

# GEORGIA SCHOOL BREAKFAST CHALLENGE SCORECARD



Check out these ideas for ways to promote school breakfast! Keep track of your actions and at the end of the challenge you'll be invited to submit your scorecard to win additional prizes.

## Menu Development

- Fruit instead of juice
- Hot Breakfast item
- Scratch/Speed Scratch
- Hold a student taste test for school breakfast items.
- Offer students samples of breakfast items

## Farm to School

- Include local products in the breakfast meal
- Include produce from your School Garden

## School Administrator Engagement

- Breakfast with a Principal, School Board member, or Superintendent
- Free breakfast promotion for school teachers and staff
- School Administrator Social Media Post

## Alternative Breakfast Models

Pilot a new service model by either starting a Grab n Go, Second Chance, or Breakfast in the Classroom model. Check out the toolkit for additional ideas!

\*Examples include muffins made completely from scratch or from a mix; breakfast sandwiches put together onsite; or school made granola.

Questions? Contact [fuelingga@gadoe.org](mailto:fuelingga@gadoe.org)

## Student and Family Engagement

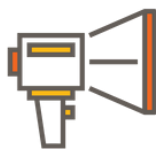
- Send a newsletter or email to parents and caregivers about the importance of school breakfast
- Community Breakfast Days: invite parents, caregivers or other community members to join the students for breakfast.
- Host a student focus group to gather input on the program
- Host a student breakfast promotional contest - students can create their own school breakfast posters or social media content

## Engage Elected Officials

- Invite your state or federal representative to participate in school breakfast
- Invite your mayor or county commissioner to participate in school breakfast
- Have your elected officials publicize the program through social media

## Innovation Bonus

Think outside the box! Describe your innovation in your School Breakfast Challenge Scorecard to receive an additional 5 points.



**Keep track of all your actions so that you can complete the scorecard at the end of the Challenge! Still need ideas, find more at the Georgia School Breakfast Challenge Toolkit.**



# GEORGIA SCHOOL BREAKFAST CHALLENGE SCORECARD

Thank you for the amazing work you do every day to ensure every Georgia student has the fuel he or she needs to succeed.

Directions: Add points according to your school's breakfast service throughout March and April. Send to [GeorgiaSchoolBreakfast@strength.org](mailto:GeorgiaSchoolBreakfast@strength.org) by May 29<sup>th</sup> to be considered for prizes.

School Name: \_\_\_\_\_

School District: \_\_\_\_\_

School Nutrition Director: \_\_\_\_\_

| Menu Development   |   | Points: |
|--|---|---------|
| Fruit <i>instead</i> of juice  | 1 point for each day that fruit is offered <i>instead</i> of juice  |         |
| Hot breakfast item   | 1 point for each day a hot breakfast item is offered  |         |
| Scratch/Speed Scratch*   | 1 point each item that is scratch or speed scratch  |         |
| Student Sampling   | 5 points if you offered a sample opportunity  |         |
| Student Taste Test   | 10 points if you offered a student taste test   |         |
| Farm to School   |   | Points: |
| Local Products <sup>†</sup>  | 1 point for each local product offered over the course of the Challenge   |         |
| School Garden  | 3 points for including any produce from a school garden   |         |
| School Administrator Engagement  |   | Points: |
| Breakfast with the Principal, School Board member, and/or Superintendent | 3 points for each time school administrator eats school breakfast ( <b>Must include picture(s) with the scorecard to receive points.</b> )                            |         |
| School Administrator Social Media Post                                   | 3 points if a school administrator posts an important message about school breakfast on social media ( <b>Must include links to social posts to receive points.</b> ) |         |
| Student and Family Engagement  |   | Points: |

\* Scratch/Speed Scratch: examples include muffins made completely from scratch or from a mix; breakfast sandwiches put together onsite; or school made granola.

† Local is defined as a product in Georgia or within 50 miles of the school district.

|   |   |                |
|---|---|----------------|
| Newsletter/Email  | 3 points for every newsletter or email shared with parents and caregivers about the school breakfast program  |                |
| Breakfast posters or visuals                              | 1 point for each poster or visual in the school that encourages students to eat school breakfast (up to 5 points)   |                |
| Community Breakfast Days                                  | 5 points for each event that invites members of the community to enjoy school breakfast (e.g. Breakfast with a Vet, Breakfast with a Farmer, Breakfast with Grandparents, etc.)                     |                |
| School Breakfast Presentation <sup>‡</sup>                | 5 points for communicating an important message about school breakfast to parents or members of the local community   |                |
| Student Focus Group                                       | 10 points for a student focus group to gather input on how to improve school breakfast  |                |
| Breakfast focused educational experience                  | 10 points for a learning lesson or educational experience   |                |
| Student promotional contest                               | 10 points for a promotional event or contest such as a school breakfast poster contest.   |                |
| <b>Elected Officials Engagement</b>                       |   | <b>Points:</b> |
| Breakfast Visit   | 5 points for every invitation sent to your state or federal representative, mayor, or county commissioner to participate in school breakfast. <b>(An extra 5 points if they visit the program.)</b> |                |
| Facebook/Instagram/Twitter                                | 1 point for each post an elected official makes to publicize or celebrate the school breakfast program. <b>(Must include links to the post to receive credit.)</b>                                  |                |
| <b>Innovation</b>   |   | <b>Points:</b> |
| Breakfast after the Bell or Alternative Breakfast Program | 5 points if any of these models are offered in the school. <b>(10 points if you begin a pilot of an alternative breakfast program during the challenge.)</b> See below for definitions.             |                |
| Innovation Bonus!   | 3 points- Describe an innovative approach, recipe, or marketing strategy that you used:   |                |

Total Points \_\_\_\_\_

**Alternative Breakfast Definitions:**

Breakfast in the Classroom: Students eat breakfast in their classroom after the official start of the school day. Students or staff may deliver breakfasts to classrooms from the cafeteria via coolers or insulated rolling bags, or school nutrition staff can serve breakfast from mobile carts in the hallways.

<sup>‡</sup> Examples may include presentations to the PTA/PTO, an advertisement in the local paper, or presenting at a school board meeting.

Grab and Go Breakfast: Students pick up conveniently packaged breakfasts from mobile service carts in high traffic areas, such as hallways, entryways or cafeterias. Students can eat in the classroom or elsewhere on school grounds before and after the bell has rung. Grab and go is most effective when carts are stationed in locations convenient to students.

Second Chance Breakfast: Students eat breakfast during a break in the morning, often after first period or midway between breakfast and lunch. Schools can serve breakfast in the same manner as they would with traditional Grab and Go breakfast. This model can be particularly effective for older students who may not be hungry first thing in the morning or may opt to hang out with friends.