I ❤️ SCHOOL BREAKFAST™

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ABOUT NATIONAL SCHOOL BREAKFAST WEEK

NSBW is March 5-9, 2018*.

National School Breakfast Week (NSBW) is a weeklong program designed to raise awareness of the School Breakfast Program (SBP) in school communities. NSBW gives you the opportunity to raise the profile of your school breakfast program, increase participation, and educate your school community about the benefits of healthy school breakfast.

The resources and tips in this toolkit are designed to help you recognize NSBW in your school district—and increase breakfast participation all year long!

*If those dates are inconvenient due to testing or a scheduled break, don’t worry—you can celebrate whenever it is most convenient for you and your staff.
The NSBW 2018 theme reflects the language of today’s smartphone-savvy students to communicate the appeal of a healthy school breakfast. The theme connects school breakfast with familiar and fun hearts, emojis, and smiles.

By communicating with students in a language they understand—emojis—we can encourage students (and staff!) to participate in school breakfast and put a fun spin on an important topic. Why this theme? Consider that the average American child gets their first smartphone at 10. And 92% of the online population uses emojis. In 2018, smartphone slang is no longer just limited to online!

The resources in this toolkit, created to reflect the theme, will help you reach different audiences and accomplish your NSBW goals.
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CAFETERIA CELEBRATION IDEAS

♥ Decorate the cafeteria and serving line with merchandise from SNA’s Emporium, like balloons, posters, and more.
♥ Serve breakfast-for-lunch for a great cross-promotion opportunity!
♥ Ask your school administrators if NSBW can be included in the morning announcements.
♥ Organize a raffle for the students that eat breakfast in the cafeteria, with kid-friendly prizes.
♥ Place copies of SNA’s coloring and activity sheets on the tables with crayons and colored pencils. Hang the artwork up in the cafeteria.
♥ Serve a special menu during NSBW. Feature student favorites, and extra healthy options. You can even give your usual menu items new, special names for NSBW.
♥ We’ve provided you with plenty of emoji-themed art to brighten up your materials and decorations. Here are some tips to use them in your cafeteria:

😊 Have students select an emoji from the selection of #NSBW18 artwork, cut it out, write their name and hang it on the wall. For each day a student eats school breakfast, mark their emoji art sign with a sticker or stamp. Five stickers or stamps wins a prize!

😊 Cut out emojis art and back with stiff paper or cardboard to create auction-style voting panels. (Limit yourself to 3-4 emojis to make tallying votes simple.) Make taste testing a fun and interactive game for everyone in the cafeteria. Serving breakfast-in-the-classroom? Ask teachers to help!

ADDITIONAL EMOJI ART TIPS

In addition to the emoji art we’ve provided, consider incorporating phone emojis in your decorations, social media posts, and handouts.

♥ You can change the skin tone of many emojis now, so your signage can reflect a diverse student body.

♥ You can download “Emoji keyboards” for Word to help you compose in emojis quickly on the computer.

♥ The Keymoji app allows you to create stories using symbols, making translation quick and easy; the Bitmoji app allows the user to create their own personalized avatar.
SOCIAL AND WEB TIPS

SOCIAL MEDIA TIPS
This year’s NSBW theme is tailor-made for social media. The tips in this section will help you use Facebook, Twitter, Instagram, or Snapchat—wherever your program ‘lives’ online—to spread the word about your NSBW celebration.

FIRST THINGS FIRST: PREPARATION TIPS

1. If your district’s nutrition program doesn’t have its own social media presence (or even if you do), work with the communications office to develop posts for their page(s). They may have ideas, suggestions, and extra resources to help.

2. Decide which platforms you’re going to use, and why. Parents like Facebook and Twitter, while students report using Twitter for news and sticking to Instagram and Snapchat for social sharing.

3. Prior to NSBW, consider polling students to find out their favorite apps, and practice using them!

4. Practice taking social media-friendly food photos!

5. Schedule your posts in advance to save time. Facebook has its own scheduling feature, and other services and apps (e.g. Buffer, Tweetdeck, Hootsuite, etc.) also allow scheduling posts for Facebook as well as other platforms.
GETTING CREATIVE: DEVELOPING YOUR SOCIAL CONTENT

1. Use photos of faces (students, your nutrition team, school staff, and parents) if you can. Facebook ads that feature human faces perform better than those without.

2. Create your own photo booth and make some social media photo props using the I ♥ SCHOOL BREAKFAST logo and artwork. We have given you a head start and have some templates available to download at www.schoolnutrition.org/NSBW.

3. If you’d like to create your own graphics for social media, there are plenty of ways to do so:
   - ♡ You can use the Canva tool to create customized designed graphics
   - ♡ Or, use plain old PowerPoint to create your graphics. Just save the slide as a JPEG and you’re good to go.

