



Virginia Breakfast Challenge GOLD Category



Breakfast Scorecard

Directions: Add points according to your school's breakfast service for any **one week** of your choosing between **October 1st and December 31st** along with a copy of your breakfast menu or production record. Send to Catherine Spacciapoli at Catherine.Spacciapoli@doe.virginia.gov on or before the week of Monday, December 31st to be considered for the GOLD Category prizes.

Week/Dates Selected: _____ Copy of Menu Included? Y ___ N ___

School Name: _____

School Division: _____

School Nutrition Director: _____

Nutritional Quality		Points:
Fruit <i>instead</i> of juice	1 point for each day that fruit is offered <i>instead</i> of juice; up to 5 points	
Hot breakfast item	1 point for each day a hot breakfast item is offered; up to 5 points	
Protein (M/MA) item*	1 point for each day a protein item is offered; up to 5 points	
Scratch/Speed Scratch†	1 point for each item that is scratch or speed scratch	
Farm to School		Points:
Local Products‡	1 point for each local product offered over the course of a 5 day week	
School Garden	3 points for including any produce from a school garden	
Virginia Harvest of the Month	5 points for integrating Harvest of the Month to your breakfast program	
School Administrator Engagement		Points:
Breakfast with the Principal	3 points if a school administrator eats school breakfast at least once during the week (Must include a picture with the scorecard to receive points.)	

* Schools may substitute M/MA for grains once daily grains minimum is met.

† 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 Virginia or within 50 miles of the school division.

School Administrator Social Media Post	3 points if a school administrator posts an important message about school breakfast on social media	
Community Engagement		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, etc.)	
School Breakfast Presentation [§]	5 points for communicating an important message about school breakfast to parents or members of the local community	
Marketing and Social Media		Points:
Facebook/Instagram/Twitter	1 point for each day you tag @NoKidHungryVA or @VDOESNP in a social media post; up to 5 points	
#VABreakfastChallenge	1 point for each day you post a picture to social media with #VAbreakfast; up to 5 points	
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	
Taste Test and Sampling	1 point for each day you offer samples to students to encourage more participation; up to 5 points total	
Contests/Challenges	5 points if you held a contest or challenge to get students excited about school breakfast	
Innovation		Points:
Breakfast after the Bell or Alternative Breakfast Program	5 points if any of these models are offered in the school. See below for definitions.	
Other Innovation	3 points- Describe an innovative approach, recipe, or marketing strategy that you used:	

Total Points _____

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



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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.