SCHOOL BREAKFAST OUT OF THIS WORLD!
#NSBW20 is scheduled for March 2-6, 2020, but you can celebrate anytime that works for you and your team!

NSBW 2020 highlights how eating a nutritious breakfast helps students blast off to success in the classroom and beyond. Use the resources in this toolkit to extend your reach to different audiences, develop and achieve your #NSBW20 goals, and measure your results.

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ABOUT NATIONAL SCHOOL BREAKFAST WEEK

What is NSBW?
National School Breakfast Week (NSBW) is a weeklong program designed to raise awareness of the National School Breakfast Program (SPB) in school communities across the country. The NSBW was launched in 1989 by the federal government as a means for all K-12 students in the United States to have access to a nutritious school breakfast. More than 14 million children participate each day!

NSBW is an annual opportunity to elevate the profile of your school breakfast program in conjunction with a national campaign, increase participation and educate your school community about the benefits of a healthy school breakfast and the professionalism “and dedication” of your staff.

School breakfast plays a particularly significant role for children of food-insecure families—and when all students are taking advantage of school breakfast service, that can help to eliminate any stigma associated with participation. #NSBW20 is a great occasion to shoot for the moon with these messages.

“Out of This World” National Campaign Goals

>>> Promote healthy menus offered by SNA members and increase breakfast participation.

>>> Raise awareness with parents, administrators, the media and other stakeholders about the importance of school breakfast programs for student success and the role played by school nutrition professionals.

>>> Expand the online presence of school nutrition programs on a national scale via social media, blogs, newsletters, allied partner communications and more!
INTRODUCING “OUT OF THIS WORLD”

T minus 3, 2, 1...#NSBW20 has liftoff! School Breakfast is #OutofThisWorld, and your students will be over the moon about the exciting offerings that your school nutrition intergalactic space crew have to offer with this interstellar theme that will see both participation and engagement skyrocketing.

The 2020 Out of This World theme works on multiple levels:

>>> First, it offers school nutrition teams a terrific base to launch wildly creative engagement activities (think art contests, exploring space facts, and science fiction fun, for starters.)

>>> The theme also provides many fitting metaphors that reinforce key breakfast benefits, reminding kids that breakfast allows them to “reach the outer limits” of their potential.

>>> The “Out of This World” theme can be adapted to appeal to all ages, from elementary schoolers to teens.

Before you know it, it will be all systems go as you and your cafeteria team members prepare for #NSBW20 blast-off and embark on the voyages of the Spaceship School Breakfast!

Have a blast with your NSBW promotion using SNA’s celebration ideas—or come up with some winning ideas of your own to take you to infinity and beyond. Have fun! Be creative and utilize the theme to engage students, staff and your community in a way that is uniquely yours.
GET READY FOR AN INTERPLANETARY JOURNEY

The crew’s mothership houses the latest and greatest in school breakfast, including coffee services, grab and go, breakfast in the classroom and a cafeteria for full-on breakfast service, which ensure that it is fully equipped to visit the five breakfast planets: Fruit, Veggie, Whole Grains, Protein, and Dairy.

These characters and planets, artwork available to download from the NSBW website, can be used simply to decorate your space or they can be incorporated into a variety of fun engagement activities with students. Here are just a few suggested ideas:

- Several black-and-white line drawings of the characters with some fun messages are available on the NSBW website as downloadable coloring sheets for your youngest customers. Display these in the dining or serving area.
- Conduct an essay contest asking students to create short “back stories” for each of the characters.
- Spotlight one to two characters each day of NSBW, connecting them to your menus and using them to convey important nutrition information.
MEET THE SCHOOL BREAKFAST INTERGALACTIC SPACE CREW

At the core of this year’s theme are 16 clever extraterrestrials representing popular breakfast items (and corresponding with meal pattern requirements). Check out the crew:

- Admiral “Sir Crunch” Apple, the head of the space crew
- Captain Oats & Lieutenant Legume, who are second and third in command
- Banana Barnstormer, the pilot with bravado, with their trusty sidekick, Blueberry Bot
- Ambassador Milk, the top brass head envoy for interplanetary crossings
- Yeoman Egg, who takes care of all the logistical details for interplanetary crossings (and, of course, keeps the pantry stocked!)
- The engineering crew—Sergeant Wired Waffle, Hi-Tech Yogurt and seven Techie Tots, all of whom manage the ship’s controls and keep it running
INTERSTELLAR CAFETERIA IDEAS

How can you make the most of the School Breakfast: Out of This World 2020 NSBW theme?

