

Promoting Your Breakfast Program



Promoting your program is critical in ensuring that students and their parents are fully informed about your school's breakfast program. Below are some suggested strategies that schools can use to promote their breakfast programs.

AROUND SCHOOL

Members of the school community are committed to students' success. Enlist their help to strengthen and promote your school breakfast program by:

- Asking nurses to work with cafeteria staff to ensure that children with repeated hunger-related nurse visits are encouraged to eat breakfast at school.
 - Partnering with involved parents to highlight the importance of breakfast among principals, teachers, and other parents.
 - Inviting the principal, a sports coach, or supportive teacher to serve breakfast for one day. Students will line up to have their favorite teacher pass out breakfast!
 - Encouraging teachers to meet with students for tutoring during breakfast.
 - Asking bus drivers, custodians, and other school faculty to encourage students to eat breakfast in school.
 - Inviting parents to an open house held during school breakfast and routinely sending home information about the school breakfast program.
- Reinforce the MyPlate nutrition guidelines by showing how these guidelines refer to breakfast. MyPlate is the current nutrition guide published by the United States Department of Agriculture that helps students find their healthy eating style and build it throughout their lifetimes. Display the MyPlate guidelines in your classroom! www.choosemyplate.gov

SOCIAL MEDIA AND COMMUNICATIONS

- Think about all the ways your school communicates with students and their families. Perhaps you send home flyers, have a regular e-newsletter or website, or use social media to share messages and updates with your school community.
- Partner with school administrators to include promotions about your school breakfast programs in these communications.
- Find creative ways to use your school's Twitter, Facebook, Instagram, and other social media outlets can to build excitement about your breakfast program and healthy menu items.
- Create a social media photo contest for students to take a photo of themselves ready to learn after enjoying breakfast at school.

IN THE CLASSROOM

Teachers can reinforce the importance of school breakfast by incorporating messages about food and good nutrition into classroom lessons.

- Have students create and conduct breakfast surveys. Use the information gathered to study percentages in math class or to study trends in social studies.
- Allow students to create posters, videos, or songs promoting the school breakfast program during art and music class. The activities can be part of a competition where student work is displayed or performed during National School Breakfast Week.

HOST A PRESS EVENT WITH CNOP

Hosting a press event can be a great way to promote your school's breakfast program and increase participation by engaging local elected officials and media outlets. The Child Nutrition Outreach Program has all of the tools necessary to reach out to elected officials, engage local media, and coordinate event logistics. Read about some recent press events highlighting breakfast programs across the Commonwealth at www.meals4kids.org/press. Reach out to the CNOP team at cnop@projectbread.org if you would like to plan a press event highlighting your school's breakfast program—we would be happy to help!