

Welcome!!

We'll get started soon. While we wait for other attendees to join, please answer this question in the chat box:

What school breakfast promotion efforts have you tried?

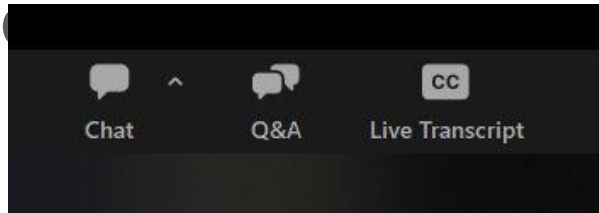


Creating a Buzz About Breakfast: Promotion Strategies for Generating Excitement & Boosting Participation

September 12, 2024



Things to Know as We Begin

- The slide deck will be shared via email after the webinar along with the recording.
- To engage with other attendees, please use the chat box.
- If you have questions for the speakers, please enter those into the Q&A box.
-  available.

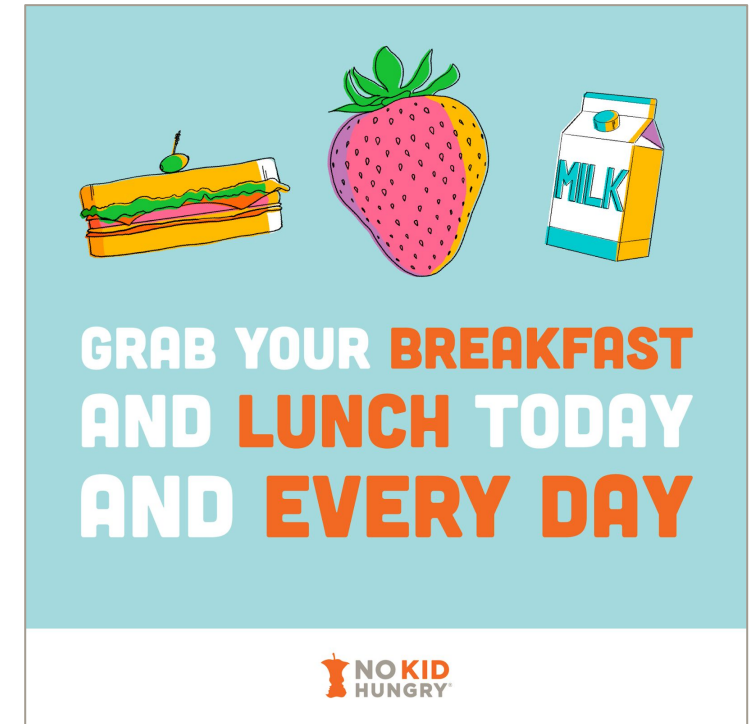


Agenda

- Resources from No Kid Hungry
- School Breakfast Promotion Strategies
- School Spotlight: Bel Air Elementary School
- Q&A
- Survey

Resources

School Meals Marketing Toolkit – This toolkit was created to help you get the word out to students and families about school meals. It includes both ready-to-use and customizable assets to help you quickly and easily communicate with students and families about school meals.



Resources

Examples for engaging students:

- Get your day off to a nutritious and delicious start by eating school breakfast. See what's on the menu this week here: [\(insert website link\)](#)
- Didn't have breakfast at home this morning? No problem, we've got you covered. Stop by the [\(insert location\)](#) to grab breakfast to go.
- Our school nutrition team is proud to cook tasty and nutritious meals for [\(insert district/school name\)](#) students today and every day. Want to know what's for breakfast? Check out the menu here: [\(insert website link\)](#)
- Did you know that the [\(insert fruit or vegetable\)](#) we serve [\(insert "is" or "are"\)](#) grown right here in [\(insert county or state\)](#)?

