

NATIONAL SCHOOL BREAKFAST WEEK

MARCH 4-8, 2019

SCHOOL BREAKFAST



START YOUR ENGINES!

SNA MEMBER TOOLKIT



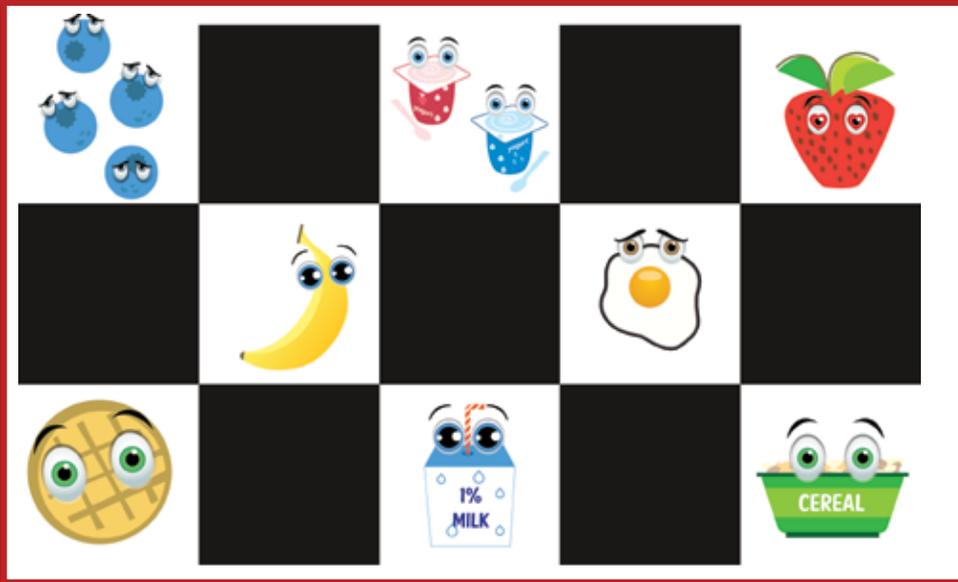
SCHOOL BREAKFAST

START YOUR ENGINES!™

NSBW highlights how eating a nutritious breakfast helps students fuel up for success in the classroom and beyond.

Use the resources in this toolkit to extend your reach to different audiences, develop and achieve your #NSBW19 goals, and measure your results.

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MARCH 4-8, 2019

#NSBW is scheduled for March 4-8, 2019, but you can celebrate anytime that works for you and your team!

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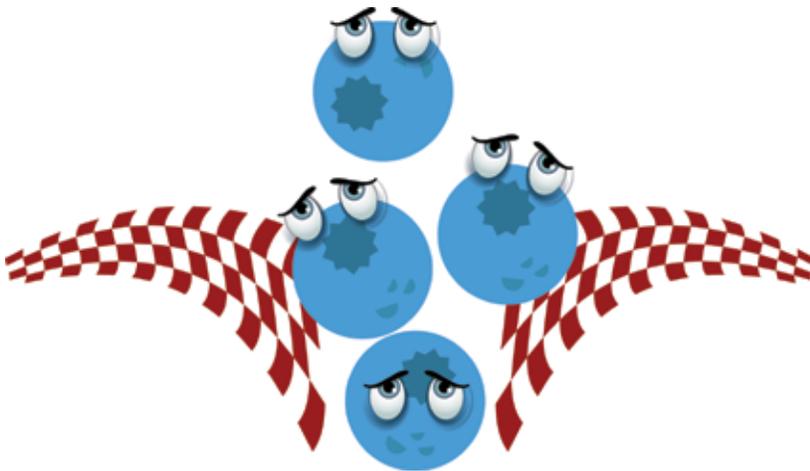


ABOUT NATIONAL SCHOOL BREAKFAST WEEK

WHAT IS NSBW?

