

**HANG TEN WITH THE #NSBW24
CELEBRATION TOOLKIT**

NATIONAL SCHOOL BREAKFAST WEEK
MARCH 4-8, 2024
#NSBW24

NSBW resources are supported by:

Kellanova
Away From Home



HANG LOOSE WITH A HEALTHY START!



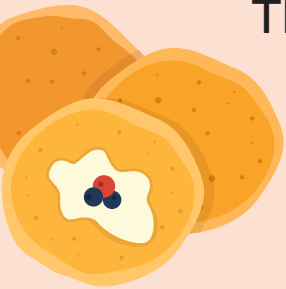
At SNA, we believe in kicking the day off right, and that’s why we make a splash every year during **National School Breakfast Week (NSBW)**. It’s our way of urging school nutrition professionals nationwide to ride the wave of a healthy start and the importance of fueling young minds for academic success.



DID YOU KNOW ?



THAT CHILDREN WHO FUEL UP WITH BREAKFAST ARE MORE LIKELY TO:



Attain higher levels of achievement in subjects such as reading and math

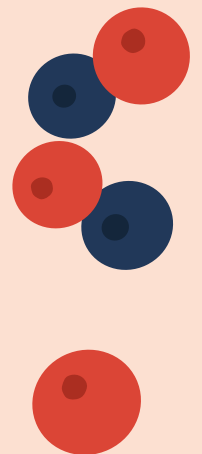
Exhibit improved concentration, alertness, comprehension and memory

Achieve higher scores on standardized tests

Have reduced absenteeism and tardiness

Maintain a healthy weight

Improve their classroom behavior



The **School Breakfast Program** serves **14.7 million students** each school day in approximately **90,000 schools nationwide**. These breakfasts are not just your average fare—they tend to be **more nutritious than the average breakfast** a child gets from home or a convenient fast-food restaurant.

So, let’s hang loose and celebrate the power of a **healthy school breakfast**. Join us in ensuring that every child catches the **wave of nourishment**, setting them up for success and learning. **Cowabunga!**





ENGAGE YOUR 'OHANA IN #NSBW24

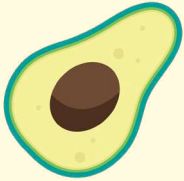


Engage parents and 'ohana (or families) to get involved in National School Breakfast Week. They play a critical role in driving school breakfast participation, and #NSBW24 is a wonderful opportunity to introduce them to the importance of a healthy breakfast.



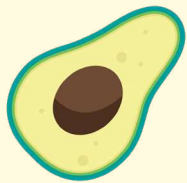
EMPHASIZE SAFETY

Call attention to the safety measures taken to ensure meals are not only tasty but also prepared, served and consumed in safe environments. Make it a pledge to ride the wave of safety in the school cafeteria.



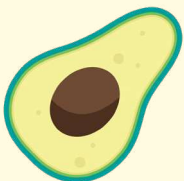
HEALTHY START ALOHA

Encourage parents and "keiki" (or children) to review the #NSBW24 menu together, sparking a dialogue about the importance of a balanced, healthy breakfast. Share the #NSBW24 infographic to remind parents of the nutritional benefits. Let's ride the wave of achievement, concentration and healthy living!



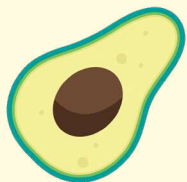
SURFING IN COST SAVINGS

Highlight the incredible value of school meals, especially as supermarket prices soar higher. Remind families that school meals are nutritious and provide cost savings even if they don't qualify for free or reduced-priced meals.



CAFETERIA CONNECTIONS

Emphasize the importance of activities that bring keiki together emotionally. Highlight #NSBW24 activities that nurture connections, making the cafeteria a place of joy and camaraderie.



'OHANA BREAKFAST INVITATION

Invite all 'ohana members to join their keiki for breakfast in the school cafeteria. Whether they're parents, grandparents, guardians or 'ohana friends— everyone's welcome at the table.

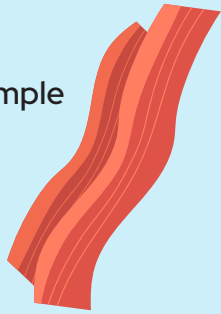
RIDE THE WAVE OF PREPARATION



Use this all-in-one checklist to ensure a splashing **#NSBW24** celebration!

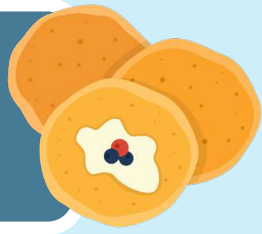
Whether you're a seasoned beachcomber or a first-time surfer, these steps will guide you in creating a memorable and nutritious event.

