

# National School Breakfast Week

March 7-11, 2022



# TAKE OFF

WITH SCHOOL BREAKFAST

2022 Toolkit  
Tools & Resources  
for SNA Members



ZOOM!

#NSBW22 resources  
are made possible by:



Feeding Bodies. Fueling Minds.®





## Table of Contents

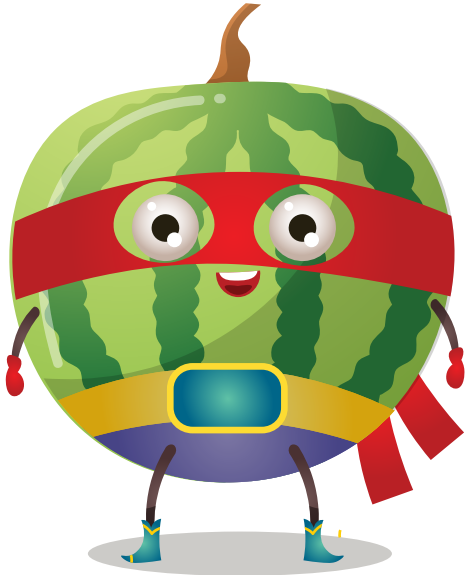
Buckle Up for Mission Possible: Introduction .....	2
Origin Stories: All About School Breakfast, NSW & SNA.....	3
Up, Up and Away! Set Your #NSBW22 Goals & Manage Logistics .....	4
SHAZAM! Engage Students Eating Breakfast <i>Wherever They Are!</i> .....	6
Suit Up for Success: Decorate Your Serving and Dining Areas .....	9
Rocket Boosters: Connect Your Menus to #NSBW22.....	10
Here to Save the Day: Generate Social Media Buzz .....	12
Positivity Will Prevail: Social Media Dos & Don'ts .....	13
Let Your Social Media Soar: Sample #NSBW22 Posts .....	14
No Mere Mortals: Strategies to Engage Parents in #NSBW22 .....	16
Ready for Action: Legislator & Media Outreach.....	17
Take It Further: More Tools to Support Your #NSBW22 Campaign .....	18



#NSBW22 resources are made possible by: Feeding Bodies. Fueling Minds.®



# TAKE OFF WITH SCHOOL BREAKFAST



## Buckle Up for Mission Possible!

While COVID-19 continues to play havoc with schedules, and supply and labor shortages present daunting challenges, school nutrition professionals like you know just how important it is to ensure school meals remain a reliable constant for students every day. National School Breakfast Week (NSBW) 2022, March 7-11, will be a valuable occasion to **remind kids and their parents** that cafeteria teams like yours are working hard to feed students' bodies and nourish their spirits.

Celebrations like NSBW are great opportunities to nourish *your own* spirit, as well! This year's official campaign theme, "Take Off With School Breakfast!" leverages the enduring fascination we have with beings who possess extraordinary powers and use those to do good deeds. Superheroes are ready for action and the next new challenge. They exude **energy** and **enthusiasm**. They are

capable of great things. Doesn't this describe America's kids when they start their day with a healthy school breakfast?! Doesn't it *also* describe America's school nutrition professionals, especially these last two years?

It's a terrific message to have at the core of all your activities promoting NSBW to students, teachers, parents, the media and policymakers. And it provides you with a fresh and renewed way to **keep "fun" front and center** for your team and your customers.

In districts all across the country this school year, breakfast participation has been soaring, largely thanks to federal flexibilities that provide for universal-free meals throughout SY2021-22. But school nutrition heroes like yourself know that building and *maintaining* customer loyalty for any foodservice operation or meal program requires ongoing attention. In schools, success relies on the dynamic duo of innovation and entertainment.

The resources in this *Toolkit*—and throughout the #NSBW22 website—are designed to help you **showcase your inventive spirit** as you promote the importance of eating school breakfast and the delicious menu items you serve up every morning. From suggested engagement activities and creative cafeteria decorations to sample social media posts and downloadable activity sheets, you'll find the help you need to craft a celebratory occasion that's just right for right now. It might be a high-octane power play of epic proportions. It might be a simple but impactful social media campaign.

