

# PROMOTE SCHOOL BREAKFAST THIS MARCH



**Build on the momentum of National School Breakfast Week and continue to promote the program all March!**

**Check out these ideas to engage your administration, teachers, students, and community members! Share your successes for a chance to win prizes and statewide recognition!**

## **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.
- Implement a breakfast focused learning lesson or educational experience
- 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

## **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

## **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



## Alternative Breakfast Models

Pilot a new service model by either starting a Grab n Go, Second Chance, or Breakfast in the Classroom model.

## Menu Development

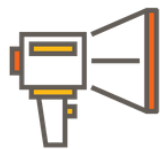
- Fruit instead of juice
- Hot Breakfast item
- Scratch/Speed Scratch
- Hold a student taste test for school breakfast items.
- Offer students samples of breakfast items

## Farm to School

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

## Innovation Bonus

Think outside the box! Describe your innovation in your School Breakfast Promotions Scorecard!



Keep track of all your actions so that you can complete the scorecard at the end of the month of March!

Questions? Contact [mspady@strength.org](mailto:mspady@strength.org)



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