Have a blast with these ideas:

- Set up a display of a rocket launching into outer space. Put the names of new menu items or products below the rocket and have students vote for their favorites each day by moving them away from Earth and closer to the rocket in outer space.

- Apply words and phrases associated with space and aliens to your menu items for this special week:

  - Big Bang
  - Deep Space
  - Milky Way
  - Space Cadet
  - ET Extraterrestrial
  - Super-Nova
  - Rocket Science
  - Asteroid
  - Zodiac
  - ...And So Much More!

- Use your marketing dollars to purchase a few space-themed promotional items, such as a star-shaped stress ball or rocket ship pens, for fun giveaways. Don’t forget about SNA’s Emporium shop!

- Decorate the cafeteria by hanging paper stars and planets from the ceiling, if possible, or over the serving lines.

- Brand your cafeteria—or breakfast cart or kiosk—as the “Mothership” during NSBW. Servers on the line can dress as aliens or astronauts and wear NSBW badges.

While the official campaign artwork and resources focuses on extraterrestrial creatures, all space-related graphics—from astronauts to NASA logos to the solar system—could become the centerpiece of your promotion or give flexibility to a student art/essay competition.

Remember, NSBW campaign materials are never dated, so you can extend the use of the “Out of This World” brand all year long. It increases the return on your investment—and provides an ongoing reminder of this important message to students and other stakeholders.
SOCIAL MEDIA 101: PREPARATION

Preparation is key to achieving mission accomplished! Here are eight tips to help you prepare for a successful social media strategy on whatever platform(s) your social media presence lives—Facebook, Twitter, Instagram, or Snapchat.

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

2. Decide which platform(s) you’re going to use, and why. For example, students like Twitter for news, but they report getting more ‘social’ on Instagram and Snapchat, while parents prefer Facebook and Twitter. Tailor your messages—and images or videos—accordingly.

3. Schedule some posts in advance to save time. Facebook has its own scheduling feature, and other social media programs and apps (e.g., Tweetdeck, Hootsuite) also allow pre-scheduling posts for Facebook and other platforms.

4. Plan to share other content that reinforces the validity of your breakfast program, such as links to relevant information about the value of nutritious school breakfasts from the SNA website.

5. Integrate your NSBW social media plan with other strategies to boost engagement—go the extra mile to customize #NSBW20 for your school with logos, photos, mascots, and more!

6. In addition to social media, use photos everywhere, from the school newspaper to the staff newsletter and on your school’s website. Don’t forget to hang them around the school on bulletin boards, and in the cafeteria, too, to reinforce your social media messaging.

7. Make your own memes with free internet tools. You’ve probably seen some good ones in your Facebook feed. Ask yourself, how could I apply that fun format to NSBW social media?

8. Download SNA’s ready to use artwork at www.schoolnutrition.org/nswb, or, if you’d like to create your own graphics, you can use a free tool like Canva or even plain old PowerPoint, just save the slide as an image and you’re good to go!
SOCIAL MEDIA 101: PHOTOS AND VIDEOS

You can never have too many photos! When it comes to sharing on social media, great photos are one of the most important elements, regardless of the platform. Eye-catching images are essential! You can even use Snapchat filters—have fun with the theme!

»» Use photos of faces (students, your nutrition team, school staff, parents) whenever possible. Facebook posts that feature human faces perform better than those without.

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

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

5 steps to a great food photo:

1. Take photos in natural light—by a window, if possible—instead of using the flash, which can make the color of the food look unnatural.

