

PROMOTE SCHOOL BREAKFAST THIS MARCH

Thank you for the amazing work you do every day to ensure every Tennessee student has a healthy start to the school day!

Keep track of all your promotion activities throughout the month of March. Add points for all of the actions you take according to the scorecard below. Send to mspady@strength.org by April 10th to be considered for prizes and statewide recognition.

Your Name: _____

School District: _____

School Nutrition Director: _____

School Administrator Engagement		Points:
Breakfast with the Principal, School Board member, and/or Superintendent	3 points for each time school administrator eats school breakfast (Must include picture(s) with the scorecard to receive points.)	
School Administrator Social Media Post	3 points if a school administrator posts an important message about school breakfast on social media (Must include links to social posts to receive points.)	
Student and Family Engagement		Points:
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*	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.	

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

Elected Officials Engagement		Points:
Breakfast Visit	5 points for every invitation sent to your state or federal representative, mayor, or county commissioner to participate in school breakfast. (An extra 5 points if they visit the program.)	
Facebook/Instagram/Twitter	1 point for each post an elected official makes to publicize or celebrate the school breakfast program. (Must include links to the post to receive credit.)	
Innovation		Points:
Breakfast after the Bell or Alternative Breakfast Program	5 points if any of these models are offered in the school. (10 points if you begin a pilot of an alternative breakfast program during the month.) See below for definitions.	
Innovation Bonus!	3 points- Describe an innovative approach, recipe, or marketing strategy that you used:	
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 [‡]	1 point for each local product offered over the course of the month	
School Garden	3 points for including any produce from a school garden	

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.

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.

[†] 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 Tennessee or within 50 miles of the school district.