**'Take Off With School Breakfast!' and take your breakfast program to the next level!**



#NSBW22 resources are made possible by: Feeding Bodies. Fueling Minds.®



# TAKE OFF WITH SCHOOL BREAKFAST

## Origin Stories: All About School Breakfast, NSBW and SNA



All good caped crusaders have compelling origin stories about how they discovered their super powers and committed themselves to serving others. The same is true of one of the most valuable federal child nutrition programs.

In 1966, Congress authorized funding for a pilot program to serve breakfast at school as a measure to combat hunger and food insecurity among children. In 1975, the **School Breakfast Program (SBP)** was granted permanent authorization. Since then, school breakfast participation inched up year to year, reaching nearly 15 million children in SY2018-19, before falling to 12.4 million during SY2019-20 when schools were closed for much of the year due to the COVID-19 pandemic. But even without the challenges of pandemic-era school foodservice, there has been a longstanding troubling participation gap, with millions of children from across the income spectrum eating school lunch, but failing to take advantage of the school breakfast program, often in response to stigma and logistical barriers to access.

This year, in response to the pandemic, schools have greater flexibility to serve all meals—breakfast and lunch—free to all students, regardless of income and whether they are learning in-school or at a remote location. These meals are being provided by either a federal summer meals program or the SBP.

The **School Nutrition Association (SNA)**, represents nearly 50,000 school nutrition professionals providing breakfast in many ways, including traditional cafeteria service, as well as meals delivered to and eaten in the classroom; meals picked up at grab 'n' go kiosks stationed near bus drop-offs, school entrances and other high-traffic areas in the school; meals served during homeroom or as a “second chance” option in mid-morning; and meals sent home to virtual learners.

**National School Breakfast Week (NSBW)** was established in 1989 as an annual observance that promotes the value of a healthy, school breakfast for students in K-12 schools. SNA has long supported NSBW, encouraging its members to help promote the occasion and leverage the opportunity of a national spotlight on school breakfast. To assist members in this effort each year, SNA develops an official campaign and art, along with merchandise, engagement ideas, customizable communications, reproducible coloring/activity sheets and various marketing materials. In addition to this downloadable toolkit, be sure to check the other resources found at [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw).





# Up, Up and Away! Set Your #NSBW22 Goals & Manage Logistics

Do you have what it takes to be a **"breakfast hero"** and recruit students to join this special league of achievers? Take a deep breath, take steps and get ready to take action as you prepare to "Take Off With School Breakfast!" The most effective NSBW cafeteria campaigns are the ones that are organized with care. Set your goal, confer with your compadres, identify partners who can help get the job done, and get ready to blast off into the stratosphere!



**What is my No. 1 goal for this year's NSBW celebration?**

**Be specific.**

*(examples: increase participation by x%, get xx media mentions, introduce one new menu item, engage student advisory group, have activities in xx% of all schools in the district, etc.)*

---

---

---

---

**What is my budget for NSBW 2022?**

---

**How will I supplement those funds with staff talent, donations from area vendors or other resources?**

*(examples: crafty creations, hand-sewn costumes, donated prizes/giveaways)*

---

---

---

---

---

---

**Who—in our school, district and the community—can help us promote the "Take Off With School Breakfast!" campaign theme?**

*(examples: first responders, health professionals, veterans, local celebrities, community leaders, business leaders, school club advisers, student athletes, teachers, staff, students, parents, family members)*

---

---

---

---

---

---





# TAKE OFF WITH SCHOOL BREAKFAST



During this year's NSBW, **March 7-11, 2022**, breakfast may be served in cafeterias, classrooms, outdoors, "pod" areas throughout the building or even at home, depending on an individual district's student instruction plans and any late-breaking school closures or quarantines. Plus, you may face the added challenge of unexpected staff absences and product shortages. As a result, SNA is offering a range of suggested tactics for engaging students in the "Take Off With School Breakfast!" campaign. These are suggestions that you can modify, mix/match, employ in other meal service models and use to inspire your team to develop alternate activities.