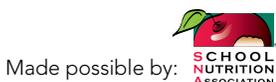
National School Breakfast Week (NSBW) is an annual national campaign designed to raise awareness of the National School Breakfast Program (SPB) in school communities across the country. The SBW was launched in 1989 by the federal government as a means for all K12 students in the United States to have access to a nutritious school breakfast. More than **14 million children** participate each day!

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. **#NSBW19** is a great occasion to **gun the engine** with these messages.



NSBW 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.



1. Influence Central



INTRODUCING “START YOUR ENGINES”

Get ready to put the pedal to the metal for **#NSBW19** and Start Your Engines With School Breakfast!



You are sure to **rev up excitement** among the fellow members of your **school nutrition pit crew**, as this engaging theme offers plenty of fun ways to drive participation while sending powerful messages about the importance of eating a healthy breakfast at school.

The 2019 Start Your Engines theme works on **multiple levels**. First, it offers school nutrition teams a terrific base to develop wildly creative engagement activities (think Grab and Go Pit Stops).

The theme also provides many fitting metaphors that reinforce key breakfast benefits, reminding kids that breakfast allows them to “fuel the mind and body for high performance,” “drive the day” and “win the race.” In addition, it can be adapted to appeal to both **elementary** school students and **teenagers**.

Drive your NSBW promotion right into the winner’s circle with our celebration ideas or come up with some winning ideas of your own to take you to the finish line. Have fun! Be creative and utilize the theme to engage students, staff, and your community in a way that is **uniquely yours**.



MEET THE SCHOOL BREAKFAST RACERS!

At the core of this year's theme are eight race cars representing popular breakfast items (and corresponding with meal pattern requirements).

Check out the starting lineup and some fun engagement activities:



Blueberry Bonanza



Boom-Boom Banana



Cereal Cyclone



Egg Scrambler



Milk Moover



Screamin' Strawberry



Super Sonic Smoothie



Waffle Wheelz

- Place the cars on a bulletin board or display of empty track. Each day, encourage youngsters to **vote for one of the racers**. Move forward the daily winners judged by each grade level or individual classroom. Who will win?!
- Black-and-white drawings are available as downloadable **coloring sheets** to display in the dining or serving area.
- Conduct an **essay contest** asking students to create short "back stories," attributes or "track records" for the racers.
- Create your own racing **trading cards**. On the reverse, add facts about breakfast or about the particular food that is featured. Distribute or award as desired throughout NSBW.
- Spotlight one to two cars each day of NSBW, connecting them to your **menus** and using them to convey important nutrition information.



CAFETERIA FUN IDEA FAST LANE

How can you make the most of the Start Your Engines With School Breakfast 2019 NSW theme?



TAKE THESE IDEAS OUT FOR A TEST DRIVE.



If you live in an area where auto racing is popular—whether it's NASCAR, Formula One, motocross, monster truck competitions or other contests—tailor this theme to the details of that sport.



Is a professional race car driver an **alum** of your school? Invite him or her to be a guest server or to eat with the kids during NSBW.



Apply words associated with racing and driving to your **menu items** for this special week.



Bestow small **trophies** on all kids who eat breakfast every day.

Professional race car drivers are great spokespeople for **safe driving practices**. Browse the internet for their tips that you can then share with the older teens in your high school during #NSBW19.



Use some marketing dollars to buy **4-5 car battery chargers** for popular phone or tablet models and give one of these away each day of NSBW to breakfast participants at your high school.



Brand your cafeteria—or breakfast cart or kiosk—as the **"Pit Stop"** during NSBW. Servers on the line can dress as pit crew members and wear NSBW badges.



While the official campaign artwork and resources focuses on racecars, **any type of engines**—from motorcycles to jets to rocket ships—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 use of the Start Your Engines 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.



Made possible by:





SOCIAL MEDIA 101: PREPARATION

Preparation is key to winning any race! Here are eight tips to help you prepare a winning 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 services and apps (e.g., Buffer, 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 **#NSBW19** 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**. 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/NSBW**, 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

Photos, photos, 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.
- 2 Remove distracting background objects and try different angles.
- 3 Crop instead of using the zoom feature to avoid grainy photos.
- 4 Use colorful trays and food combinations
- 5 Practice, practice, practice!

