

Manager's Corner

Promoting School Breakfast

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

EXECUTIVE DIRECTOR
Aleshia Hall-Campbell, PhD, MPH



NUTRITION



OPERATIONS



ADMINISTRATION



COMMUNICATIONS/
MARKETING



Key Area: 4 Communication
Code: 4100 Communication and
Marketing Training
4120 Program Promotion
2019

Institute of Child Nutrition

The University of Mississippi

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:

Institute of Child Nutrition. (2019). *Manager's corner: Promoting school breakfast*. University, MS: Author.

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

Professional Standards

Communication and Marketing Training – 4100

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

4120 – Promote the Child Nutrition Program

Introduction

Manager's Corner: Promoting School Breakfast is designed for managers to use in training their staff. Each lesson is roughly 15 minutes. *Manager's Corner: Promoting School Breakfast* 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.

Lesson Overview — Questions

Objective: Identify strategies to promote the school breakfast.

Why it is important:

School breakfast supports the Dietary Guidelines for Americans and encourages healthy food selection. Eating breakfast can improve student's academic performance, attendance, behavior, and overall health and wellness.

Materials included in this document:

- **Event Questionnaire**
- **Event Questionnaire Answer Key**

Instruction:

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

Questions for the staff:

- **Who are key individuals that can help promote the benefits of school breakfast?**
Answer: Teachers, parents, students, and school nutrition staff are individuals that can promote the school breakfast.
- **How can we support teachers' efforts to promote school breakfast?**
Answer: Teachers can include key messages about the benefits of school breakfast in their class curriculum, create bulletin boards, and develop nutrition-related activities. Teachers can send emails to parents that identify the benefits. The school nutrition staff can provide timely information to teachers regarding the benefits of the school breakfast program.
- **What are some ways the school nutrition staff can promote school breakfast?**
Answer: School nutrition staff can create bulletin boards, talk to students about the benefits of school breakfast, and invite parents or caretakers to eat breakfast with students.

Activity Instructions:

- A school district has decided to promote the benefits of school breakfast to parents. They have determined strategies such as providing a short speech to parents, creating a menu, ways to promote the event.
- Ask staff to complete the **Event Questionnaire** using the above information. At the conclusion of the activity, review the **Event Questionnaire Answer Key**.

Event Questionnaire

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

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 promoted?

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 healthy breakfast options for students
- Providing 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?

- This should include:
 - Fluid Milk,
 - Fruit (or vegetable as a substitute), and
 - Grain (or optional meat/ meat alternative).

How should this event be advertised?

- Announcement as well as reminders to the students to inform their parents
- Email reminders
- Posters on the notice board

References

Institute of Child Nutrition. (2019). *School Nutrition S.T.A.R. nutrition and menu management instructor's manual*. University, MS: Author.

United States Department of Agriculture. (2015). *Professional standards for school nutrition professionals*. Retrieved from <https://www.fns.usda.gov/school-meals/professional-standards>



The University of Mississippi
School of Applied Sciences

800-321-3054
www.theicn.org