Also, **take inspiration** from previous years' activities and current plans of other cafeteria teams that are shared on social media. You're not in competition with other school districts, so you can freely "borrow" clever ideas, although you should always request permission to adapt any designed materials. Have confidence that you have what it takes to create an impactful #NSBW22 celebration!

## SHAZAM! Engage Students Eating School Breakfast Wherever They Are!

**1** The tried-and-true "**lucky tray**" cafeteria giveaway can be adapted to meal bags and to-go containers that are delivered to classrooms, served in hallways or sent home. Feature small giveaways, such as superhero-themed sticker sheets, pencils, bookmarks, erasers, vinyl balls, plastic figurines and medallions. (Hint: Be sure to check out what's available in the SNA Shop, [www.schoolnutrition.org/snashop](http://www.schoolnutrition.org/snashop).)

**2** If current school policy is to permit visitors to join kids in the cafeteria, designate a day to **recognize local heroes** and invite area first responders (EMTs, fire-fighters, police/security) to enjoy a free breakfast. Consider expanding your definition of heroic responders to include utility workers who restore power after a storm, trash collection drivers, Red Cross volunteers, public transportation drivers, supermarket cashiers and others who work hard during weather events and other crises to serve their communities. Make sure students are aware of the importance of these oft-unsung heroes. If school policy does not permit special guests at this time, consider recognizing a different group on social media each day of #NSBW22 or ask teachers and students to make thank-you cards during breakfast periods that can be delivered to different hero teams later in the week.



# TAKE OFF WITH SCHOOL BREAKFAST

**3** The hero theme also can be applied to veterans and active-duty members of the **armed forces**. Invite these men and women as special guests for breakfast or to be the subject of social media profiles and/or cafeteria bulletin board displays.

**4** On one day of NSBW, write **positivity messages** on the outside of to-go containers: “You’re MY Hero!” “Wowza!” “Yum!” “You Have What It Takes!” “Heroes Assemble!” “Do Your Best!” and so on.

**5** Encourage students to become “**Breakfast Heroes**” by asking them to sign a pledge to start each morning with a healthy breakfast, to try new breakfast foods when offered, to be kind to others and to do their best every day. Use Canva or other simple design software to create a colorful pledge sheet/certificate to distribute to student Breakfast Heroes, as well as buttons or badges of your own design to make it a “club” unique to your particular school or district.

**6** Identify one day for students to come to school dressed as their favorite superheroes. Halloween **costumes** of specific comic book characters or generic capes and masks are equally acceptable! Invite cafeteria staff to break out their School Lunch Hero Day gear and dress up as well.

**7** Do you have monitors in the cafeteria that can play DVDs or stream movies from the internet? Consider playing a

## SHAZAM! Engage Students Eating School Breakfast Wherever They Are! (continued)

different popular superhero-themed **cartoon or webisode series** during lunch periods each day of NSBW. Select family-friendly options, but make sure to preview for language and violence. Examples include the Lego Marvel Superhero Series on Netflix and YouTube. Or go old school such as the Power Puff Girls or Teenage Mutant Ninja Turtles.

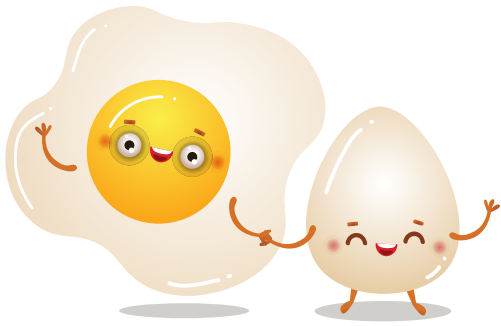
**8** Work with interested teachers to organize an **essay activity** during NSBW, asking students to identify their personal heroes. The essay could include a few reasons why this person was selected, *but* could also ask students to imagine if they could prepare and serve breakfast to their hero. What would they make and why?



