Social Media Savvy and the 2017 NSBW School Breakfast Challenge
LEARN MORE: Social Media Savvy and the 2017 NSBW School Breakfast Challenge

Monday, July 11, 2:15-3:15 | Room 315 ABC

Presenters

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Please spread the word about this session today!

#GenZSocial
#SchoolBreakfastChallenge
#ANC16
@davidgrotto
@schoolmealsrock
Learning Objectives

• Identify how breakfast fills nutrient gaps for your Gen Z student population.

• Understand more about your Gen Z students and how you need to communicate with them and their families about your school breakfast program.

• Apply best practice NSBW social media examples to better deliver the positive news of your breakfast program to aforementioned target populations.

• Educate - Motivate - Activate
Why breakfast?
Hunger is a real problem...even in schools!

3 IN 4 public school teachers say kids come to school hungry! 81% say it happens at least once a week¹.

84% of principals say that students come to school hungry because they don’t get enough to eat at home ¹.

¹. No Kid Hungry- Share Our Strength 2015 Hunger in Our Schools report. n = 1,007 public school teachers and principals.
2015-2020 DGA call to action for schools

**CONSIDER!**
Could social media and partnerships help drive school breakfast participation?
A hungry brain may be a distracted brain
Hungry kids may not perform well in school.

Teachers and Principals in America’s Schools See Too Many Students Who Suffer From:

- **Inability to Concentrate**: 88% of educators describe this as a result of coming to school hungry.
- **Hunger**: 94% of educators say they are concerned about the long-term effects hunger could have on children’s education.
- **Poor school performance**: 91% of educators say that breakfast is very or extremely important to academic performance.

1. No Kid Hungry- Share Our Strength 2015 Hunger in Our Schools report. n = 1,007 public school teachers and principals.
Breakfast consumption benefits

SBP participation has been linked to:

- Improvement in academic performance and psychosocial functioning.

For those at nutritional risk, breakfast consumption has been linked to:

- Improved attention and behavior
- Reduced absenteeism or tardiness

Breakfast consumption declines as children get older

**Nutrition Needs**

- Grades K-5
- Grades 6-8
- High School/College

**Breakfast Consumption**

Nutrient shortfalls still exist for many

Could social media help communicate that your menus help meet shortfall nutrients of concern?

**SHORTFALL NUTRIENTS**

**VITAMINS**
- A
- D*
- C
- E
- Folate

**MINERALS**
- Magnesium
- Potassium*
- Calcium*
- Iron
  (for teen girls/young women)

**OTHER**
- Dietary Fiber*

*Nutrients of public health concern

**CONSIDER!**

Scientific Report 2015 Dietary Guidelines Advisory Committee
What’s so special about breakfast?

Breakfast is the first time your body receives nutrients after an extended period of fasting!¹,²

Children and adolescents who report consuming breakfast are likely to get more vitamin A, vitamin C, B2, calcium, zinc, fiber and iron than those who don’t eat breakfast.³

Children and adolescents who report consuming a cereal breakfast may have a more favorable nutrient intake profile compared to breakfast skippers.  

Children and adolescents who report consuming a cereal breakfast had higher intakes of fiber, vitamin A, vitamin C, vitamin B-6, vitamin B-12, thiamin, riboflavin, niacin, folate, calcium, potassium, phosphorus, magnesium, iron, and zinc compared to breakfast skippers.

### Select Nutrient Intake
**6-12 & 13-18 Year Olds (NHANES, 2009-2012)**

<table>
<thead>
<tr>
<th>Per day</th>
<th><strong>6-12 Year Olds</strong></th>
<th><strong>13-18 Year Olds</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All</td>
<td>All</td>
</tr>
<tr>
<td></td>
<td>No RTEC</td>
<td>RTEC *</td>
</tr>
<tr>
<td><strong>Mean ± SE</strong></td>
<td><strong>Mean ± SE</strong></td>
<td><strong>Mean ± SE</strong></td>
</tr>
<tr>
<td>Fiber (g)</td>
<td>14 ± 0.3</td>
<td>15 ± 0.4</td>
</tr>
<tr>
<td>Calcium (mg)</td>
<td>984 ± 23</td>
<td>1142 ± 30</td>
</tr>
<tr>
<td>Iron (mg)</td>
<td>12 ± 0.2</td>
<td>18 ± 0.4</td>
</tr>
<tr>
<td>Potassium (mg)</td>
<td>2129 ± 32</td>
<td>2312 ± 54</td>
</tr>
<tr>
<td>Vitamin D (mcg)</td>
<td>4.9 ± 0.1</td>
<td>8 ± 0.3</td>
</tr>
</tbody>
</table>