2. Remove distracting background objects and try different angles, like getting down to eye level or standing on a chair to shoot from above.

3. Instead of using the zoom feature, take a wider-angle photo and then crop it. This helps to avoid grainy photos.

4. Use colorful trays and food combinations. The more color contrast, the better!

5. Practice, practice, practice!
Video

Don’t limit yourself to photos! In the world of social media, video is king of the galaxy. Did you know 45% of people watch more than an hour of videos on Facebook or YouTube each week? Posting videos on Facebook and other social media channels will significantly improve both views and engagement (clicks, likes, shares) on your posts—and they’re proven to be more memorable.

If you have a smartphone or a tablet, you have a video camera—it doesn’t have to be fancy. Take videos of contest winners, special events or even post a “cafeteria tour,” so people can see what a clean, friendly and fun place it is to work. You can also make a simple “boomerang” clip to jazz up a post.

Go live on Facebook and stream a special event during NSBW. Interview students, staff and/or administrators on air about the importance of school breakfast. Make sure you have the help you need to coordinate it and pull it off, e.g., a second person to help you on the day of, and a communications expert from your district to weigh in.

SOCIAL MEDIA 101: DOS AND DON’TS

DO

- Use hashtags to track the conversation, and amplify your own posts: #NSBW20 #SchoolBreakfast #OutofThisWorld
- Use photos of healthy menu options, and list what’s on the tray in the photo caption. Using local ingredients? Tag the farmer/producer.
- Update your Facebook page with our #NSBW20-branded cover photos or other NSBW shareable content available on the SNA website.
- Make sure there is good lighting. Take photos in the most natural light possible, such as near a window.

DON’T

- Share blurry or unclear photos. See 5 steps to a great food photo on page 7.
- Post photos of students without signed media release forms from a parent or guardian. Make sure your school’s communication office has releases on file.
- Stop talking about #NSBW20—even after it’s over! Follow-up with a post-NSBW update via a blog or newsletter, for example.
- Worry if your school or program isn’t on social media! Share your photos with us—send them our way on Facebook (@SchoolNutritionAssociation) or Twitter (@SchoolLunch) or Instagram (@schoolnutritionassoc).
SOCIAL MEDIA 101: SAMPLE NSBW POSTS

The right tools are an essential component for any space crew, and timing can make or break a launch. The same is true for social media! Think about what might have viral potential.

Create posts for all three phases of #NSBW20—before, during, and after March 2-6, 2020. Personalize the message for students and parents to communicate what makes your school breakfast program special!

Promote your school’s celebration ahead of time, share school breakfast updates throughout the week, and follow-up in the weeks after #NSBW20 about increased participation, contest winners and special guests. Here are some sample posts to get you started that you can make your own!

Two to Four Weeks Before #NSBW20

Start sharing information about the theme, tag your community partners (farmers, non-profits, Extension services, other schools), and spread the word about your #SchoolBreakfast #OutofThisWorld celebration plans.

Facebook posts:

»» We’re celebrating #NSBW20 March 2-6! Did you know that #SchoolBreakfast professionals serve 14 million students every day? (Insert logo or link)

»» We’re celebrating #NSBW20 March 2-6! Did you know that 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 2020—stay tuned!

»» Join us March 2-6 to celebrate #NSBW20! We’ll feature ingredients from [tag local partners/farmers] for #SchoolBreakfast all week! (Insert image, logo, or link to partner)

»» #NSBW20 is March 2-6! Visit the cafeteria to sample [menu item/ingredient] and enter to win [grand prize]! #SchoolBreakfast #OutofThisWorld

»» Our #NSBW20 celebration is happening March 2-6! Taste-testing, contests, prizes, and a visit from [local farmer/partner]! #OutofThisWorld Learn more: (link)

»» Our #SchoolBreakfast space crew is ready to celebrate #NSBW20 and take breakfast #OutofThisWorld March 2-6! Learn more: (Insert staff photo & link)
Tweets:

>>> #NSBW20 is March 2-6! Visit the cafeteria to sample (menu item/ingredient) and enter to win (grand prize) #schoolbreakfast (upload NSBW20 logo or other photo)

