

School Breakfast



Toolkit and Resources for SNA Members

National School Breakfast Week
March 8-12, 2010



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National School Breakfast Week

March, 8-12, 2010

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Ready, Set Go!

The ‘School Breakfast – Ready Set Go!’ campaign will introduce students to the importance of school breakfast and will demonstrate how eating school breakfast sets you up for a busy day at school. The “Ready Set Go!” theme will also help students learn about the importance of eating healthy and being active.

The campaign runs from January 2010 to March 2010, culminating during National School Breakfast Week, March 8-12, 2010.



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The School Nutrition Association (SNA) and General Mills Foodservice are excited to bring you great tools and resources to promote the “School Breakfast – Ready Set Go!” Campaign.

What is National School Breakfast Week (NSBW)?

National School Breakfast Week (NSBW) was launched in 1989 to raise awareness about the availability of the School Breakfast Program (SBP). Each year, SNA helps you celebrate this important week with a fun theme.

The goals of NSBW are to share several important messages with students, parents and the media:

- The SBP is available at your school, it meets dietary guidelines and, best of all; it is a tasty and fun way to start the school day!
- There is an established link between eating breakfast and academic success.
- Eating a nutritious breakfast can help kids maintain a healthy weight. In today’s climate of heightened awareness around childhood obesity, this is a great benefit to offer kids.

Key Message

Eating School Breakfast makes you ready for a day of learning and achievement, *and* meets dietary guidelines.



The Facts about School Breakfast A Handout for Parents & Teachers

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School Breakfast is proven to be good for children's bodies and their minds. Research shows that children who eat breakfast have improved memory, problem-solving skills, verbal fluency and creative abilities.

Why Eat School Breakfast?

School Breakfast *really* is the most important meal of the day for kids and provides the necessary energy to start a day of learning and achievement. Research has shown that children who eat breakfast at school:

- Score better in standardized tests
- Have fewer health issues
- Behave better in class

Research also shows that kids who skip breakfast rarely make up for missed nutrients later in the day – so skipping breakfast could also affect the after school activities that they really love!

School Breakfast: Good for your Kids

School breakfast provides 25% of the recommended daily allowance of protein, calcium and iron, vitamins A and C and calories for your kids as well as meeting federal nutrition guidelines based on the Dietary Guidelines for Americans.

School Breakfast Today – The Quick Facts

- SBP provides a nutritious breakfast to more than 10.6 million children each school day and over 1.8 billion meals annually (2007-2008 school year)
- Over 80,000 schools and institutions serve school breakfast every day, compared to almost 100,000 that offer NSLP (81.1%)
- For fiscal year 2008, Congress appropriated \$2.3 billion for the SBP
- Innovative approaches to serving breakfast include serving it during first period, 'grab and go' bags in the halls or even serving on the school bus.

Average breakfast prices

- Elementary School - \$0.97
- Middle School - \$1.03
- High School - \$1.05



Celebration Ideas & Publicizing Your Event

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The April 2009 issue of School Nutrition magazine featured ideas for Ready Set Go! events, decorations, games and other participation-boosting activities for NSBW 10. Need more?

Check out our list below:

You Could...

- Hold a local "School Breakfast – Ready Set Go!" Contest
- Use the activity sheets available at www.schoolnutrition.org/nsbw and give them out each day at breakfast
- Decorate the cafeteria with "Ready Set Go!" themed materials available for the SNA Emporium
- Invite parents and other special guests in for breakfast during NSBW
- Offer prizes to the classroom with highest participation during NSBW



- Use SNA's breakfast menus to showcase healthy, nutritious breakfasts
- Hold assemblies about the importance of eating school breakfast and how it makes you ready for a day of learning

How to Publicize Your Events and Activities

- Add information about your school and your planned NSBW activities to the sample news releases.
- Ask local dietitians, pediatricians, teachers, parents and students how they view the school breakfast program, and, with permission, use their comments in the releases.
- Print the releases on your own letterhead and list yourself as contact. Send these releases to your media contacts about 10 days prior to NSBW.
- Get others involved! Speak to teachers, administrators, parents and others to gather support for a breakfast week celebration.
- Publicize NSBW and announce the winners of your "Ready Set Go!" Art Contest on the back of your school menus and in school newspapers.
- Order, copy and distribute the NSBW 2010 brochure and activity sheets to pass out to students.

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Ready Set Go! Resources

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SNA has put together a wide range of fun and useful resources to help you get the most out of NSBW. Take a look and decide which tools can help you get ready, set and go!

Menus

SNA has put together a special NSBW menu of “Ready Set Go” themed breakfasts including Mighty Muffin Squares and Get Up and Go with Granola. In case you wondered, these fun dishes are easy to make at your school and many of the NSBW 2010 menu suggestions are suitable for grab ‘n’ go breakfasts or breakfast in the classroom.

The 2010 NSBW menus also promote the *Dietary Guidelines’* Food Groups to Encourage: fruits, vegetables, whole grains and lowfat and fat-free dairy. At least half of the grains offered through these menus are whole; the fiber content has been boosted from NSBW 2009’s menus and recipes. Sodium levels in this menu also are consistent with both the *Dietary Guidelines* and SNA’s National Nutrition Standards recommendations.