*Significant statistical difference between RTEC & No RTEC

**NO RTEC** = No RTEC consumed on recall day
**RTEC** = RTEC consumed at least once on recall day

Shortfall nutrients of concern
Cereal breakfast consumption has been associated with lower BMI and waist circumference

A review of the scientific evidence suggests that children and adolescents who regularly consume a cereal breakfast are less likely to be overweight compared to those who consume cereal infrequently or not at all\(^1\)

Barriers to breakfast consumption

- Absence of hunger
- Not having easy breakfast options available
- Time constraints
- Lack of planning\textsuperscript{1,2}

Participation in the School Breakfast Program has increased 87% since 2000 and there is still room to grow!

+87% INCREASE\(^1\)

School Breakfast Program (SBP): Student Participation (MM)

There is still abundant opportunity for breakfast!

NATIONAL POTENTIAL

$3.3 billion* unclaimed federal reimbursements

could be realized nationally if SBP participation reached NSLP levels. ¹

* Lunch participation #
– breakfast participation #
× current breakfast reimbursement rate
= $3.3 Billion

Who is Gen Z?
LARGE, diverse and different...

Anyone born after 1995
20 and under

83M People
(26% of the population)

Largest Demographic
since Baby Boomers

The most ethnically diverse generation

- 42% Caucasian
- 24% Hispanic
- 14% African American
- 4% Asian
- 55% Caucasian

Source: Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
A highly diverse population that is increasingly connected

88% of projected population growth from 2015 to 2065 will be driven by immigration to the US

What are key differences v. millennials?
Gen Z differs from Millennials in many ways.

Gen Z

Communicate with images¹

Use Instagram and Twitter¹

Utilize up to 5 screens at a time¹

Millennials

Communicate with texts¹

Primarily use Facebook¹

Utilize 2 screens at a time¹

Source¹: Courting Gen Z, National Association of Convenience Stores Magazine, August 2015; Source²: Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
Gen Z differs from Millennials in many ways.

Gen Z

- Care about social responsibility of brands\(^2\)
- Focus on future & work for success\(^1\)
- Seek flavor and craveability in AFH foods\(^2\)
- Care about the sustainability of a brand\(^1\)

Millennials

- Share things\(^1\)
- Focus on the present and yearn to be discovered\(^1\)
- View health/health halfo as a key driver for AFH foods and \(^1\)

Source\(^1\): Courting Gen Z, National Association of Convenience Stores Magazine, August 2015; Source\(^2\): Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
Family and friends often influence their food choices.

Only 28% have been influenced into something new from a commercial

73% of moms claim their child has significant influence on food purchases

For younger Gen Zers, appealing to both the child and parent is important

CONSIDER!
As a hyperconnected group, Gen Z relies on family and friends to know what to purchase AND HOW TO THINK ABOUT FOOD

Source: Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
Why can Social Media help you communicate the power of your breakfast program during NSBW?
There are many ways to talk about your school food program!

Like it or not, you are in the word-of-mouth business

How do you want them to talk about your program?
Gen Z students hear lots of messages about nutrition...but are they credible?

Good news: Today’s teens get more education about H&W, especially healthy eating, than generations past.

HOWEVER...Teens get most of this knowledge from school and parents

• Kids tend to echo their parents’ views.

• School influencers may or may not be a credible resource of information

• Health classes, coaches and school programs also make a big impact on teens.

CONSIDER!

How can social media be a means for you to inform Gen Z and their influencers about the nutrition quality of your menus?