>>> Our #NSBW20 party is happening March 2-6! Taste-testing, contests, prizes, and a visit from (local farmer/partner/local celebrity)! Learn more: (link)

>>> Our #SchoolBreakfast #SpaceCrew is ready to celebrate #NSBW20, March 2-6! Learn more (insert staff photo and link)

During #NSBW20: March 2-6, 2020

Make a little time each day to post updates and photos to social media. Encourage your staff members to take lots of photos and use the best ones from the group. Don’t forget to credit your photographer! Tag him or her, so the photo shows up on their page and the opportunity for community reach is higher.

Facebook posts:

>>> Principal (insert name) is serving #SchoolBreakfast this morning to help us celebrate #NSBW20! 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 the #NSBW GRAND prize! (insert photo of principal serving breakfast)

>>> #NSBW20 is #OutofThisWorld! Our scratch-made (menu item) from (local product/farm) is a student favorite! (Insert photo) #SchoolBreakfast

>>> Ms. (staff member) serves students for today’s #NSBW20 mystery ingredient taste-test competition! The student who guesses correctly wins (grand prize)! (Insert photo)

>>> Our #NSBW20 menu features a new recipe with (ingredient) by (farm/producer)! Eat #SchoolBreakfast all week and win the naming rights for the dish! (photo)

>>> It’s #breakfast for #lunch today at (school)! We’re celebrating #NSBW20 all day, serving student-favorite (breakfast dish) for #schoolunch! (Insert photo of menu item)

Tots for Breakfast!

Milk It at Breakfast!

Have a Berry Breakfast!

Dont Waffle Around.

Eat Breakfast!

Milk Me at Breakfast!

Have a Berry Breakfast!

Slip into Breakfast!

Tots for Breakfast!

Out of This World!

Oh Beans!

Eat Breakfast!
One to Two Weeks After #NSBW20

Follow up within a week or two with a #NSBW20 round-up. You can do this in several ways:

- **Blog post, newsletter update, or website update:** Compose a short update with highlights from your #NSBW20 celebrations—photos, visitors, special menu items, media recognition—and post it on your blog or website, or in the district newsletter.

- **Letter to the Editor:** Share your update with the local paper, making sure to thank parents, administrators, local farmers/community partners, and of course your staff and students!

- **Social Media:** Use the collected photos and stories from your staff members to create photo albums or stories on Facebook and Instagram.

### Facebook posts:

- Thank you for helping us recognize #NSBW20! Here are some of our favorite photos from our weeklong #SchoolBreakfast #OutofThisWorld celebration. #ReadyForLiftoff
- Thank you for supporting #SchoolBreakfast at (school/district) and helping us celebrate #NSBW20! #OutofThisWorld
- Thank you for your support for #SchoolBreakfast during #NSBW20 and throughout the school year! We couldn’t do it without the support of so many community partners and friends: (tag individuals, farmers, businesses) You’re #OutofThisWorld and one of the reasons to #BlastOff with #SchoolBreakfast!
- We’re so excited—(xx) more kids ate #SchoolBreakfast during #NSBW20! (insert photos/collage) #BlastOff #OutofThisWorld
- Congratulations to (Student’s name)—our #NSBW grand prize winner! XX joined us every day for #SchoolBreakfast during #NSBW20, and won (xx) (insert photo of Mary receiving prize with manager, director, principal, etc.)
- Our #NSBW20 breakfast-in-the-classroom pilot was a success! #SchoolBreakfast participation when up (x percent) when we offered Second Chance breakfast at (insert high school), where students say the loved the grab-n-go parfait! (insert photo) #OutofThisWorld

### Tweets:

- Thank you for supporting #schoolbreakfast at (school/district) and helping us celebrate #NSBW20 #OutofThisWorld! (Upload photo/video)
- We’re so excited—(xx) more kids ate #SchoolBreakfast during #NSBW20! #OutofThisWorld (insert photo)
LAUNCH COMMUNITY RELATIONS

Use the ideas below to make contact with your NSBW advocates, including students, parents and the media, and raise awareness about your program.