- Download the Proclamation:** Get your city council on board by sharing the sample proclamation.
- Alert the Leaders:** Notify the school principal(s) and leaders, securing any necessary permissions.
- Team Huddle:** Gather your squad for a beachside meeting. Discuss responsibilities and lock in the timeline.
- Press Releases:** Issue custom press releases to special guests, media reps or visiting legislators.
- Social Media Splash:** Use SNA's Social Media Kit to make **#NSBW24** the talk of the town among students and the community.
- Surf the Shop:** Check out the SNA Shop for the official **#NSBW** merchandise for decorations, giveaways, gifts and more!
- Catch the Style Wave:** Encourage team members to ride the wave of style on designated days. Provide guidelines for appropriate beach-chic attire during food prep and service.
- Decor Setup:** Plan to deck out the serving lines and dining area with a captivating beach theme. Create a list of ideas, props, and supplies, assigning someone to gather or craft these cool items.
- Download the Printable Activity Guide:** Grab Activity and Coloring Sheets from the SNA website for engaging student activities.
- Prepare Activities:** Ready other themed activities with all the materials, instructions and prizes.
- Finalize Timeline:** Get your city council on board by sharing the sample proclamation.
- Roles and Responsibilities:** Clearly define who is riding which wave of responsibility.





SNA'S GNARLY #NSBW24 RESOURCES



Make National School Breakfast Week wave-tastic with all these rad resources from SNA! Find them all at schoolnutrition.org/nsbw or scan the QR code below!

Official #NSBW24 logos and elements: The official #NSBW24 campaign logos, available in English and Spanish, are your ticket to catching the perfect wave of celebration.

Infographic: SNA provides an infographic that visually presents key information and statistics about National School Breakfast Week and the National School Breakfast Program. Share these cool facts and figures with your students, teachers, staff and parents!

Activity Guide: Download and distribute activity sheets with coloring pages, puzzles and more to keep the good vibes flowing among students.

Digital Meeting Backgrounds: Bring #NSBW24 to your virtual events! Download and use digital meeting backgrounds with beachy vibes for virtual events and online engagements.

Merchandise: Find groovy #NSBW24 merchandise online in the SNA Shop.

Press Release: Customize SNA's template with details about your #NSBW24 celebration and let the world know how you're catching the wave with school breakfast.

Proclamation: Download the sample proclamation, add your school or district's information and request that the mayor or city council declare March 4-8, 2024, as National School Breakfast Week.

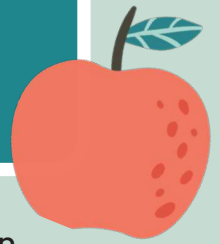
Social Media Toolkit: SNA offers a social media kit with #NSBW24 graphics and sample posts to help schools engage with students, parents and the community on various platforms

SCAN
HERE!





SAY "ALOHA" TO #NSBW24 MENU IDEAS



Journey to beautiful shores with some delectable #NSBW24 breakfast inspiration designed for an unforgettable morning feast for your students. Also, check out the [School Nutrition article "Paradise Found"](#) for more Hawaiian-inspired menu ideas!

BREAKFAST SANDWICHES ON HAWAIIAN ROLLS

What you'll need: Hawaiian rolls, scrambled eggs, slices of ham or bacon, cheese, lettuce and mayonnaise.

How to make it: Assemble your breakfast sandwiches with your choice of fillings, then grill or press them slightly to melt the cheese and toast the rolls. Serve with a side of tropical fruit salsa made from pineapple, mango and cilantro.

TROPICAL FRUIT-STUDDED OATMEAL

What you'll need: Oats, coconut milk, diced tropical fruits (pineapple, mango and papaya), shredded coconut and honey.

How to make it: Cook the oats in coconut milk, then stir in diced fruits, shredded coconut and a drizzle of honey for sweetness.



HAWAIIAN BREAKFAST BURRITO

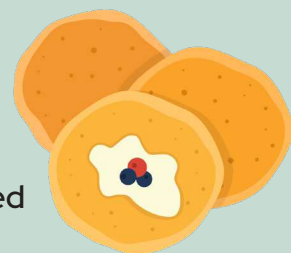
What you'll need: Large tortillas, scrambled eggs, diced ham, fresh pineapple chunks, shredded cheese and a drizzle of teriyaki sauce.

How to make it: Lay out the tortillas, add scrambled eggs, ham, pineapple and cheese. Drizzle with teriyaki sauce and roll them up into burritos. Optionally, heat the burritos on a grill or in a pan to warm them through.