**9** March is also **National Nutrition Month**. Use SNA’s #NSBW22 infographic or create one of your own to connect the two events, detailing the elements of a nutritious school breakfast and explaining why nutrition is important for achievement. Pack this flyer along with meals sent home and/or post on your social media channels.



# TAKE OFF WITH SCHOOL BREAKFAST



## SHAZAM! Engage Students Eating School Breakfast Wherever They Are! *(continued)*

**10** The “Take Off With School Breakfast!” theme can also be focused on **air and space travel**, rather than on superheroes. Giveaways can include tiny airplanes or imprints of hot-air balloons. Contact a regional airport to invite a local pilot to be a guest server, a special presenter or to be profiled through social media. Each day, celebrate a different pioneer in aviation, such as the Wright Brothers, Amelia Earhart, Bessie Coleman, Charles Lindbergh, John Glenn or the Challenger Space Shuttle crew.

**11** **Identify teachers** who might be willing to spend each morning of NSBW engaging students in a pre-homeroom breakfast activity to create individual “vision boards” featuring a collage of words and images cut out from magazines about the characteristics that make someone a hero. Images of healthy breakfast items are also encouraged! Provide participating classrooms with magazines you collect from your team and families. Take photos of the results to post on your social media channel.

**12** Suggest a weeklong series of **classroom lessons** in which different breakfast foods are explored, one each day of #NSBW22. For example, you might provide teachers with downloadable educational materials on the nutritional benefits of eggs, the history of the bagel, how cows are raised to produce milk or understanding the components of a grain. As a bonus exercise, at the end of the week, ask students to vote on their favorite breakfast item or for the background story they found most interesting and to share the results with the cafeteria manager.

**13** **Introduce a new breakfast** item and ask classrooms to come up with possible names for the dish and vote on their favorite. After finalists from all participating classes have been submitted, convene a small group of judges (perhaps the student government president, the principal and the cafeteria manager, of course) to pick the winner. Make sure the classroom that submitted the entry gets a prize, as well as recognition when the breakfast item is served later in spring.

**14** Provide a daily selection of small samples of different brand-new menu items. Using a simple posterboard featuring a “thumbs’ up or thumbs’ down,” ask students to **record their reaction** to each new item using a colored dotlabel on the appropriate side of the display. Track the results throughout the week, noting which one receives the highest overall score.



## Suit Up for Success: Decorate Your Serving Areas

Most superheroes put a lot of stock into the special suit they wear while performing their good deeds. It's a critical part of their identity. Similarly, your #NSBW22 celebration will have greater impact with themed graphics, decorations and costumes.



Pay attention to all areas—physical and virtual—that can help you convey your messages about NSBW, this year's campaign theme and the many benefits of school breakfast. These include:

The Cafeteria/Dining Area	Serving Lines
Kiosks/Mobile Carts/ Grab 'n' Go Stations/ Curbside Pickup	Bulletin Board Displays
Cafeteria/Kitchen Doors	School Marquee
Delivery Vehicles	Meal Packaging
Web Page	Social Media Channels
Flyers/Newsletters	Parent/Family Communications
Morning Announcements	Media Advisories

**favorite character** from the deep well of comic book heroes that are gaining new fans through movie franchises ranging from classic Superman, Spiderman and Wonder Woman to the more recent Black Panther, Black Widow and Shang-Chi. Go retro with such characters as Mighty Mouse, Flash Gordon, The Tick or Buzz Lightyear.

Be sure to use the official #NSBW22 campaign art, including the downloadable logo and social media tools you'll find online at [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw). Plus, check out the SNA Shop, where you can purchase themed t-shirts, vinyl stickers, water bottles, balloons, buttons and more.

If you've been celebrating School Lunch Hero Day in recent years, you likely have great costume accessories that can be used during #NSBW22! Don masks and capes and incorporate kitchen pots, pans and utensils as shields and gadgets. Or dress as your

The "Take Off With School Breakfast" theme also lends itself to a campaign centered on **air and/or space travel**. Each day of #NSBW22 could focus on a different type of aircraft and aviators. For example, one day might feature hot-air balloons and include photos or video from the famous balloon festival in Albuquerque. Other days might focus on para-gliding, passenger jets and space travel. Costumes could range from early aviators to modern-day commercial pilots and flight attendants or military jet pilots.



