

Building Better Breakfast Participation



**KEYS TO SUCCESS
FOR
SUSTAINABLE GROWTH IN
SCHOOL BREAKFAST
PARTICIPATION**

School Breakfast Changes Lives!



Kids who eat School Breakfast:

- * Miss less school days
- * Score higher on math tests
- * Are 20% more likely to graduate

... And because they are more likely to graduate, they also:

- * Earn approx. \$10,000 more annually
- * Are less likely to suffer from hunger as an adult

The facts are indisputable:



BUT...



**ONLY 1/2 OF ALL
STUDENTS**

**WHO QUALIFY FOR FREE
& REDUCED PRICE MEALS
ACTUALLY GET
SCHOOL BREAKFAST ON A
DAILY BASIS!**



So What's a School Nutrition Director to do?????



4 Easy Steps



**TO SUSTAINABLE
BREAKFAST
GROWTH!!!**

1. Make Breakfast Accessible!

Use multiple delivery methods to ensure access:

- Traditional Breakfast in Café
- Grab & Go Breakfast
- Extended Hours breakfast
- Breakfast Carts
- Breakfast in the Classroom
- Universal Breakfast



2. Make Breakfast FUN!



- We offer monthly FUN Friday Breakfasts at our elementary schools.
- Pick a theme – Football, Apples, March Madness, Winter.... and build your menu around the theme.
- Make it fun – offer food art, a sticker, something special.
- Market, Market, Market

3. Make Breakfast Tasty & Trendy

- Stay on-trend with the current food culture in your district.
- Popular items in our district include:
 - Smoothies
 - Yogurt Parfaits
 - Whole Grain Muffins
 - Breakfast Pizza
 - Breakfast Burritos
 - Top your own bars – yogurt, oatmeal, cereal



Make your own yogurt parfait



4. Market Your Program!



Educate the public about the importance, availability and VALUE of school breakfast!

Talk About School Breakfast



- Letters home
- Newsletters
- Emails
- Facebook
- Twitter
- Instagram
- Website



Promote Your School Breakfast Program



- PTA/PTO meetings
- Faculty meetings
- School Board
- Open Houses



RECAPPING the 4 Steps!



- **Make Breakfast Accessible!**
- **Make Breakfast FUN!**
- **Make Breakfast Tasty & Trendy!**
- **Market Your School Breakfast Program!**

