About NSBW

What is NSBW?
National School Breakfast Week is a weeklong celebration of the school breakfast program. Members celebrate with decorations, events, special menu items, etc. Increasing breakfast participation is a goal for many SNA members – and NSBW is the perfect time to bring attention to your breakfast program.

Why should I participate?
According to a 2015 survey of SNA members, 96% said that their student participation increases during NSBW. Recognizing NSBW in your district or in your cafeteria helps you:

- Increase student participation for your program
- Spread the message to parents that you’re serving healthy and tasty breakfast at school
- Earn media coverage from local papers, blogs, and TV stations
- Connect with teachers and administrators at your school or in your district to spread the word that school meals are healthy

When is it? What if the timing doesn’t work for me?
NSBW 2016 is officially scheduled for March 7-11, 2016.

However, if you have a student holiday or teacher work day during that week, and the timing doesn’t work, you can still celebrate anytime! The week before… the week after… it’s up to you.

Where can I find resources to help me celebrate?
SNA provides National School Breakfast Week resources such as a toolkit, marketing materials, press release templates, pre-developed PowerPoints to get staff and stakeholders interested and excited, and more!

Go to www://schoolnutrition.org/NSBW2016/ to view and download.
Create An Ad for School Breakfast!

You already know about all the benefits of a healthy school breakfast. Ask your students to share their take on why they love it by creating their own advertisement for breakfast at school!

In the 2016 art contest, students will create an ad for school breakfast, using a combination of pictures and words. They can draw a photo of their favorite breakfast foods, write a tagline or jingle, and use their creativity to sell school breakfast to other students!

Three national winners will receive special prize packs, and their ads will be published on the SNA website.

Entries are due Thursday, March 31, 2016*!
Download the submission form here.

Contest Overview

- You can hold your own ‘Create an Ad for School Breakfast’ contest at the school or district level to narrow down your submissions. Each school can only submit 3 entries to the national contest

- All entries by students must be made to a local competition (to be organized by and held in schools). Please note that the only way to enter this contest is through a participating school, students cannot enter the contest directly or through a parent.

- On the official entry form, students should draw their ad for school breakfast. They need to include both images and words as well.

- A panel of judges will select three national winners, based on criteria like creativity, skill, and messaging. The winners (one from K-5, 6-8, and 9-12) will receive a prize packs from SNA and their ads will be published on the website.

- Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks.

Entry forms are available at www.schoolnutrition.org/NSBW

Entries must be received by March 31, not postmarked by March 31.
Plan a Perfect Celebration!

Use some of the ideas below to get parents, children, and the school community excited about school breakfast:

- Decorate the cafeteria with NSBW posters and balloons from the SNA Emporium.
- Use the handouts, flyers, and backpack brochures (available for download on the SNA website) to educate students about school breakfast.
- Invite a local “celebrity” to eat breakfast with students. Think athletes in uniform, businessperson, local news anchor, team mascot, etc.
- Organize a “Create an Ad for School Breakfast” art contest at your school—see page 10 for details.
- Ask students to write a short essay or poem about how school breakfast helps them wake up.
- Make over your menus! If you don’t have time to develop a special, new menu for NSBW, just re-name some of your breakfast menu staples to embrace the “Wake Up” theme. For example – a sausage biscuit can be a “Sunrise Sausage Biscuit.” You can use words like energize, dawn, morning, stretch, etc.
- Bring in some surprise special guest servers during NSBW. Consider asking some of the popular teachers or the school principal if they wouldn’t mind working on the line for 20 minutes or so to serve breakfast to the kids.
- Poll kids on new breakfast food items, or organize a taste-test event. Ask students to rate their favorite breakfast menu items.
- Ask administrators if NSBW can be mentioned in the school’s morning announcements! You can share your menu items and encourage kids to stop by.
- Send your photos to SNA via email or Facebook message during NSBW, and they may be featured on the page that week! Check out how other districts are celebrating at www.facebook.com/schoolnutritionassociation.
There’s a wealth of information available online about the importance of healthy school breakfasts for your students. To get you started, here are some quick facts for you to use in your promotion. Each source links directly to the study referenced.

**Students who eat breakfast have better attention and memory.** Research indicates the quality of foods children eat impacts cognition—with poor nutrition linked with absenteeism, hunger symptoms and psychosocial problems.