#NSBW22 resources are made possible by: Feeding Bodies. Fueling Minds.®



# TAKE OFF

## WITH SCHOOL BREAKFAST

Your breakfast menu is, of course, at the heart of your campaign. **The key message is that a balanced breakfast is the fuel that enables students to “Take Off!” and make the most of the day ahead.** Eating the morning meal at school ensures that kids get the nutrition they need to tap their inner superheroes.

### NUTRITION IN FOCUS

While specific nutrition requirements differ between the federal programs used for school breakfast service in SY2021-22, you can and should **emphasize how your breakfast menus are *always* developed to provide a healthy, balanced meal.** School breakfasts must include milk, grain/bread and fruit/vegetable components; a protein is optional but often included. Point out how your program also keeps an eye on limiting sugar, sodium and fat content in school breakfasts. If you offer pre-packaged items similar to those available at retail, be sure parents understand any product reformulations that make the item compliant with federal nutrition standards.

### NEXT-LEVEL BREAKFASTS

Do you incorporate foods from a **farm-to-school** program? Are certain breakfast items made from **scratch or speed-scratch**? Does the menu include **regional favorites**—perhaps grits, biscuits, chicken-and-waffles or chili with cinnamon rolls? How often do you introduce **new recipes**—especially those suggested by parents? Are there some popular and healthy **restaurant trends** or buzz-worthy social media phenoms that are you

## Rocket Boosters: Connect Your Menus to #NSBW22

adopting (and adapting) for school breakfast, such as avocado toast, egg bites or cereal milk oatmeal? Share these efforts with families and at the point of service.

### BAM! WOW! YUM!

Menu traditional favorites or even keep to your menu cycle, but have fun by injecting a little word play about superheroes into select items. For example:

Crunch Time (cereal)	Bagel Booster
Power Parfait	Super Duper Sandwich
Be Egg strodinary (egg dish)	High-Flyin’ Crepes

### LAUGHTER IS A SUPER POWER

Use jokes and puns to attract attention to classic breakfast menu items on the service line. Here are 10 ideas:



I think I’m gonna ace this test today.  
**ORANGE** you glad you ate a good school breakfast?



What’s the first thing superheroes do in the morning?  
They put on their **CREPES**.



# TAKE OFF

WITH SCHOOL BREAKFAST

3

Ready for today's pop quiz  
in science?  
Are you *YOLK-ing*? Of course, I am,  
because I ate school breakfast.

4

I hope you drank your orange juice  
this morning. You'll need it to  
*CONCENTRATE*.

5

How did [Name of  
Superhero] get so strong?  
He/She never *WAFFLED* about  
eating a healthy breakfast.

6

Why are you taking those egg bites  
to gym class?  
I need some *EGGS-ERCIZE*.

## Rocket Boosters: Connect Your Menus to #NSBW22 (continued)

7

What's the best breakfast to help me  
with my Language Arts essay?  
*SYNONYM BUNS*

3

Let's get *CEREAL-US* about the importance of  
starting the day with a balanced breakfast.

9

Are you ready for your history presentation?  
I just need to eat breakfast first,  
so I can make sure my talk is *PARFAIT*.

10

Why did the fans throw bread  
after the superhero saved the day?  
They wanted to *TOAST* his/her big success!



# TAKE OFF WITH SCHOOL BREAKFAST



## Here to Save the Day: Generate Social Media Buzz

Whether it's via the "Bat Signal" in the sky above Gotham City or through articles about the exploits of Superman and Super Girl in the *Daily Planet*, superheroes have a vested interest in making sure the community knows all about their derring-do. Your #NSBW22 celebration needs similar attention, and social media is your best vehicle for conveying key messages to different stakeholder groups. But you won't be able to maximize its effect unless you create a social media *plan*. This plan should include several important components:

**1** Identify the **social media platforms** you will use to in your marketing efforts. You do not need to manage them all equally, but you shouldn't ignore any channel completely. Remember that posts should be tailored to reach different audiences (Facebook for parents, Instagram for students, Twitter for local media). They can be similar in tone, information and call to action, but not identical.