Resources

Examples for engaging parents/families:

- Kids need food to grow and learn. [\(Insert district/school name\)](#) serves nutritious breakfast and lunch daily. Learn more about our school meals program here: [\(insert website link\)](#)
- Do busy mornings make it a challenge to find time for breakfast at home? Encourage your child to participate in school breakfast! Look at the menu to let them know what to expect this week: [\(insert website link\)](#)

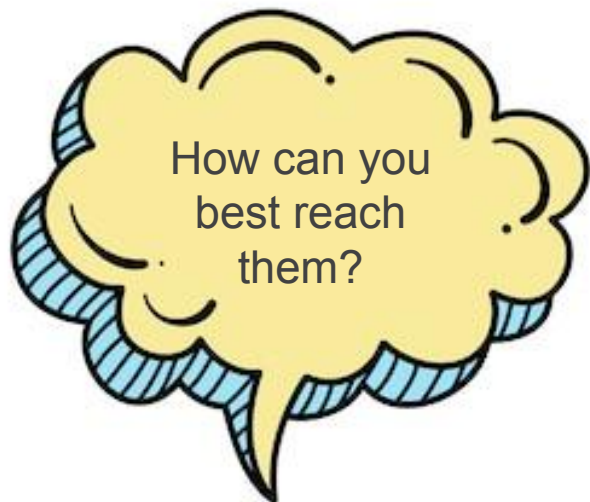
Resources

CEP Communications Toolkit – Will your school or district be offering free meals for all students this school year? This toolkit can help you spread the word to students and families! Check it out if you are participating in CEP or using other non-pricing models like Provision 2. The toolkit includes downloadable and customizable graphics, posters, and social media posts—available in both English and Spanish.



Getting Started

Think about who you are trying to engage e.g., students, parents/families, teachers



Getting Started

- Choose a few ideas that are a good fit for your school or district.
- Adapt the ideas to best meet your needs and goals.
- Take it down a notch or up a notch.
- Start with something and take on more from there.



School Breakfast Promotion Strategies

- **Challenges**

- Great way to build excitement around school breakfast.
- Good for short-term participation boosts; best paired with other strategies for sustained participation increases.

- **Lucky Tray Day**

- Place a sticker or a special mark under a select number of breakfast trays. Students who receive a “lucky tray” win a prize.

- **Golden Ticket Day**

- Place a “golden ticket” in select grab & go breakfast bags. Students who receive a “golden ticket” win a prize.

- **Breakfast Club Cards**

- Students receive a breakfast club card and collect a sticker or stamp each day they eat breakfast. When the card is complete, students win a prize or the completed card serves as a raffle entry to win a prize.

School Breakfast Promotion Strategies

- **Contests**
 - Great for building excitement and generating awareness.
- **Contest Types**
 - Art/Poster
 - Video
 - Essay