4. Share photos of school breakfast/menu items, parties, prizes, special events, students, and special guests.

5. Do you have a photography wiz on staff? Ask them if they’d be willing to help take food photos.

6. Use the collected photos and stories from your staff members to create photo albums or stories on Facebook and Instagram.

7. Download SNA’s ready to use social media graphics at www.schoolnutrition.org/NSBW.

Don’t limit yourself to just photos! In the world of social media, photos are old news and it’s all about video. That’s because 100 million hours of Facebook videos are watched every day. Posting videos on Facebook will significantly improve both views and engagement (clicks, likes, shares) on your posts—and they’re proven to be more memorable.

♥ Consider going live. Launch a ‘Facebook Live’ video during NSBW. Interview students, staff, and administrators on air about the importance of school breakfast. Just make sure you have the help you’ll need to coordinate it and pull it off—start planning early and bring in a communications expert from your district.

♥ Post a ‘Cafeteria Tour’ video so your school community can see what a clean, friendly, and fun place it is both to eat and to work.
MAKE YOUR OWN MEMES
A meme is a humorous image, video, or piece of text that is copied (often with slight variations) and spread rapidly online. You’ve probably seen them all over your personal Facebook feed. Ask yourself, how could I apply that fun formula to social media content of NSBW? Here’s an example:

THE FACE YOU MAKE WHEN
YOUR FRIENDS SAY THEY DON’T EAT SCHOOL BREAKFAST!

EMOJI TRANSLATOR
Consider adding emojis to your social media content. Familiarize yourself with the breakfast-ready emojis on your phone (e.g. fruit, eggs, milk carton, pancakes) as well as a vocabulary of other symbols that will come in handy. For example:

<table>
<thead>
<tr>
<th>School</th>
<th>🏫</th>
<th>🧼</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thumbs Up</td>
<td>👍</td>
<td>⬆️</td>
</tr>
<tr>
<td>Awesome/Great</td>
<td>👍👌</td>
<td>🍳🔥</td>
</tr>
<tr>
<td>Fingers Crossed</td>
<td>✋</td>
<td></td>
</tr>
<tr>
<td>Strong</td>
<td>⚡</td>
<td></td>
</tr>
<tr>
<td>Delicious</td>
<td>😋</td>
<td>😞</td>
</tr>
<tr>
<td>Ready to learn</td>
<td>🎯</td>
<td></td>
</tr>
<tr>
<td>Spread the word</td>
<td>🗣️</td>
<td></td>
</tr>
<tr>
<td>Prizes</td>
<td>🏆</td>
<td>🎁</td>
</tr>
<tr>
<td>Idea</td>
<td>🔴</td>
<td></td>
</tr>
<tr>
<td>Better academic performance</td>
<td>📚</td>
<td>📋</td>
</tr>
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</table>

PUT IT UP! CONTENT POSTING TIPS
♥ Tag your photos and posts with the hashtag #NSBW18 (and #schoolbreakfast if you have room).
♥ Update your Facebook page with a #NSBW18 branded cover photo from our Marketing & PR Resources section.
♥ Partnering with local farmers and food producers? Make sure to tag them when their food appears in your photos!
♥ No social media of your own? Send your photos to us on Facebook (@SchoolNutritionAssociation) and we’ll share them for you.
# SOCIAL MEDIA DOS AND DON'TS

<table>
<thead>
<tr>
<th>DO</th>
<th>DON'T</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Use hashtags to track the conversation: #NSBW18 and #SchoolBreakfast.</td>
<td>✗ Post pictures of students unless their parents have completed a media release form. Your school district’s communication office should have the release template.</td>
</tr>
<tr>
<td>✓ Include a link, or ask a question in your post.</td>
<td>✗ Use the zoom feature. This can make your image look grainy or pixilated. Crop your photos instead of using your phone’s zoom whenever possible.</td>
</tr>
<tr>
<td>✓ Snap pictures of healthy menu options. List what’s on the tray in the caption of the picture. Using local ingredients? Tag the farmer/producer.</td>
<td>✗ Share blurry and unclear pictures. This type of content will not captivate your audience.</td>
</tr>
<tr>
<td>✓ Make sure there is good lighting. Try to take photos in the most natural light possible – near a window. Avoid low lighting or harsh, florescent lights.</td>
<td>✗ Stop talking about NSBW until it’s over! We want to see pictures, posts and tweets before, during and after NSBW.</td>
</tr>
<tr>
<td>✓ Skip out on social media participation because your school doesn’t have it’s own Facebook page. Send them our way via Facebook and Twitter.</td>
<td></td>
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</tbody>
</table>
SAMPLE SOCIAL POSTS
Create posts for “three phases” of National School Breakfast Week: before, during, and after. Don’t forget to follow up in the weeks after #NSBW18—post about increased participation, contest winners, and special guests in attendance at NSBW18 events.