COCONUT OR BANANA PANCAKES

What you'll need: Pancake mix, coconut milk (for coconut pancakes) or mashed bananas (for banana pancakes).

How to make it: Prepare the pancake batter as directed but use either coconut milk or mashed bananas to infuse the flavor. Cook the pancakes until golden brown and serve with coconut syrup or a banana caramel sauce.



PINEAPPLE SMOOTHIES



What you'll need: Pineapple, Greek yogurt, coconut milk, honey and ice.

How to make it: Blend all the ingredients until smooth and creamy. Adjust sweetness with honey to taste and serve in tall glasses with a slice of pineapple as a garnish.

TROPICAL FRUIT SALAD

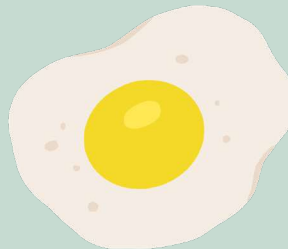
What you'll need: Pineapple, mango, papaya, kiwi and lime juice.

How to make it: Dice the fruits and combine them in a large bowl. Squeeze fresh lime juice over the fruit for a zesty flavor. Chill before serving.

K-12 COMPLIANT LOCO MOCO

What you'll need: Ground turkey patty, rice, a poached egg and reduced-sodium brown gravy.

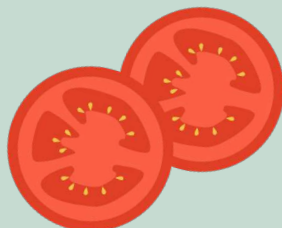
How to make it: Cook a lean turkey patty and season it with reduced-sodium soy sauce. Place it over a bed of rice, add a poached egg and drizzle with reduced-sodium brown gravy.



"SPAM" AND EGGS

What you'll need: Spam or a similar meat product, eggs and rice.

How to make it: Slice the Spam into thin rounds and pan-fry until crisp. In a separate pan, cook the eggs to your preference. Serve Spam and eggs on a plate with a side of steamed white rice. You can also drizzle a light teriyaki sauce over the Spam for extra flavor.



YOGURT PARFAITS

What you'll need: Greek yogurt, granola, tropical fruits (e.g., passion fruit, guava and kiwi) and honey.

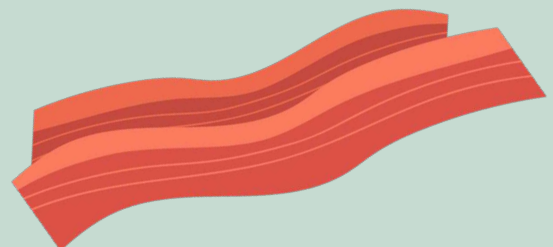
How to make it: Layer the yogurt, granola and fruits in serving glasses or bowls. Drizzle honey on top for sweetness and garnish with a sprig of fresh mint.



BANANA BREAD

What you'll need: Ripe bananas, flour, sugar, eggs, butter and baking soda.

How to make it: Mash ripe bananas and blend them with the other ingredients to make a moist banana bread. Serve in slices with a sprinkle of powdered sugar and shredded coconut.





DIVE INTO #NSBW24 DIY DÉCOR



Transform your cafeteria or foodservice space into a tropical paradise fit for #NSBW24.

Soak in the sun, sand and surf with this list of easy and **DIY-able decorations** that promise to make your **#NSBW24 festivities** unforgettable.

Hang leis or flower garlands around the celebration area. You can drape them across tables, chairs and along fences or walls. You can find these at most party stores or make your own (DIY instructions available at the end of the toolkit)


Scatter beach balls around your celebration space. These can be both decorations and fun items for students to play with. Check out the official #NSBW24 beach ball available for sale on the SNA Shop!

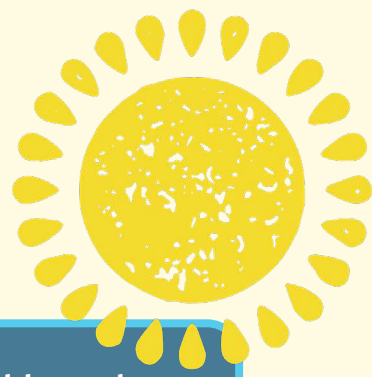
Cut out surfer silhouettes from cardboard and place them strategically around the school/cafeteria—giving the illusion of surfers catching waves—while kids eat breakfast.

Decorate with real coconuts, pineapples, mangos, etc. to bring in that tropical feel. Bonus: You can cut them up and eat them after your #NSBW24 celebrations.

