

Manager's Corner

School Breakfast Program Promotion

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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.

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Manager's Corner: School Breakfast Program Promotion

Professional Standards

COMMUNICATIONS AND MARKETING – 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 – Program Promotion
Promote the Child Nutrition Program.

Introduction

Manager's Corner: School Breakfast Program Promotion is designed to empower managers to use in training their staff. Each lesson is roughly 15 minutes. This lesson plan contains:

- Learning objective
- Statement explaining the importance of the topic
- List of materials
- Instructions on how to present the information
- Questions to ask staff
- An activity to strengthen or refresh the knowledge of the staff

Lesson Overview: Questions

Instructions for lesson:

- Review the lesson objective and background information.
- Review why it is important.
- Ask staff the questions.
- Facilitate the activity outlined.
- Provide time for staff to ask questions.

Objective: Identify ways to promote the benefits of the school breakfast program.

Background information: A well-balanced breakfast provides nutritional benefits to start the day. The School Breakfast Program was designed to ensure that students enter the classroom well nourished and ready to learn. School breakfasts must meet the meal pattern requirements of fruit or vegetables as a substitute, grains, meats/meat alternates, (or a combination of both), and fluid milk.

Why it is important: It is important to promote the benefits of the School Breakfast Program through a variety of strategies. School breakfast can support student learning, is associated with better attendance, and provides critical nutrients that support overall health benefits.

Questions for Staff

- **How can school nutrition staff work with teachers to promote the type of breakfast service(s) within their school?**

Answer: School nutrition staff can host special breakfast events, provide nutrition education, and offer to provide classroom culinary demonstrations.

- **What are the benefits to hosting the school breakfast event for community members? Students? School nutrition staff?**

Answer: The benefits of hosting a school breakfast event:

- Community members can see that offering breakfast at school helps to start the academic day off right for students.
- Students who participate receive a healthy meal they may not receive at home, whether due to food insecurity or to a hectic morning schedule.
- School nutrition staff experience the appreciation of seeing the students enjoy a healthy meal served in the cafeteria.

Please note: The answers provided are only examples and are not an inclusive list of possible responses.

Activity: School Breakfast Program Promotion

Activity materials included in this document:

- **School Breakfast Program Promotion**
- **School Breakfast Program Promotion Answer Key**

Materials provided by the school nutrition operation:

- Copies of handouts
- Pens/pencils

Activity Instructions:

- Print the handouts.
- Distribute handouts and pens/pencils.
- Ask staff to complete the **School Breakfast Program Promotion**.
- At the conclusion of the activity, ask the staff to share their responses.

School Breakfast Program Promotion

Instructions: Review the scenario. Write your responses to the questions. Discuss your responses as a group.

Scenario

The school has decided to promote the benefits of the School Breakfast Program by hosting a Pancakes with Parents event. To promote the benefits of the School Breakfast Program, the staff has determined some strategies to increase program awareness. These strategies include talking points and developing creative breakfast menus.

What are some key messages to include in the talking points regarding the School Breakfast Program?

What are the food components to include on a breakfast menu?

What are ways to promote this event?

School Breakfast Program Promotion

Answer Key

Instructions: Review the scenario. Write your responses to the questions. Discuss your responses as a group.

Scenario

The school has decided to promote the benefits of the School Breakfast Program by hosting a Pancakes with Parents event. To promote the benefits of the School Breakfast Program, the staff has determined some strategies to increase program awareness. These strategies include talking points and developing creative breakfast menus.

What are some key messages to include in the talking points regarding the School Breakfast Program?

Example responses:

- Inform parents that the school does offer breakfast options for students.
- Provide nutrition education to the parents about the importance of breakfast and why their children should be eating breakfast.
- Allow more time for morning routine and possible cost savings.

What are the food components to include on a breakfast menu?

Example response:

- Fruit or vegetables as a substitute, grains, meats/meat alternates (or a combination of both), and fluid milk.

What are ways to promote this event?

Example responses:

- Announcements as well as reminders to the students to inform their parents
- Email reminders
- Post on the school website
- Posters on the bulletin board

Please note: The answers provided are only examples and are not an inclusive list of possible responses.

References

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