What your students say about your breakfast program impacts participation

**INSIGHT:** Drive word-of-mouth to drive traffic to kids menus

**EXAMPLE**
One offline WOM impression drives sales at least 5x more than one paid media impression

**SOURCE:** BTC
Gen Z only knows a digital world.

Digital Natives
• Have grown up in a digital world
• Have continuous partial attention and microtask
• See little difference between digital and physical world
• View life through a digital overlay
• Distrust traditional marketing and want to be engaged
• Prefer to be called people vs. consumers

CONSIDER!
The way you communicate with students to generate interest may need to change.

Source: Johansen, Bob. The Reciprocity Advantage: A New Way to Partner for Innovation and Growth, 2015
They are constantly connected

Digital Natives
By 2025 everyone 29 or younger will be a digital native
• Always online unless they choose to disconnect

VS.

Digital Immigrants
Baby Boomers, Gen X and Millennials are digital immigrants
• Offline unless they choose to go online

Source: Johansen, Bob. The Reciprocity Advantage: A New Way to Partner for Innovation and Growth, 2015
You’ll find them online and on their phones.

Strong digital presence

- Consumes information across 5 screens at once
- 79% experience emotional distress when kept away from electronic devices
- 64% somewhat or completely trust mobile apps or texts from brands
- 50% send over 50 texts a day
- Look for menu/location information and discounts
Make these mobile platforms work for your breakfast program!!

1.59B Monthly Active Users¹
- 1/3 of the internet-enabled world logs in to Facebook at least once a day.

400MM Monthly Active Users²
- Instagram surpassed Twitter in Q3 of 2015 with MAU

320MM Monthly Active Users¹
- Twitter serves as the primary social channel for conversation, social listening and provides real-time data.

1B Monthly Active Users³
- YouTube is the second largest search engine on the web and serves as a primary video consumption platform.

Gen Z spends up to 70% of their media time on YouTube

MAU = Monthly Active User

SOURCE: ¹Statistica.com; worldwide users; Q1 2016; ²Statistica 2015; ³https://www.youtube.com/yt/press/statistics.html
...and these, too!

**200MM MAU**
- 400MM snaps per day
- 9,000 photo “snaps” added PER SECOND
- 10B Daily Snap Views

**100MM MAU**
- 2nd Fastest % MAU Growth

**10MM Daily Use**
- Launched July 2014
- #1 iTunes Store app July 2015
- 15 second music videos
- @10MM music videos uploaded each day

MAU = Monthly Active User

Say it with pictures!

Oxford’s 2015 word of the Year was the Emoji!

ASK: Get Social!
Relevant. Responsive. Remarkable

Best Practices

Digital Natives

Organize a team
• Use digital natives!
• Make a large enough team to ensure you can post and respond routinely!

Examine your school culture
• SURVEY: what social network is most popular students, parents, teachers

Research social media options that fit your culture and team talent/resources

Digital Immigrants
ASK: Get Social!

Digital Natives

4. Develop content
   • Pictures
   • Word thoughts
   GET FEEDBACK

Digital Immigrants

5. Reach out to PR, IT or communications staff. Ensure school attorney is aware (and other decision makers)

6. Introduce to school community
   ENCourAGE THEM TO HELP
   OWN THE CONVERSATION!

7. Review and REMAIN SOCIAL!
applications & implications
Opportunities to use social media to drive more school breakfast participation

Communicate with parents: 35% of teachers say parents are unaware of existing breakfast programs.¹

Identify ways to reduce cost of entry: labor is often an inhibitor to starting a cafeteria-based breakfast program. Manage labor implications by using a breakfast-in-the-classroom program with appropriate products.

Challenge your manufacturing partners to recommend products that meet reimbursable requirements AND breakfast in the classroom footprint.

Explore non-profit partners and grant opportunities from your state agency and national philanthropic organizations. For select districts in states with high-risk student populations, equipment grants may exist from the USDA.

¹ Share our Strength Teacher’s Report 2012
Breakfast can become reality when everyone gets involved

CONSIDER!
How can you leverage social media to ensure connectivity for NSBW occurs with each of these influencers?
Why NSBW 2017?

