Manager’s Corner

Hosting Parent Breakfast

PROJECT COORDINATOR
Theresa Stretch, MS, RDN, CP-FS

EXECUTIVE DIRECTOR
Aleshia Hall-Campbell, PhD, MPH

Key Area: 4 Communications and Marketing
Code: 4120 Promote the Child Nutrition Program
2019
The Institute of Child Nutrition was authorized by Congress in 1989 and established in 1990 at the University of Mississippi in Oxford and is operated in collaboration with The University of Southern Mississippi in Hattiesburg. The Institute operates under a grant agreement with the United States Department of Agriculture, Food and Nutrition Service.

PURPOSE
Improve the operation of child nutrition programs through research, education and training, and information dissemination.

VISION
Lead the nation in providing research, education, and resources to promote excellence in child nutrition programs.

MISSION
Provide relevant research-based information and services that advance the continuous improvement of child nutrition programs.

This project has been funded at least in part with Federal funds from the U.S. Department of Agriculture, Food and Nutrition Service through an agreement with the Institute of Child Nutrition at the University of Mississippi. The contents of this publication do not necessarily reflect the views or policies of the U.S. Department of Agriculture, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. government.

The University of Mississippi is an EEO/AA/Title VI/Title IX/Section 504/ADA/ADEA Employer.

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age, or disability.

To file a complaint of discrimination, write USDA, Director, Office of Civil Rights; Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, DC 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

© 2019, Institute of Child Nutrition, The University of Mississippi, School of Applied Sciences

Except as provided below, you may freely use the text and information contained in this document for non-profit or educational use with no cost to the participant for the training providing the following credit is included. These materials may not be incorporated into other websites or textbooks and may not be sold.

Suggested Reference Citation:

The photographs and images in this document may be owned by third parties and used by the University of Mississippi under a licensing agreement. The University cannot, therefore, grant permission to use these images.

For more information, please contact helpdesk@theicn.org.

February 27, 2019
# Table of Contents

Professional Standards........................................................................................................................................ 1  
Introduction .................................................................................................................................................. 1  
Lesson Overview—Questions ....................................................................................................................... 3  
Event Questionnaire ................................................................................................................................... 5  
Event Questionnaire Answer Key ............................................................................................................... 6  
References ................................................................................................................................................ 7
Manager’s Corner: Hosting Parent Breakfast

**Professional Standards**

Communications and Marketing Training – 4100

Employee will be able to develop plans that include involvement with school and community members, empowers school nutrition leaders and address excellent customer service.

4120 – Promote the Child Nutrition Program

**Introduction**

*Manager’s Corner: Including Parents in School Nutrition Program* is designed for managers to use in training their staff. Each lesson is roughly 15 minutes. *Manager’s Corner: Including Parents in School Nutrition Program* provides a method for empowering managers to train their staff. This lesson plan contains the following:

- learning objective,
- statement explaining the importance of the topic,
- list of materials,
- instructions on how to present the information,
- questions to ask staff, and
- an activity to strengthen or refresh the knowledge of the staff.
Manager’s Corner: Hosting Parent Breakfast

Objective: Promoting the School Breakfast Program by hosting a parent breakfast.

Why it is important: It is important to promote the School Breakfast Program through a variety of strategies, such as by hosting a parent breakfast because it informs parents that the school does offer breakfast for students and what that breakfast includes. It gives the school nutrition staff a chance to educate parents on the importance of breakfast and why their children should be eating breakfast. And, parents get to experience school breakfast in a positive environment.

Materials:
- Event Questionnaire
- Event Questionnaire Answer Key

Instruction:
Ask the staff to answer the questions included in this training. Facilitate the activity.

Questions for the staff:
- How can school nutrition staff work with teachers to promote such an event?
  Answer: Teachers can announce it to the students and tell them to remind their parents. Teachers can send emails and reminders to parents about the event.

- What are the benefits to hosting this event for parents? Students? School nutrition staff?
  Answer: Parents will be aware that the school does provide breakfast for students. For parents that work in the morning and are in a hurry to get their kids to school can rely on the school breakfast to feed their children a healthy meal in the morning. Eating breakfast gives children a healthy start to the day and can improve academic performance and their behavior.
Activity Instructions:
- Ask staff to complete the Event Questionnaire using the above information. At the conclusion of the activity, review the Event Questionnaire Answer Key.
Manager’s Corner: Hosting Parent Breakfast

Event Questionnaire

Instructions: Write your responses to the questions below and have an open dialogue with your manager and staff.

Answer:

What information should be included in the short speech at the parent breakfast?

What should be on the menu at the parent breakfast?

How should this event be advertised?
Manager's Corner: Hosting Parent Breakfast

Event Questionnaire Answer Key

**Instructions:** Write your responses to the questions below and have an open dialogue with your manager and staff.

**Answer:**

**What information should be included in the short speech at the parent breakfast?**
- Inform parents that the school does offer breakfast options for students
- Provide nutrition education to the parents on the importance of breakfast and why their children should be eating breakfast

**What should be on the menu at the parent breakfast?**
- The breakfast should serve the food components which reflects the USDA school meal pattern requirements and encourage healthy food selection. This should include:
  - Fluid milk,
  - Fruit (or vegetable as a substitute), and
  - Grain (or optional meat/meat alternate (m/ma))

**How should this event be advertised?**
- Announcements as well as reminders to the students to inform their parents
- Email reminders
- Posters on the notice board
References