BEFORE #NSBW18
(2–4 weeks in advance)

Facebook posts:
❤️ We’re celebrating #NSBW18 March 5-9! Did you know eating schoolbreakfast fuels learning? It’s true! We serve breakfast every weekday here at [school/district], but we have some extra-special plans to celebrate National School Breakfast Week 2018—stay tuned!

❤️ Join us March 5-9 as we celebrate #NSBW18! Our breakfast menu will feature ingredients from [tag local dairy/farmer/producer] for schoolbreakfast all week! [Insert image of dish/ingredient OR photo album of/from the farm or producer’s facility]

Tweets:
❤️ #NSBW18 is March 5-9! Visit the cafeteria to sample [menu item/ingredient] and enter to win [grand prize]! #schoollunch [Upload NSBW18 logo or other photo]

❤️ Our #NSBW18 party is happening March 5-9! Taste-testing, contests, prizes, and a visit from [local farmer/partner/local celebrity]! Learn more: [link]

❤️ Our #schoolbreakfast crew is ready to celebrate #NSBW18, March 5-9! Learn more: [Insert staff photo & link]

SHARE, SHARE, SHARE WITH US!
Remember to tag SNA in your #NSBW18 photos, or send them to us via direct message, so we can share them via our channels or in the School Nutrition Magazine wrap up article!

Made possible by:
Kellogg’s®
DURING #NSBW18: MARCH 5–9, 2018

**Facebook posts:**

♥ Principal Smith is serving #schoolbreakfast this morning to help us celebrate #NSBW18! We will have special mystery guests serving #breakfast all week, so don’t forget to visit the cafeteria daily—you’ll also be entered to win a #NSBW GRAND prize! [Insert photo of principal serving breakfast]

♥ It’s #breakfast for #lunch today at [school]! We’re celebrating #NSBW18 all day, serving student-favorite [breakfast dish] for #schoollunch! [insert photo of menu item]

**Tweets:**

♥ Ms. Mary serves students for today’s #NSBW18 surprise ingredient taste test competition! Student who guesses correctly wins [grand prize]! [Insert photo]

♥ Our #NSBW18 menu features a new recipe with [ingredient] by [farm/producer]! Eat #schoolbreakfast all week & win naming rights for the dish! [photo]

It’s #NSBW18—learn more! #schoolbreakfast
[Insert link to menu or schoollunch.org/nsbw]

#NSBW18 FOLLOW-UP
(1–2 weeks post-NSBW)

♥ Thank you for helping us recognize #NSBW18! Here are some of our favorite photos from our weeklong #schoolbreakfast celebration. [Upload photos]

♥ Thank you for your support for #schoolbreakfast during #NSBW18! We couldn’t do it without the help of so many community partners and friends: [tag individuals, farmers, businesses]

We ☺️ you!

♥ [xx] more kids ate school breakfast during #NSBW18! [attach photos/collage]

♥ Congratulations to Mary Brown for being our grand prize winner! Mary joined us every day for #schoolbreakfast during #NSBW18, and won a brand-new iPad! [attach photo of Mary receiving prize with manager, director, principal, etc.]

♥ Our #NSBW18 breakfast-in-the-classroom pilot was a success! #SchoolBreakfast participation went up [x percent] when we offered Second Chance breakfast at Kennedy High School, where students say they loved the grab-n-go parfait! [insert photo]
PR AND COMMUNITY OUTREACH

Use the ideas below to increase community awareness about your program.

♥ #NSBW18 ♥ #SchoolBreakfast ♥

Customize our press release template with your district’s information; send the release out to a targeted list of local media contacts about 10 days prior to NSBW.

Invite special guests to have school breakfast with students—think government officials (mayor, state representatives, senators), the school principal, and other community leaders.

Don’t forget to invite media, too! Contact them early so there is plenty of time to coordinate schedules.

Use the NSBW artwork and tools to communicate with parents about the importance of NSBW, and encourage parents to participate.
Template Guest Invitation Letter

Dear [Guest name],

March 5-9, 2018 marks National School Breakfast Week—a special week of celebration designated to bring positive attention to the school breakfast program and the impact it has on our school community. On behalf of [School District], I wanted to extend an invitation to you to visit our school cafeteria and join students for breakfast anytime during the week.

As a community leader with influence and goodwill in our school district, your visit will help show support for this critical program, and help [District] spread awareness of the availability of a healthy school breakfast! More than [Number of students that participate] students participate in our breakfast program, and studies show that children who eat breakfast at school perform better on standardized tests than those who skip breakfast or eat breakfast at home. Your visit will help us spread that message during NSBW!