These menus are a great way to get the “Ready Set Go” message out, while increasing participation. The menus can be found in the April issue of *School Nutrition* magazine or online at www.schoolnutrition.org/nsbw

Thank you

Thank you to the Nutrition Committee for developing the healthy and delicious NSBW 2010 menus.

www.schoolnutrition.org/nsbw

Our member website has a complete array of useful tools and celebration ideas to help make your ready for a successful NSBW, including:

- Menus for NSBW based for 5 breakfasts
- Toolkit with ideas and instructions
- Ready Set Go! Participation sweepstakes
- Backpack brochures for students and parents
- Downloadable presentations
- Press releases and Proclamations
- Activity sheets
- Banner ads for school websites
- Permission form for logo usage



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Ready Set Go! Resources

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Parent/Student Brochure

This glossy color backpack brochure is great for spreading the school breakfast message to students and parents. The brochure outlines how the program works and the benefits of eating a healthy school breakfast. The backpack brochure is a great way to widen your influence outside of the cafeteria. The brochure is available to order from SNA's Emporium in packs of 100 and is free (you just pay shipping). Contact SNA's Emporium at 1-800-728-0728 or visit emporium.schoolnutrition.org.

You can also download the brochure and print it at your school, by visiting www.schoolnutrition.org/nsbw.

School Breakfast – Ready Set Go! Merchandise

To really make a splash in your cafeteria, purchase some themed breakfast week materials from SNA's Emporium. There are a wide range of bright, fun items such as t-shirts, aprons, baseball caps, as well as posters, pencils, balloons and other small giveaways for your students.

Call SNA's Emporium at 1-800-728-0728 or visit us online at emporium.schoolnutrition.org

PR Support Materials

One of the best ways to make your breakfast celebration a hit is to invite local media to cover the event. SNA is preparing a NSBW sample press release to help you get the attention your school

deserves. Simply download and modify to fit your needs at www.schoolnutrition.org/nsbw or call SNA Headquarters for further information at 1-800-877-8822



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Ready Set Go! Resources & Participation Sweepstakes

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Logos

The official full-color "School Breakfast – Ready, Set Go!" logos are available for use in helping to promote your breakfast program and NSBW. Why not add these logos to your menus, your web site, bulletin board or school magazine/newspaper.

To request the official logos and images, submit our easy logo request form, found at www.schoolnutrition.org/nsbw

Proclamation

If you like things official, then you will love our NSBW proclamation. A proclamation is a good way to add some ceremony to your breakfast week celebrations by having the mayor or another dignitary sign and attest it. You may download a sample proclamation at

www.schoolnutrition.org/nsbw

Ready Set Go Participation Sweepstakes

Tell us how 'School Breakfast – Ready Set Go!' has impacted your participation levels in school breakfast and what you are doing to NSBW and enter for your chance to win. Complete the "Ready Set Go!" sweepstakes form below and you will have the chance to win "Ready Set Go!" stickers for your school.

At the end of each month, between January and March 2010, we will randomly pick 15 winners (45 in total) to receive stickers for your school

The deadline for all your feedback is March 31, 2010 but enter by January 31 and you can have your stickers delivered in time for NSBW.

Visit www.schoolnutrition.org/nsbw to find out more.



School Breakfast



Ready Set Go! Art Contest

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What does School Breakfast Make You Ready for?

New this year is a drawing contest, where students will have the opportunity to answer the question “What does School Breakfast make you ready for?” by completing the blank “School Breakfast – Ready Set Go _____!” and illustrating their answer on the contest entry form. Three national winners will receive a prize pack. The local contests will run January 1, 2010 to March 12, 2010, and national entries are due March 31, 2010. Find out more at www.schoolnutrition.org/nsbw

Contest Overview

- The Ready Set Go! Art contest has local and national rounds of competition. All entries by students must be made to a local competition (to be organized by and held in schools). Please note that the only way to enter this contest is through a participating school, you cannot enter the national contest directly.
- Students (from grades 1-12) should fill in the blank “School Breakfast – Ready Set Go _____!” and illustrate their answer the official contest entry form using a traditional drawing or sketch. Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.
- The School Nutrition Association (SNA) is encouraging schools across the nation to hold local Ready Set Go! Art contests. School Nutrition Professionals or other participating school officials can enter 3 overall winners per participating school to the national contest. Please note that students cannot enter the national contest directly, they must be nominated by a School Nutrition Professional or school official.
- To judge the national contest, a panel of judges will select three overall winners, based on pre-established criteria which will be published as part of the official contest rules.
- Three national winners will receive a prize pack.
- Local school contests can run from **January 1, 2010 to March 12, 2010**, and national entries are due **March 31, 2010**.
- Official entry forms and other guidance for School Nutrition Professionals and School Officials can be found at www.schoolnutrition.org/nsbw

Important: Please note that the above is a partial summary of the Ready Set Go! Art Contest. For full contest rules and regulations, be sure to review the Ready Set Go! Art Contest section of the member resource site which can be found at www.schoolnutrition.org/nsbw or by calling (800) 877-8822.