage or serve up favourite traditional dishes to spark memories and smiles.

**Meals on Wheels week
starts from Mon 3rd Nov 2025**