VIDEO

Don't limit yourself to photos! In the world of social media, **video is king of the road**. Did you know that 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.

If you have a smartphone or a tablet, you have a video camera—it doesn't have to be fancy. Video 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: #NSBW19 **#schoolbreakfast #StartYourEngines**
- ✓ Use photos of healthy menu options. List what's on the tray in the photo caption. Using local ingredients? Tag the farmer/producer.
- ✓ Update your Facebook page with our #NSBW19-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 release templates on file.
- ✗ Stop talking about #NSBW19—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**.



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SOCIAL MEDIA 101: SAMPLE NSBW POSTS

The right tools are an essential component for any racing “pit crew,” and timing can make or break a race. The same is true for social media!

Think about what might have viral potential.

-  Create posts for all three phases of **#NSBW19**—before, during, and after **March 4-8, 2019**. 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 **#NSBW19** about increased participation, contest winners, and special guests. Here are some sample posts that you can make your own!

2-4 WEEKS BEFORE #NSBW19

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

FACEBOOK POSTS



-  We’re celebrating #NSBW19 March 4-8! Did you know that #schoolbreakfast professionals serve 14 million students every day? [Insert logo or link]
-  We’re celebrating #NSBW19 March 4-8! 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 2019—stay tuned!
-  Join us March 4-8 to celebrate #NSBW19! We’ll feature ingredients from [tag local partners/farmers] for #schoolbreakfast all week! [Insert image, logo, or link to partner]
-  #NSBW19 is March 4-8! Visit the cafeteria to sample [menu item/ingredient] and enter to win [grand prize]! #schoolbreakfast #startyourengines
-  Our #NSBW19 celebration is happening March 4-8! Taste-testing, contests, prizes, and a visit from [local farmer/partner]! #startyourengines Learn more: [link]
-  Our #schoolbreakfast pit crew is ready to celebrate #NSBW19 and #startyourengines March 4-8! Learn more: [Insert staff photo & link]



SCHOOL BREAKFAST FAST

START YOUR ENGINES!™



TWEETS

-  #NSBW19 is March 4-8! Visit the cafeteria to sample [menu item/ingredient] and enter to win [grand prize] #school breakfast [upload NSBW19 logo or other photo]
-  Our #NSBW19 party is happening March 4-8! Taste-testing, contests, prizes, and a visit from [local farmer/partner/local celebrity]! Learn more: [link]
-  Our #schoolbreakfast #PitCrew is ready to celebrate #NSBW19, March 4-8! Learn more [insert staff photo and link]

DURING #NSBW: MARCH 4-8, 2019

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.



FACEBOOK POSTS

-  Principal [insert name] 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 the #NSBW GRAND prize! [insert photo of principal serving breakfast]
-  We're sharing #startyourengines 4 #NSBW19! Our scratch-made [menu item] from [local product/farm] is a student favorite! [Insert photo] #schoolbreakfast
-  Ms. Mary serves students for today's #NSBW19 mystery ingredient taste test competition! The student who guesses correctly wins [grand prize]! [Insert photo]
-  Our #NSBW19 menu features a new recipe with [ingredient] by [farm/producer]! Eat #schoolbreakfast all week & win naming rights for the dish! [photo]
-  It's #breakfastforlunch today at [school]! We're celebrating #NSBW19 all day, serving student-favorite [breakfast dish] for #schoollunch! [Insert photo of menu item]



