



TAKE OFF

WITH SCHOOL BREAKFAST

**National School Breakfast Week
March 7-11, 2022**

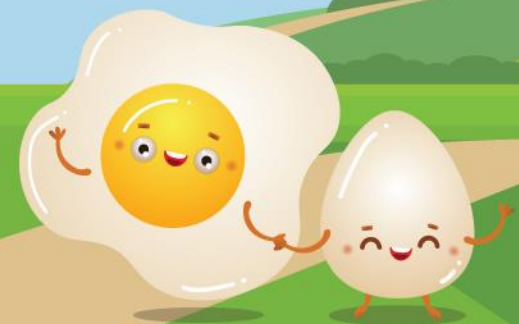


NSBW: Did you know?

- In **1975**, the School Breakfast Program (SBP) was granted permanent authorization.
- National School Breakfast Week (NSBW) was established in **1989** as an annual observance that promotes the value of a healthy, school breakfast for students in K-12 schools.
- Participation inched up year to year, reaching nearly 15 million children in SY2018-19, before falling to **12.4 million** during SY2019-20 when schools were closed for much of the year due to the COVID-19 pandemic.



National School Breakfast Week March 7-11, 2022





TAKE OFF
WITH SCHOOL BREAKFAST

Introducing: “Take Off With School Breakfast!”

- This year’s official campaign theme, “Take Off With School Breakfast!” leverages the enduring fascination we have with beings who possess extraordinary powers and use those to do good deeds.



Why is NSBW Important?

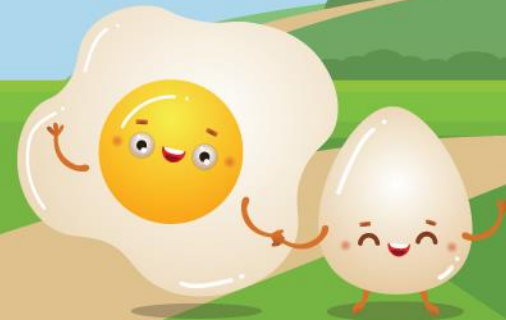
Studies show that students who eat school breakfast are more likely to:

- ✓ Reach higher levels of achievement in reading and math
- ✓ Score higher on standardized tests
- ✓ Have better concentration and memory
- ✓ Be more alert
- ✓ Maintain a healthy weight



National School Breakfast Week

March 7-11, 2022





Why Participate in NSBW?

- With school meals free to all students this year, there is no stigma associated with breakfast participation, so it's a great time to promote school breakfast!
- All activities that help students engage with one another, your team and the school environment are welcome and valuable to children's ongoing emotional well-being.
- Connect the children we serve to the people who serve them and the food they eat in new, creative and fun ways, boosting engagement and staff morale, along with our bottom line





Why Participate in NSBW? cont.

- NSBW campaigns help to elevate the school nutrition profession.
- NSBW helps raise awareness at the local level about our operation's achievements and the role our team members play.
- National observances tend to get the attention of the media.



NSBW National Campaign Goals

Promote Healthy Meals

Promote nutritious and delicious school menus and increase school breakfast participation.

Community Awareness

Raise awareness with stakeholders and media about the importance of school meals and school nutrition professionals.

Market Expansion

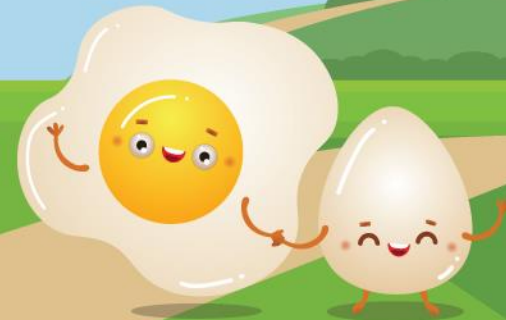
Expand the market for school breakfast using a mix of social media and other PR & marketing materials.