If you have access to surfboards use them to adorn the space. You can even craft your own from cardboard cutouts—have students help decorate them!

An effortless way to get the #NSBW24 vibes is to use Hawaiian print fabrics as tablecloths or to drape over furniture!





Create signs from cardboard or paper with classic beach phrases like "Surf's Up!" or "Aloha." You can place them strategically around the school/cafeteria!

Get some large inflatable pool floats or shaped ones like palm trees and pineapples. These can add a playful and colorful element to your decor.

If you have access to surfboards use them to adorn the space. You can even craft your own from cardboard cutouts—have students help decorate them!

String beach towels together to create vibrant banners. You can hang them across walls or between trees for a casual and beachy feel.

Place seashells in vases, bowls or on tables or scatter them in the foodservice area to create a beachy atmosphere. You can also use seashells to anchor helium balloons.



SCAN HERE FOR
MORE IDEAS!





SURFIN' SOUNDS



Get good vibrations in your cafeteria with our **#NSBW24 Playlist!** Scan the QR code below to go to our Spotify or make your own playlist with the suggestions below and let the music transport you to 'Kokomo.'

"Hawaiian Roller Coaster Ride" by Mark Keali'i Ho'omalu and Kamehameha Schools Children's Chorus (from Disney's "Lilo & Stitch" soundtrack)

"Catch a Wave" by The Beach Boys

"Aloha, E Komo Mai" by Jump5

"Be True to Your School" by The Beach Boys

"Burning Love" by Elvis Presley

"Blue Hawaii" by Elvis Presley

"Hawaii" by The Beach Boys

"Hawaii Aloha" by Israel Kamakawiwo'ole

"Island in the Sun" by Weezer

"Under the Boardwalk" by The Drifters

"He Mele No Lilo" by Mark Keali'i Ho'omalu and the Kamehameha School Children's Chorus

PRESS PLAY!



"Surfin' U.S.A." by The Beach Boys

"Wipe Out" by The Surfaris

"Hawaii Five-O Theme" by The Ventures

"Surfer Girl" by The Beach Boys

"Pipeline" by The Chantays

"Good Vibrations" by The Beach Boys

"Don't Worry Baby" by The Beach Boys

"Margaritaville" by Jimmy Buffett

"Lava" by Kuana Torres Kahele, Napua Greig & James Ford Murphy

"Walk Don't Run" by The Ventures

"Kokomo" by The Beach Boys

"Little Honda" by The Hondells




TROPICAL TACTICS FOR SHOWCASING YOUR #NSBW24 CELEBRATIONS



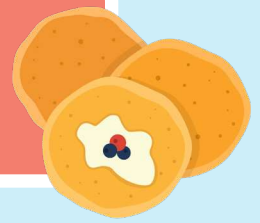
Invite legislators to your school to highlight the importance of a healthy school breakfast with the observance of your 'Surf's Up with School Breakfast' celebration. Connect with local school officials to explore the feasibility and details of hosting these special visits.

- 1. Catch the Wave Early:** Plan those media events and get commitments from legislators well in advance of National School Breakfast Week (NSBW).
- 2. Sync Up with the Surf Squad:** Coordinate with your school district's communication team for a gnarly collaboration. Make sure your media events and legislator visits align with district policies and guidelines. Engage with local influencers and news sources to spread the #NSBW24 aloha spirit.
- 3. Ride the Efficiency Tide:** Develop an agenda for each event. Recognize that your VIP guests are on a tight schedule, so plan engaging activities, key talking points and photo opportunities.
- 4. Share Breakfast Bliss:** Display the success stories of your school breakfast program. Prepare a treasure trove of testimonials and key data illustrating the positive impact of nutritious meals on students and the entire community.
- 5. Create Media Kits:** Prepare kits with the SNA customizable press release, fact sheets (showcasing the financial impact and staff vibes), high-quality images and other relevant info about NSBW and your school breakfast program. Provide these kits to media representatives during their visit!
- 6. Capture the Moment:** Assign a team member to capture epic photos and videos of the events. Document the visits and media coverage—it'll be your stash for future promotions and reports.
- 7. Express Gratitude, Dude!** Drop some thank you notes to everyone involved, including media reps. and legislators. Provide any additional info they may need and express your mahalo (thanks) for their support.



If you can't arrange a visit by state or national legislators, you can still download the #NSBW24 Official Proclamation and customize it with your details. Then you can request local authorities (like mayors, city council chairs, county executives or district superintendents) to recognize March 4-8, 2024, as National School Breakfast Week.

#NSBW24 DRESS-UP IDEAS TO MAKE A SPLASH!