- Week-long **celebration** with events, special menu options and other creative ideas

- **Increase participation and visibility** for breakfast programs

- Educate parents, students and school community about the **importance of school breakfast as it relates to academic success**

- **Get students excited** about social media and other strategies to make healthy breakfast choices
#NSBW17 Theme

March 6-10, 2017

Exclusive sponsor

Kellogg's
New for 2017: Punch Cards
New for 2017: Photo Booth

• Themed backdrop to take pictures
• Destination for students, staff and parents
• Evergreen, extending beyond NSBW
New for 2017: Photo Contest

Select up to five categories based on what resonates with audience: best carved fruit/veggie display, spirit/mascot days, etc.

Take a Photo
Use your phone to snap a picture

Tag It
Tag all photos with
#SchoolBreakfastChallenge
#SchoolBreakfast
@SchoolNutritionAssoc

Upload It
Set your IG profile to public and upload your photo(s)
## PHOTO CONTEST Dos and don’ts

<table>
<thead>
<tr>
<th>Don’t…</th>
<th>Do…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Share blurry and unclear pictures. Hold the camera steady.</td>
<td>Use hashtags to track the conversation:</td>
</tr>
<tr>
<td></td>
<td>#SchoolBreakfast</td>
</tr>
<tr>
<td></td>
<td>#SchoolBreakfastChallenge</td>
</tr>
<tr>
<td></td>
<td>#NSBW17</td>
</tr>
<tr>
<td>Limit your participation to #NSBW17. We want to see pictures, posts</td>
<td>Snap pictures of healthy menu options. List what’s on the tray in</td>
</tr>
<tr>
<td>and tweets before, during and after NSBW.</td>
<td>the caption of the picture.</td>
</tr>
<tr>
<td>Post pictures of students without permission from parents</td>
<td>Remove distracting objects and hold the camera steady</td>
</tr>
<tr>
<td></td>
<td>Try to use short, engaging captions to accompany the image</td>
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</tbody>
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Windham-Raymond (ME) breakfast
Fun Friday Breakfast

FUN FRIDAY BREAKFAST
Patriotic Parfaits
Blueberry Muffins

Join us!
Blueberry Muffins
Carrollton City (GA) Best Practices
#SocialMedia

Eat Healthy Eat Local Eat at Carrollton City Schools added
2 new photos.
August 19, 2015

CMS Grab & Go Breakfast is rockin’!
1. Grab a bag, pick an entree
2. Pick a fruit and/or juice and/or milk
3. Give your name and PIN number to the cart Cashier
4. Go to class. Eat breakfast. Have a great day.
5. Make plans to eat with us
Pascagoula-Gautier (MS)
SUDIA Breakfast Participation Winner

EAT BREAKFAST THEN CHANGE THE WORLD

Don’t Forget BREAKFAST IS ALWAYS FREE

Eat School Breakfast
Fuel Up With MILK
Haleyville High School (AL)
Gen Z Connections
Riverside Unified District (CA)
1. Make a plan with partners and resources.
2. Post regularly before/during/after #NSBW17.
3. Use great photos, graphics and video.
4. Focus on short, positive text and comments.
5. Connect to the conversation with #hashtags.
6. Amplify the message by tagging others.
Partner Up

- Students
- School/Educators
- Community Groups
- State Child Nutrition
- Dairy Council Affiliate
- No Kid Hungry
#SocialMedia Resources

- **WWW.SCHOOLNUTRITION.ORG/NSBW**
- Toolkit
- Download artwork and logos
- Facebook cover photos
- Customizable press release, menu template and more!

Available
SEPTEMBER
2016
If you would like to further discuss opportunities for your school breakfast program and NSBW, please visit Dave Grotto, Paul Stippich and your Kellogg team at booth #1447 during show hours.

You can also learn more by contacting Dayle Hayes at SchoolMealsThatRock@gmail.com
Thank you!

You can also learn more about National School Breakfast Week (March 6-10, 2017) at https://schoolnutrition.org/nsbw/.

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Professional Standards Code

— This session provides one (1) CEU

— **Key Area:** Communications & Marketing
  - 4000

— **Key Topic:** Using Your #SocialMedia Savvy to take the 2017 #SchoolBreakfast Challenge

A special thank you:
Jennifer Lewi and Brittney Mitchell