**2** Consider your #NSBW22 **campaign goals** (page 4). Reflect on how social media can help you meet these goals. What messages are most important to convey—and which platforms lend themselves best—for your desired outcomes?

**3** Develop a **timeline** for each social media platform. Think in terms of momentum. When do you want to start "teasing" your event and activities? When is it important to convey more details?

As the big week approaches, your posts should become more frequent. But take care to find fresh messages each time. If all posts say the same thing, or use the same visuals, users will start tuning them out. See the suggested sample posts on page 14.

**4** Use the following hashtags on all Facebook, Instagram and Twitter posts about your NSBW plans, activities and reports: **#NSBW22 #SchoolBreakfast #BreakfastHero**

**5** About a week before NSBW, change your **profile** and **cover photos** to the official #NSBW22 art. Keep these until a full week after the conclusion of your events and activities. About a week or so before #NSBW22, publish any special menus.

**6** Make sure your plan includes a few posts that promote user **engagement**. Maybe it's a poll, a short video or even a live streaming event of your preparations or one or more of your #NSBW22 activities.



#NSBW22 resources are made possible by: Feeding Bodies. Fueling Minds.®







## Positivity Will Prevail: Social Media Dos & Don'ts

**DO: Use relevant hashtags** to track the conversation and amplify your own posts: #NSBW22, #SchoolBreakfast, #BreakfastHeroes. Also use the official #NSBW22 cover banner and button artwork.

**DON'T: Share poor-quality photos.** Learn how to stage great food photos. Shoot in natural light. Remove background items. Highlight bright colors of trays, plates and ingredients. Crop images after you've taken them, instead of using the zoom function; this will avoid a grainy quality. Practice!

**DO: Use photos of nutritious menu items and create captivating captions** to describe the item beyond its menu name. For example: "Our whole-grain buttermilk pancakes are light and fluffy and cooked fresh on the griddle." "Tomorrow is Pizza Bagel Day! Don't miss this melty delicious way to start the morning."

**DON'T: Post any photos of students without understanding your school/district policy** regarding media releases. Check with the principal or communications office for guidance.

**DO: Be intentional** about the audience for each social platform. Tailor your messages and images accordingly.

**DON'T: Give in to anxieties** about being a social media novice. This is a great occasion to play with the different tools available on social media and grow your skills. Don't let "perfection become the enemy of the good." Your efforts may seem rough compared to those of other districts, but you'll get there! Don't have an official district/school meal program social identity? SNA loves to share member photos through our channels. If you post to your personal pages or in a Group, tag us: Facebook (@SchoolNutritionAssociation), Twitter (@SchoolLunch) and Instagram (@SchoolNutritionAssoc).

**DO: Use different tools to increase engagement**, such as compelling photos, infographics about school meals, links to relevant content, resources from SNA, a compelling human interest story in the media, a poll, a video or a live event.



# TAKE OFF WITH SCHOOL BREAKFAST

## Let Your Social Media Soar: Sample #NSBW22 Posts

With the omicron variant of the COVID-19 virus likely to play havoc with school schedules throughout the winter, you'll want to **start raising awareness of this year's event early**, and social media is your trusty sidekick here.

Be sure to involve **community partners** (such as vendors, health organizations, farmers, PTAs, local agencies and extension services) in your #NSBW22 promotion plans! At minimum, you can ask them to help you in your efforts to use #NSBW22 to spread the word that school breakfasts are free, safe, delicious, nutritious and an important part of the school day for all children.

Start by reaching out to the partners who support your school nutrition program and offer them the following sample posts to share on their Facebook/Instagram and Twitter channels. Make available the official #NSBW22 social media graphics. Add a few posts that promote some of the specific NSBW activities and menus that you have planned. As March draws near, start targeting your social media messages directly to students and their parents. Mix and match the examples that best convey your NSBW takeaways to each target audience.

