



Why Eat Breakfast?

Join with teachers to promote the benefits of breakfast!

- Invite students to the cafeteria or offer to visit classrooms to talk about importance of breakfast and your breakfast expansion plans.
- Ask students or classes to write jingles about the importance of eating breakfast. Choose several and have students recite their jingles over the public address system – a different one each week, throughout the school year.
- Encourage young poets to participate in a poetry fair. And what's the topic for the poems? Why breakfast, of course! Ask the principal to read the poems over the public address system or include the poems on your monthly menus.
- Sponsor a school-wide ad contest promoting the benefits of breakfast at school. Select a panel of judges and recognize a variety of entries based on categories such as "Best of Show," "Best Breakfast Message," or "Most Humorous." Submit winning ads to your local newspaper to publicize your program and the importance of starting the school day with breakfast.

Spread the Word About Breakfast!

Work with students to develop a breakfast presentation for the PTA/PTO and/or Board of Education. Include information about the benefits of breakfast as well as breakfast at school.

"Cool Facts" Trivia

Ask school administrators, teachers and foodservice staff for their favorite breakfast foods or favorite memories about breakfast. Share information in the school newsletter or on your breakfast menus. If you serve breakfast in the classroom, include trivia on the breakfast class rosters. Teachers can share information with students as they enjoy breakfast in the classroom.

Breakfast Brain Busters

Each week include a trivia question *about* breakfast *with* breakfast. Students can ponder questions as they enjoy breakfast in the classroom. Encourage students to research breakfast and submit trivia their questions to the cafeteria manager. If you use a student's question, provide a special prize (pencil, bookmarks, stickers, key chain, etc) as a "thank you."

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Theme Breakfasts

Add sizzle to your menus! Brainstorm with your staff creative and fun menu ideas to spark interest in your breakfast program. Consider ethnic and seasonal foods as well as holiday and special events. Here are a few ideas to get you started.

- Wake up students' patriotic spirit with a red, white and blue breakfast. Serve blueberry muffins with apple slices and milk.
- Shake up the morning with a non-traditional breakfast. Try breakfast burritos. Pack 'em up for a *Grab 'n' Go Breakfast* or for a trip to the classroom.
- Recognize food- or health-related events throughout the school year:
 - January is Oatmeal Month. Mix up a batch of oatmeal-raisin muffins. Serve with yogurt, juice and milk.
 - February is Children's Dental Health Month. Feature "tooth-friendly" string cheese on your weekly cycle menus.
 - March is National Nutrition month and features National School Breakfast Week a great opportunity to feature your new breakfast success!
 - May is National Egg Month. Serve a breakfast egg sandwich for a hot meal treat.
 - June is Dairy Month
 - September is National Biscuit Month. Feature a different biscuit sandwich each week. Biscuit sandwiches are a favorite "*Grab 'n' Go Breakfast*" treat!
 - October has National School Lunch week

Don't forget to ask your customers/students, for ideas on how to

Enroll for Fuel Up To Play 60 school wellness activation kit and get more breakfast opportunities www.fuelUpToPlay60.com