Celebration Plans

- The tried-and-true “**lucky tray**” cafeteria giveaway can be adapted to meal bags and to-go containers that are delivered to classrooms, served in hallways or sent home.
- Designate a day to **recognize local heroes** and invite area first responders (EMTs, fire-fighters, Red Cross volunteers, public transportation drivers, police/security, veterans) to enjoy a free breakfast.
- Special **cafeteria decorations** and **spirit days** to dress up as your favorite superhero!

[Insert a slide(s) for your school or district celebration plans—here are some ideas]





Create Social Buzz

Facebook Cover Image



Download these images and sample social media posts from SNA's NSBW website.

Instagram Meme





Social Media Dos & Don'ts

DO

Use relevant hashtags: #NSBW22, #SchoolBreakfast, #BreakfastHero

Share photos of healthy menu options and special events with captions of what's depicted.

Think about who uses what platform; students use Instagram and Snapchat, while parents prefer Twitter and Facebook.

Use other strategies to increase engagement, along with great photos and infographics by sharing links to relevant content from the SNA website!

DON'T

X Share poor-quality photos. Move background objects out of frame, keep the camera ready and crop images instead of using the zoom.

X Post any photos of students without checking your school and/or district's policy regarding photo-media releases.

X Limit yourself to posting just the week of NSBW—promote and generate excitement ahead of time and follow up with a post-NSBW update.

X Hesitate to go the extra mile to customize #NSBW22 for your school with logos, photos, mascots and more!





TAKE OFF WITH SCHOOL BREAKFAST

#NSBW22 Infographic

Download the #NSBW22 Infographic to share with parents and on social media!

This one-page flyer outlines key benefits of the NSBW program—available in English and Spanish.



Check Out the NSBW Merchandise



SNA's official NSBW Shop has a range of fun budget-friendly items to outfit your team and use for student giveaways.

<https://www.jimcolemanstore.com/snashop/>



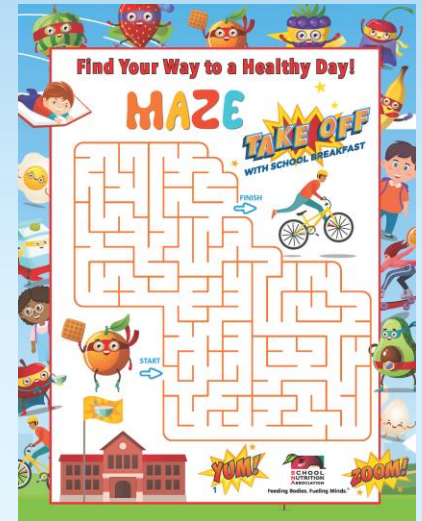
Resources to Help Your Celebration Take Off



Activity
Sheets

- Use SNA's downloadable **coloring and activity sheets** for fun and easy ways to engage younger students.
- Download the official **#NSBW22 artwork & logos** to create marketing materials and use on social media.
- Make it official! Request that the mayor or city council proclaim March 7-11, 2022 National School Breakfast Week with a **proclamation** and use the **press release** to reach out to the media.

Artwork &
Logos

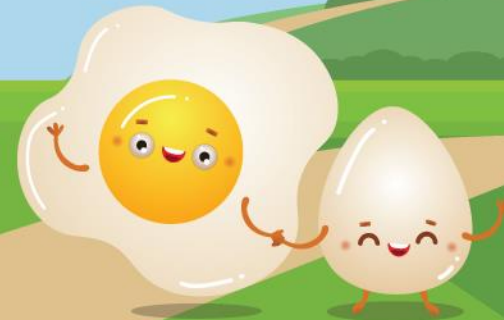


Marketing
& PR
Resources



National School Breakfast Week

March 7-11, 2022





Thank You For Your Time!



One-stop shop for NSBW Resources:

www.schoolnutrition.org/nsbw

National School Breakfast Week

March 7-11, 2022