### FACEBOOK/INSTAGRAM

- Throughout the pandemic, millions of children have received school breakfast every school day in cafeterias, classrooms and even at home. Join us in celebrating #NSBW22 March 7-11 to highlight the importance of school breakfast and the critical role school nutrition professionals play in helping children succeed in and out of the classroom. #SchoolBreakfast #BreakfastHeroes

- Even for remote learners, school breakfast is a winner for parents and their children. It's a great value, meets nutrition standards, sets up school day structure and helps students be more alert and attentive. National School Breakfast Week, March 7-11, 2022, is a great opportunity to promote the benefits of breakfast. #NSBW22 #SchoolBreakfast #BreakfastHeroes Learn more: <https://bit.ly/3uUb4Cv>
- Studies show that students who eat school breakfast reach higher levels of achievement in math and reading, score higher on standardized tests and have better concentration and memory. The official #NSBW22 infographic is a simple way to share these details with parents and the community at large #SchoolBreakfast #BreakfastHeroes Learn more: <https://bit.ly/3KpYKBS>
- This year's NSBW theme, "Take Off With School Breakfast!" spotlights the transformative power of school breakfast. When kids start the day with a healthy morning meal, they can be ready for whatever comes next! #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff Learn more: <https://bit.ly/3qHgC33>
- Our school cafeteria heroes work every day to make heroes of the students they serve. Celebrate Mission Possible during #NSBW22! #SchoolBreakfast #BreakfastHeroes



#NSBW22 resources are made possible by: Feeding Bodies. Fueling Minds.®

# TAKE OFF WITH SCHOOL BREAKFAST

## ZOOM!

## Let Your Social Media Soar: Sample #NSBW22 Posts (continued)



- #NSBW22 is your best chance to take advantage of the free meals our school district provides children learning at home and at school! #SchoolBreakfast #BreakfastHeroes
- Take your dreams higher as you Take Off With School Breakfast! We'll be celebrating National School Breakfast Week March 7-11, 2022. Come soar with us! #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff
- Are you a Breakfast Hero? A delicious school breakfast will power you up to take on every challenge. Join us in the cafeteria March 7-11, 2022 for a special celebration. #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff
- A balanced school breakfast will help you take action, take steps and take on whatever comes your way today. Take our word for it and Take Off With School Breakfast! #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff
- The "Take Off With School Breakfast!" theme promotes the extraordinary power and resilience of today's kids to face every new challenge. Breakfast paves the way. #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff
- Whether school breakfast is served in cafeterias, hallways, classrooms or sent home, it comes to you courtesy of the caped crusaders of your district's school nutrition team. From one generation of heroes to the next. #NSBW22 #SchoolBreakfast #BreakfastHeroes
- Starting the education day, at school or home, with a healthy morning meal powers kids to soar to new heights. #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff
- Are you a breakfast hero? #NSBW22, Mar. 7-11, is a great time to try our district's free school breakfast offerings and see how these tasty meals power up your morning. #SchoolBreakfast #BreakfastHeroes

## TWITTER

- "Take Off With School Breakfast!" spotlights valuable morning meals prepared by dedicated professionals for America's students. Join us in celebrating National School Breakfast Week Mar. 7-11, 2022. #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff Learn more: <https://bit.ly/3qHgC33>
- Are you taking advantage of the free meals our school district provides students? Take Off With School Breakfast Mar. 7-11, 2022, #NSBW22 #SchoolBreakfast #BreakfastHeroes #Ready4TakeOff



#NSBW22 resources are made possible by: Feeding Bodies. Fueling Minds.®



# TAKE OFF WITH SCHOOL BREAKFAST

The continued threat of the COVID-19 pandemic means you may not be able to rely on some of the fundamental approaches you've used in the past to engage parents during NSBW. In many districts, even where in-person learning is available, guests may be prohibited from joining students for meals in the cafeteria. Still, wherever kids are eating the morning meal, parents play a critical role in driving school breakfast participation. Engaging them in your #NSBW22 campaign should be a high priority.