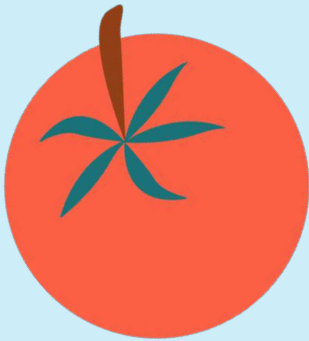
Encourage your staff and co-workers to ride the wave of style with some dress-up ideas for your #NSBW24 celebration! Whether you're channeling the detectives from "Hawaii Five-O" or grooving as The Beach Boys, these dress-up ideas are sure to make a splash!

Traditional Hawaiian print dresses:

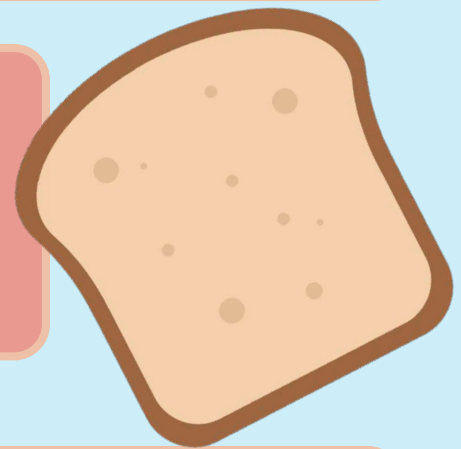
Ladies can opt for long or short Hawaiian print dresses, called muumuus, which come in bright floral patterns. Accessorize with leis and flower hair clips.

The classic Hawaiian shirt and shorts:

This classic look, perfect for both men and women, are an easy way to add some flair. Pair a Hawaiian shirt (adorned with vibrant floral or beach-themed patterns) with shorts, flip-flops and leis.



"Hawaii Five-O" detectives: Dress as detectives from the classic TV show "Hawaii Five-O" with aloha shirts, sunglasses and a badge.



A Hula dancer: Go as hula dancers with grass skirts, flower leis and floral headpieces. Don't forget to learn a few hula dance moves for added authenticity.

Elvis Presley in "Blue Hawaii":

Pay homage to the King of Rock 'n' Roll with a white jumpsuit, sunglasses and a Hawaiian lei. Don't forget a ukulele for an added authentic Elvis look.



True Surfer attire: Dress up as a surfer with board shorts, a rash guard and a surfboard under your arm. Grab the wax for your board and maybe some beachy hair with a sun-kissed tan to enhance your look.

“Lilo & Stitch”: Team up with a friend to go as the main characters from the animated movie “Lilo & Stitch.” Lilo can wear a red dress with a leaf pattern, and a flower in her hair. The Stitch costume can be a blue bodysuit or jumpsuit!

Classic beach bum: This costume is all about looking relaxed and ready for the ocean. Wear swimming trunks, flip-flops, sunglasses and a beachcomber hat.



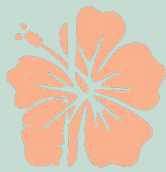
The Beach Boys: Pay homage to the iconic surf rock band with matching outfits. Hawaiian shirts, beach shorts and instruments like a guitar or tambourine can complete the look.



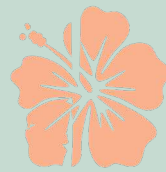
CRAFTING A LEI FOR YOUR LUAU



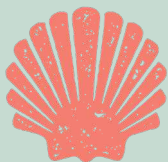
Leis are a traditional Hawaiian symbol of welcome and hospitality, and designing one is a great craft project for your students or staff to celebrate #NSBW. This craft is a festive way to engage everyone in a hands-on activity that also serves as a wonderful take-home. Here's how to make your own paper leis:



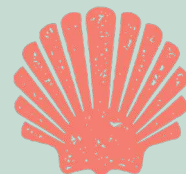
MATERIALS



- String or ribbon (about thirty-six inches per lei)
- Paper flowers: Use the template on the next page to cut out flower shapes.
- Plastic drinking straws, cut into small pieces (optional, for spacing)
- Beads (optional, for added decoration)
- Glue
- Scissors



INSTRUCTIONS



1. Start by cutting your string or ribbon into 36-inch lengths, one for each lei.
2. Cut out your paper flowers, color them in and string them on the lei. If you're using straws for spacing, add a piece between each flower.
3. You can also add beads for extra decoration. Thread them onto the string between the flowers or use them as spacers.
4. Continue adding flowers and beads until your lei is the desired length. Tie the ends of the string together to complete the lei.
5. You can also have a crafting station where students and staff decorate and personalize their paper flowers before stringing them.