If you are able to join, you are welcome to pick the day that works best for you during the week of March 5, and we will work around your schedule. We’ll ask for no more than an hour of your time, and we will plan on taking photos which can be shared on social media—both via our channels and your own.

Please feel free to contact me at [Phone number/email] if you have questions or if you are interested in attending. I look forward to hearing from you!

Best regards,

[Member name]
Students who eat school breakfast are more likely to:

- Maintain a healthy weight
- Have better concentration and memory
- Be more alert
- Reach higher levels of achievement in reading and math, and score higher on standardized tests
- Drink more milk and eat more fruit daily

Eating school breakfast is associated with:

- Lower rates of absenteeism and tardiness
- Fewer behavioral problems
- Reduced number of nurse’s office visits
- Higher grades and increased standardized tests scores
- Positive learning environments

School breakfast can also:

- Decrease the risk of food insecurity
- Improve children’s overall dietary intake
- Help protect against childhood obesity
- Protect against other negative health outcomes
- Reduce students’ stress and anxiety

Source: FRAC
School nutrition professionals are busy people. We know that! That’s why we created the resources below, all available at www.schoolnutrition.org/NSBW, to make organizing a NSBW promotion simple:

✔ Artwork & logos: Download the official NSBW artwork and logos to use in your printed materials, social media posts, and decorations.

✔ Infographic: This is a visual summary that communicates the importance of a healthy school breakfast to parents. Post this on your program’s website or Facebook page during NSBW (or anytime really), or distribute it to your school community and encourage them to share.

✔ Activity Sheets: Games, puzzles, and other activities designed for students. Provide these to teachers as a classroom activity during NSBW.

✔ Merchandise: Need more gear? Want to treat your staff members? Check our Emporium for official NSBW merchandise like t-shirts, totes, and more. Emporium.schoolnutrition.org

✔ Press Release: Download SNA’s sample press release and NSBW official proclamation template, customize with your school/district information, and send to local reporters and bloggers.

✔ Presentations: Customize our NSBW PowerPoint presentations for different audiences. Communicate the importance of school breakfast to staff members, administrators, parents, and teachers.
Feeling overwhelmed with all your ideas, and not how to organize your celebration planning? Confused by what should be done when? Check out the sample calendar below, which includes NSBW preparation tasks and suggested timing. You can replicate this for your own school or district and share with your team members!

<table>
<thead>
<tr>
<th>MONTH</th>
<th>TASKS</th>
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<tbody>
<tr>
<td>January 2018</td>
<td>➤ Brainstorm celebration ideas with your cafeteria staff</td>
</tr>
<tr>
<td></td>
<td>➤ Order NSBW products from SNA’s emporium</td>
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<tr>
<td></td>
<td>➤ Mark the NSBW dates on your school’s master calendar for administrators and teachers</td>
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<tr>
<td>February 2018</td>
<td>➤ Develop a special menu to serve during NSBW</td>
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<td></td>
<td>➤ Announce NSBW during any all-staff or PTA meetings</td>
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<td></td>
<td>➤ Meet with your school district’s communications office about ways to get the word out, like posting NSBW announcements to social media</td>
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<tr>
<td></td>
<td>➤ Reach out to any school or community ‘celebrities’ to see if they would be willing to visit the cafeteria during NSBW</td>
</tr>
<tr>
<td>Week before NSBW</td>
<td>➤ Hang posters and decorate the cafeteria</td>
</tr>
<tr>
<td>Feb. 26–Mar. 2, 2018</td>
<td>➤ Publish your special NSBW menu</td>
</tr>
<tr>
<td></td>
<td>➤ Distribute NSBW activity sheets and the NSBW art contest to teachers for classroom activities</td>
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<tr>
<td></td>
<td>➤ Invite local media to visit the cafeteria for NSBW</td>
</tr>
<tr>
<td>Week of NSBW</td>
<td>➤ Distribute your NSBW press release to local contacts or post it to your district website</td>
</tr>
<tr>
<td>Mar. 5–9, 2018</td>
<td>➤ Take photos of your cafeteria celebrations or special events, post them to social media or send them to SNA</td>
</tr>
<tr>
<td></td>
<td>➤ Include NSBW in the school’s morning announcements</td>
</tr>
<tr>
<td>Week after NSBW</td>
<td>➤ Send your celebration photos to SN Magazine: <a href="mailto:snmagazine@schoolnutrition.org">snmagazine@schoolnutrition.org</a></td>
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</tbody>
</table>
I ♥ SCHOOL BREAKFAST™

NSBW provides a great opportunity to highlight your breakfast program and increase participation—not just that week, but all year. Be sure to take advantage of this event, using the tools and resources SNA provides.

Visit www.schoolnutrition.org/NSBW today to get started and please send us your celebration photos! DM them on social media or email them to us at snmagazine@schoolnutrition.org.