- Customize our press release (available on the SNA NSBW website) with your district’s information; send the release out to a targeted list of local media contacts about 10 days prior to NSBW and be sure to follow up.

- Invite special guests to eat school breakfast (sample letter available online) with students or issue an official proclamation (template available online). Think government officials (mayor, state representatives, senators), the school principal, and other community leaders. Contact them early so there is plenty of time to coordinate schedules.

- Don’t forget to invite the media, too!

- Check out SNA’s Cafeteria Visit 101 Toolkit for help in planning for visitors, available online.

- Use the NSBW artwork and infographics to communicate with parents about the importance of NSBW and encourage them to participate.

School Breakfast Talking Points

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

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

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

Source: FRAC
COUNTDOWN TO #NSBW20

Feeling overwhelmed with all your ideas, and not sure how to organize your celebration planning? Confused by what should be done when? Check out the sample calendar below. You can replicate this for your own school or district and share with your team members!

January 2020

- Brainstorm celebration ideas with your cafeteria staff
- Order #NSBW20 merchandise from SNA’s Emporium if you haven’t already
- Mark the NSBW dates on your school’s master calendar for administrators and teachers
- Develop a special menu to serve during NSBW

February 2020

- Announce NSBW during any all-staff or PTA meetings
- Meet with your school district’s communications office about ways to get the word out on social media and other communications vehicles
- Reach out to any school or community “celebrities” to see if they would be willing to visit the cafeteria during NSBW

Week before NSBW: February 24-28

- Hang posters and decorate the cafeteria
- Publish your special NSBW menu
- Distribute NSBW coloring sheets to teachers for classroom activities
- Invite local media to visit the cafeteria for NSBW

Week of NSBW: March 2-6

- Distribute your NSBW press release to local contacts or post it to your district website
- Take photos of your cafeteria celebrations or special events, post them to social media and/or send them to SNA
- Include NSBW in the morning announcements

Week after NSBW: March 9-13

- Send your celebration photos to SN Magazine: snmagazine@schoolnutrition.org
- Share your NSBW success stories and metrics with your community
- Thank everyone who played a part in your celebration® Use SNA’s Certificates of Recognition and Participation
#NSBW20 INTERPLANETARY RESOURCE CHECKLIST

Visit the SNA website to download tools and templates you can use to blast off your school breakfast program for #NSBW20!

»» Artwork and logos: Dress up menus, social media posts, and menus and more with official #NSBW20 artwork and logos.

»» Coloring Sheets: Featuring each of the 12 NSBW characters, these coloring sheets are fun ways to get younger students engaged in #NSBW20.

»» Infographic: Seeing is believing—use this one-page illustration to communicate the importance of a healthy school breakfast to parents.

»» Invitation Letter: Customize this guest invitation letter and use it to invite a community leader or local celebrity to take part in your NSBW celebration.

»» Merchandise: Don’t start your engines without the proper gear! Shop the SNA Emporium for official NSBW merchandise for any size budget, from racing sunglasses, posters and water bottles to t-shirts and aprons. Order early for the best selection at https://emporium.schoolnutrition.org.

»» Presentations: Customize our #NSBW20 PowerPoint presentations to communicate the importance of school breakfast to staff, administrators, parents, and teachers.

»» Press Release: Download SNA’s sample press release, customize it with your school/district information, and send to local reporters and bloggers to let them know NSBW is newsworthy!

»» Proclamation: Make it official! Download the customizable #NSBW20 official proclamation and fill in your school or district's information. Request the mayor or other city official to proclaim March 2-6, 2020 as National School Breakfast Week.

»» Social media graphics: Download the Facebook cover image and Instagram meme from the SNA website and share on your school or district's social media channels page in the weeks leading up to NSBW.

NSBW: One small step for school breakfast, one giant leap for healthy children—not just during the week, but all year.

Visit www.schoolnutrition.org/nsbw today to blast off into an #OutofThisWorld celebration!