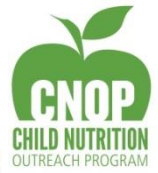


Promoting Your Breakfast Program



Promoting your program is critical in ensuring that students and their parents are fully informed about your school's breakfast program. This school year, school breakfast and lunch will be free for all students. It is especially important that families know that their students can eat breakfast during the school day for free. Here are some suggestions on how to promote your free school breakfast program:

AROUND SCHOOL

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

- Post flyers around the school, cafeteria, and on breakfast carts to promote that breakfast is FREE for all students. Here are some free printable flyers from Project Bread found on meals4kids.org
- Work with cafeteria and school staff to remind students daily that breakfast is free, and ensure they offer meals to everyone.
- Partnering with involved parents to share that breakfast is free with other parents, school community members, and administration.
- 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 continue class time learning activities while students eat their free breakfast. For example, taking attendance, hold circle time, read a story, etc.
- 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

- Send a letter, flyer or email home to all parents at the start of the school year to communicate that School Breakfast is FREE FOR ALL this year.
- Include free school meals information in your school or district's periodic newsletters/communication, website, and social media. Include translated languages necessary for your school or district.
- Contact your district office to include Free School Breakfast promotion on all district-wide communications and social media.
- Contact involved parents and/or the school Parent Organization (i.e. PTA) to post information about this year's free school breakfast on all their parent-facing web pages and social media.

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!