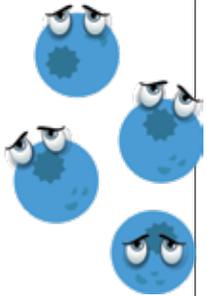
SCHOOL BREAKFAST
WIN THE RACE

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SCHOOL BREAKFAST

START YOUR ENGINES!™



TWEETS

- Ms. Mary serves students for today's #NSBW19 surprise ingredient taste test competition! The student who guesses correctly wins [grand prize]! [insert photo]
- Our #NSBW19 menu features a new recipe with [ingredient] by [farm/producer]! Eat #schoolbreakfast all week and win naming rights for the dish! [insert photo]
- It's #NSBW19—learn more about the benefits of a #healthy #schoolbreakfast! [insert link to menu or www.schoolnutrition.org/nsbw]

DRIVE YOUR DAY WITH SCHOOL BREAKFAST



1-2 WEEKS AFTER #NSBW19

Follow up within a week or two with a #NSBW19 round-up. You can do this in several ways:

-  Blog post, newsletter update, or website update: Compose a short update with highlights from your #NSBW19 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.

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SCHOOL BREAKFAST FAST

START YOUR ENGINES!™



FACEBOOK POSTS

- Thank you for helping us recognize #NSBW19! Here are some of our favorite photos from our weeklong #schoolbreakfast celebration. #startyourengines [Upload photos/album]
- Thank you for supporting #schoolbreakfast at [school/district] and helping us celebrate #NSBW19! [Upload photo/video]
- Thank you for your support for #schoolbreakfast during #NSBW19 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 one of the reasons to #startyourengines with #SchoolBreakfast!
- We're so excited—[xx] more kids ate #schoolbreakfast during #NSBW19! [insert photos/collage] #startyourengines
- Congratulations to Mary Brown—our #NSBW grand prize winner! XX joined us every day for #schoolbreakfast during #NSBW19, and won [xx] [insert photo of Mary receiving prize with manager, director, principal, etc.]
- Our #NSBW18 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]

TWEETS

- Thank you for supporting #schoolbreakfast at [school/district] and helping us celebrate #NSBW19! [Upload photo/video]
- We're so excited—[xx] more kids ate #schoolbreakfast during #NSBW19! [insert photo]



SHARE AND SHARE ALIKE!
Remember to tag SNA in your #NSBW18 photos so we can share them via our channels. You might just see your photo in the *School Nutrition* magazine wrap-up article!



www.facebook.com/SchoolNutritionAssociation



@SchoolLunch



@schoolnutritionassoc



BUILD YOUR FAN BASE

Use the ideas below to build your NSBW fan base of 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.

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 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

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



COUNTDOWN TO #NSBW19

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. You can replicate this for your own school or district and share with your team members!

1

JANUARY 2019

-  Brainstorm celebration ideas with your cafeteria staff
-  Order #NSBW19 from SNA's Emporium if you haven't already
-  Mark the NSBW dates on your school's master calendar for administrators and teachers

2

FEBRUARY 2019

-  Develop a special menu to serve during NSBW
-  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

3

FEBRUARY 25–MARCH 1 (A WEEK BEFORE NSBW)

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

4

MARCH 11–15 (A WEEK AFTER NSBW)

-  Send your celebration photos to *SN Magazine*: snmagazine@schoolnutrition.org
-  Share your NSBW success stories and metrics with your community

5

WEEK OF NSBW: MARCH 4–8

-  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



#NSBW19 RESOURCE CHECKLIST

This toolkit is just the beginning! Visit the SNA website at www.schoolnutrition.org/nsbw to download more tools and templates you can use to rev up your school breakfast program engines for **#NSBW19!**

- ▶ **Artwork & logos:** Dress up menus, social media posts, and menus and more with official #NSBW19 artwork and logos.
- ▶ **Coloring Sheets:** Featuring each of the eight school breakfast racers, these are fun ways to get younger students engaged in #NSBW19.
- ▶ **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 #NSBW19 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 #NSBW19 official proclamation and fill in your school or district's information. Request the mayor or other city official to proclaim March 4-8, 2019 as National School Breakfast Week.
- ▶ **Social media:** Download the Facebook cover image and Instagram meme from the NSBW website and share them on your school or district's social media channels.

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

Visit www.schoolnutrition.org/nsbw today to start your engines!

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