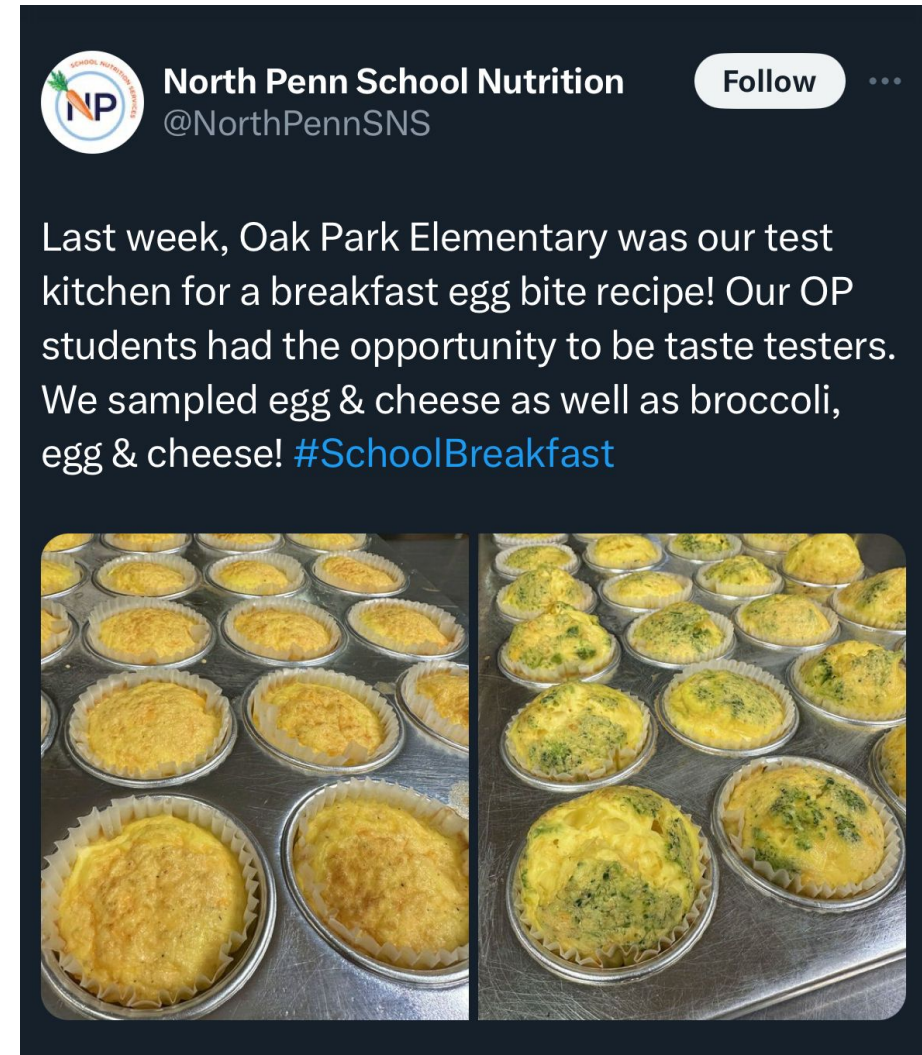
School Breakfast Promotion Strategies

- **Special Guests or Guest Servers**
 - Best for engaging students and parents/families.
 - Think about the “celebrities” in your school community.
 - Who would students be excited to see help serve breakfast or join them at their breakfast table?
 - Ask school administrators, first responders, athletes, or veterans to be special guests.




School Breakfast Promotion Strategies

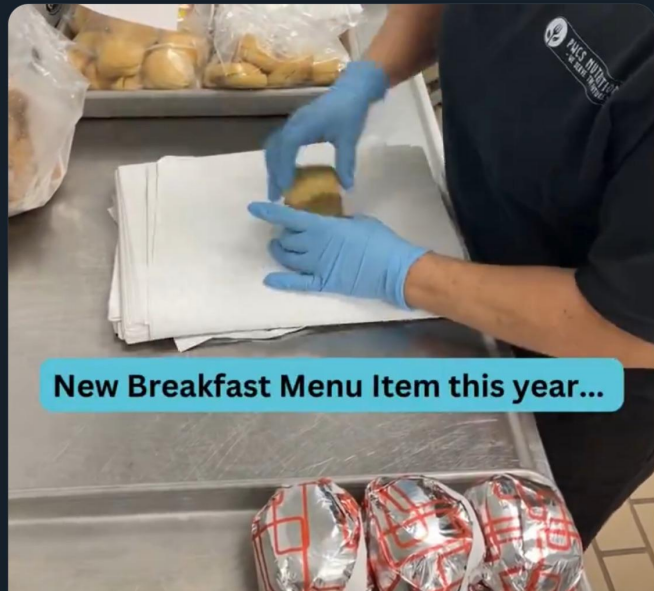
- **Social Media**
 - Best for engaging students, parents/families, teachers, and administrators.
 - If your school or district has active social media accounts, embrace these channels to promote breakfast.
 - Post photos, announce the menu, introduce new items, promote special events, shout out your staff, etc.