**Emphasize Safety** Be assertive in promoting the steps you and your staff are taking to ensure that meals continue to be safe, along with the environments in which they are prepared, served and consumed.

**Encourage a Healthy Start to the Morning** Suggest that parents and students review the #NSBW22 menu together and begin a dialogue about fueling up with a healthy, balanced breakfast to start the day. Share the #NSBW22 infographic to remind parents of the nutritional benefits of school breakfast. In particular, studies show that students who eat school breakfast are more likely to:

## No Mere Mortals: Engage Parents in #NSBW22

- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert
- Maintain a healthy weight

**Note Cost Savings** The value of free school meals has never been more important! Food prices at the supermarket continue to skyrocket. All children can benefit from the advantages conveyed with school breakfast participation. Plus with all meals free to all students this school year, there is no stigma associated with breakfast participation.

**Confirm Cafeteria Connections** All activities that help students engage with one another, with your team and with the school environment are welcome and valuable to children's ongoing emotional well-being. In your parental outreach efforts, emphasize those aspects of the #NSBW22 campaign that are "just like" past celebrations, no matter where breakfast is being served and consumed.

**Promote Family Activities** Share ideas of activities that families can do together. Parents and their children can prepare breakfasts and other meals together, learn culinary skills from school nutrition-produced videos, share their culinary creations via social media and participate in educational activities like school garden projects or learning about cultural traditions and practices through food.



# TAKE OFF

WITH SCHOOL BREAKFAST

## Take Action: Legislator & Media Outreach

It will be up to local officials to determine the feasibility and parameters of site visits by media representatives and dignitaries, such as local, state and national lawmakers. The multiple layers of messages—COVID-19 anniversary, #NSBW22 and National Nutrition Month—will require some thoughtful planning. The following guidelines will help.

- **Confirm district policy** and limitations regarding media events. Start by contacting your district communications office and explain what you have in mind.
- Lawmakers may not be available to visit schools, but it doesn't hurt to **extend an invitation**. Make this an early step in your planning process.
- Work with the district's communications team to **conduct outreach** to bloggers, news producers and reporters with local papers and news stations. Discuss the conditions under which they will send reporters and a camera crew. Be sure that any event under consideration complies with district policy about filming children.
- If an event is green-lighted, **be organized**, as your guests are likely to be on a very tight schedule. **Develop an agenda**, as well as **specific messages** you want lawmakers—or the media—to know about your efforts to serve meals to students during the pandemic. Prepare a document with **key facts**, especially the numbers of meals served since school closures, along with the financial impact on your program and staff, plus highlights of creative innovations.
- Print SNA's sample **press release** on your school/district letterhead and send to media representatives at least one week prior to #NSBW22.
- Assign someone on your team to **capture photos** of the event to post on social media.
- After the event has concluded, be sure to **send thank-yous** to all who were involved.





# TAKE OFF WITH SCHOOL BREAKFAST

## Take It Further: More Tools to Support Your NSBW Campaign

Consider this Toolkit as just one of several super powers at your disposal—or gadgets in your utility belt. SNA's #NSBW22 website, [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw), is a one-stop shop of support for your "Take Off With School Breakfast!" campaign. You'll discover:

**Activity Sheets:** Check out these popular coloring pages and puzzles you can download, print and distribute to engage students.

**Artwork & Logos:** The official #NSBW22 campaign art is available for select uses. Social media graphics are also available.

**Infographic:** This one-page flyer is a great communications tools for parents on the importance of starting the day with a healthy school breakfast. It's also available in Spanish.

**Merchandise:** Find #NSBW22-branded gear, decorations and giveaways online at the SNA Shop at [www.schoolnutrition.org/snashop](http://www.schoolnutrition.org/snashop).

**Press Release:** Customize our template with details about *your* #NSBW22 celebration.

**Proclamation:** Download the sample proclamation and add your school or district's information. Request that the mayor or city council proclaim March 7-11, 2022 to be National School Breakfast Week.



#NSBW22 resources are made possible by: Feeding Bodies. Fueling Minds.®