**FACT:**

Students who eat school breakfast attend, on average, 1.5 more days of school per year and score 17.5% higher on standardized math tests.

**FACT:**

Source: Ending Childhood Hunger: A Social Analysis, 2013 (Compiled by Share Our Strength and Deloitte)

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The School Breakfast Program significantly improves the cognitive abilities and learning capacities of children. Low-income children who receive school breakfast do better on a variety of indicators than low-income peers who go without breakfast. Significantly, the better outcomes associated with school breakfast include educational preparedness (attendance, energy, alertness, memory) and educational outcome measurements (math scores, grades, reading ability).

**FACT:**

Students who participate in school breakfast show improved attendance, behavior, standardized achievement test scores, and decreased tardiness. Providing students with breakfast in the classroom setting is associated with lower tardy rates and fewer disciplinary office referrals.

**FACT:**

Source: Breakfast for Learning, 2014 (Compiled by the Food Research and Action Council)

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**Use this research to your advantage in your NSBW messages to administrators and parents!**
## Sample Breakfast Menu

### February 2016

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pumpkin Muffin</td>
<td>Cheesecloth</td>
<td>Mini Maple Pancake</td>
<td>Turkey Sausage &amp; Cheese Pita Pocket</td>
<td>Egg &amp; Cheese Pita Pocket</td>
</tr>
<tr>
<td>Fresh Mimosas</td>
<td>Fresh Pear</td>
<td>Banana</td>
<td>Apple</td>
<td>Orange</td>
</tr>
<tr>
<td>So Squash Muffin</td>
<td>Cheese Bread</td>
<td>Carrot Cake Orange</td>
<td>Egg Cheese &amp; Salsa Breakfast Burrito</td>
<td>Apple</td>
</tr>
<tr>
<td>Corn Muffin</td>
<td>Cinnamon Orange</td>
<td>Turkey Sausage &amp; Cheese Pita Pocket</td>
<td>Cinnamon Mini Muffins</td>
<td>Fresh Pear</td>
</tr>
<tr>
<td>Holiday</td>
<td></td>
<td>Egg &amp; Cheese Pita Pocket</td>
<td>Cin Cin Mini Rolls</td>
<td>Apple</td>
</tr>
<tr>
<td></td>
<td>Blueberry Bread</td>
<td>Cheddar Cheese Omurice</td>
<td>Egg &amp; Cheese Pita Pocket</td>
<td>Cinnamon Orange</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Mango</td>
<td>Apple</td>
</tr>
<tr>
<td></td>
<td>Pan Dulce</td>
<td>Mini Maple Pancake</td>
<td>Egg &amp; Cheese Pita Pocket</td>
<td>Egg &amp; Paper-Like Breakfast Sandwich</td>
</tr>
<tr>
<td></td>
<td>Orange</td>
<td>Banana</td>
<td>Mango</td>
<td>Orange</td>
</tr>
<tr>
<td></td>
<td>Banana Chocolate Chip Muffin</td>
<td>Cheese Bread</td>
<td>Cinnamon Mini Rolls</td>
<td>Apple</td>
</tr>
<tr>
<td></td>
<td>Apple</td>
<td>Fresh Pear</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Turkey Sausage & Cheese Pita Pocket

Warm turkey sausage and cheese combo in a whole grain pita shell. A delicious and filling way to start your day!

### Pumpkin Muffin

Pumpkins are not just for the fall anymore; they are for breakfast too! These whole grain pumpkin muffins contain not only the warm spices of fall like nutmeg and cinnamon but also vital vitamins and minerals that support your body and your mind.

### Pan Dulce

Pan Dulce is a main staple food in Mexico and other Latin American Countries. In the early 1800’s the French introduced crispy rolls, baguettes, and rich pastries to Mexico. The French occupation of Mexico ended at the hands of Cinco de Mayo but the love for French bread remained. Everyone in Mexico seems to have a favorite, and there are many to choose from. Pan Dulce is just one variety, but there are hundreds of sub-varieties. Try this whole wheat, chewy, slightly sweetened traditional bread with sweet, decorative all natural coloring.

### Egg & Cheese Tortilla

An egg-cellent protein filled omelet with cheddar cheese on a whole grain tortilla is a great way to start your day.