School Breakfast Promotion Strategies

 **PWCS Nutrition**
@PWCSNutrition

Hey @PWCSNews students! We have a new Breakfast Menu Item: Chicken Sliders! We wrap chicken fillets in a soft Hawaiian bun and bake to perfection! They are on the #SchoolBreakfast menu at all @PWCSNews schools today! Be sure to give them a try! #NoKidHungry #EducateTuesdays



New Breakfast Menu Item this year...

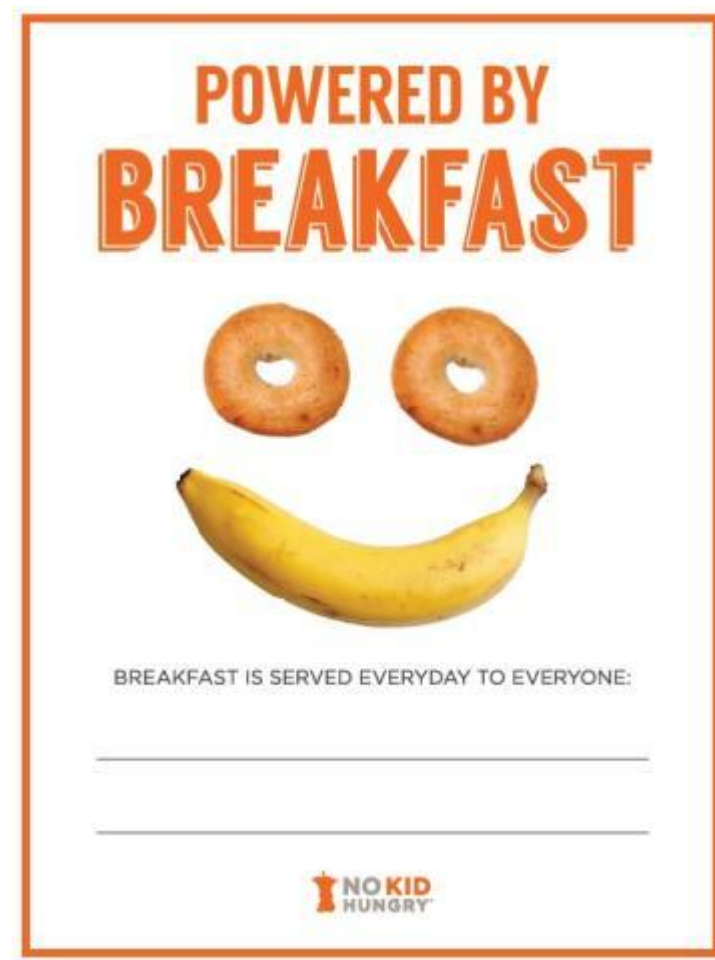
 **NEISD School Nutrition Servi...**
@MealsbyNEISD Follow

Do you know what's included on a school breakfast tray? Look below to see what you can or must select, in order to make a complete tray! For more info and complete menus: neisd.net/Page/294
#theNEISDway #FeedingTheFuture #schoolbreakfast

Choose 3 or 4 Food Groups				Escoge 3 o 4 Grupos Alimenticios			
*MUST INCLUDE AT LEAST ONE Fruit/Juice				*DEBE INCLUIR AL MENOS UNA Fruta/Jugo			
Grain	Meat/ Protein	Milk	Fruit/Juice 1 or both	Grano	Carne/ Proteína	Leche	Fruta/Jugo uno o ambos
							
							

School Breakfast Promotion Strategies

- **Posters, Flyers, Newsletters**
 - Look for opportunities to promote school breakfast through channels that already exist e.g., monthly newsletters, bulletin boards, and Take Home Tuesday folders.
 - In some communities, the local newspaper can be a great place to feature the weekly breakfast menu.
 - Download our [posters](#).



National School Breakfast Week

- Save the date for National School Breakfast Week!
- NSBW is a weeklong celebration of the School Breakfast Program.
- March 3-7, 2025
- The NSBW25 theme is “Clue In to School Breakfast!”
- The official logos— available in English & Spanish— are available for download. Additional resources from SNA, including a toolkit and activity guide, are coming early next year.



Bel Air Elementary School

- Pre-K through 5th Grade
- Total enrollment: 508 students
- Harford County Public Schools
- Maryland

Today's speaker– Mary LaMarche,
Satellite Kitchen Assistant





International Firefighters' Day



Shamrock Shimmy (St. Patrick's Day)





Sweetheart Breakfast



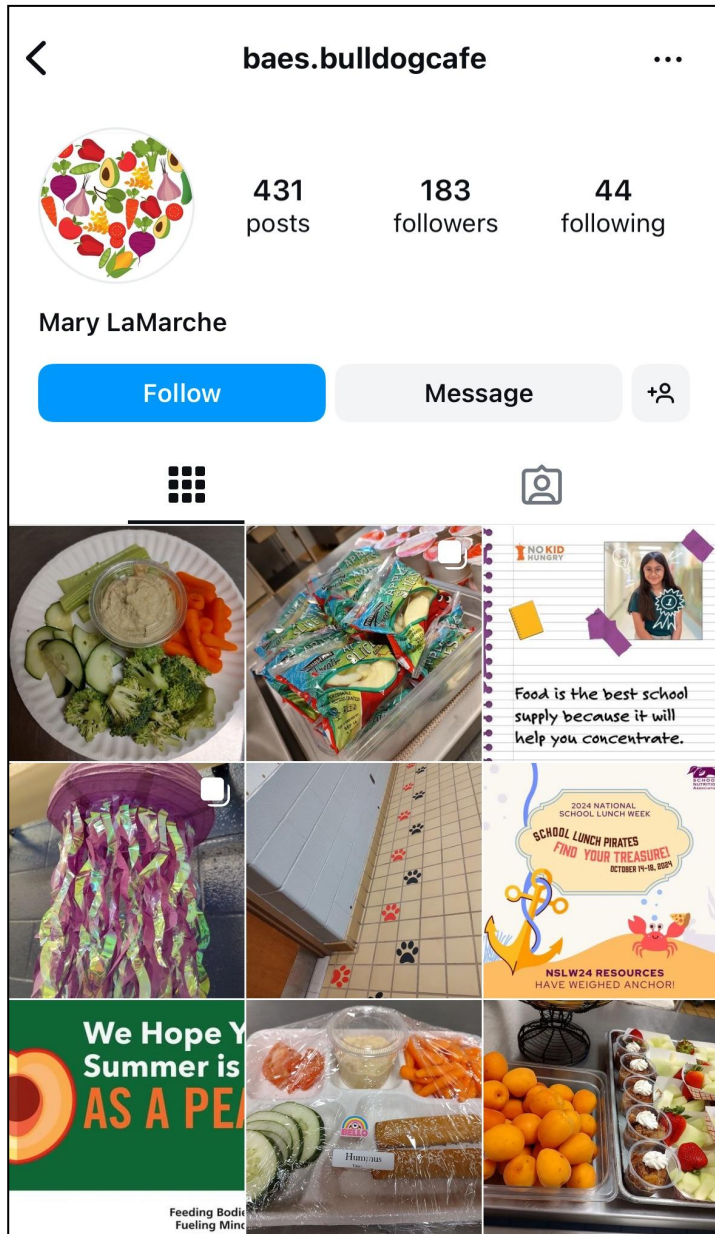
Back to School Breakfast Bash



National School Breakfast Week 2024: "Surf's Up with School Breakfast"



Spring Break



**Follow along on
Instagram
@baes.bulldogcafe**

Feeding Bodies
Fueling Minds



Q&A





Register for Our Next Breakfast Webinar

[Boosting Breakfast Participation: Breakfast After the Bell and Other Strategies](#)

Tuesday, September 24th at 12:30 ET

- Second chance breakfast
- Breakfast kiosks
- Food trucks
- Farm to school



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At the conclusion of this webinar, a 5-question survey will open in your browser window.

Please take a moment to complete it.

