

BREAKFAST: THE CAFETERIA-CLASSROOM CONNECTION



As a school foodservice director or cafeteria manager, you have a lot to gain by promoting school breakfast in your district or school. School breakfast generates revenue. In fact, in many districts breakfast profits help subsidize the school lunch program. School breakfast can also improve the image of your program. You provide a valuable service by offering an inexpensive morning meal that tastes great and is nutrient-dense. This service benefits not only students but also parents and teachers. And finally, by offering breakfast to all students you become a member of the educational team of your district or school. Research shows that children who eat breakfast perform better in school and are less likely to be tardy or absent. So, the efforts of your foodservice team help improve classroom performance, attendance, and on-time arrival at school.

March 4-8 is National School Breakfast Week (NSBW). This annual event focuses on the importance of a nutritious breakfast served in the schools. To enhance your NSBW activities make the cafeteria-classroom connection. Team up with classroom teachers to highlight the many benefits of eating a healthful breakfast. Here are a few ideas for you and your foodservice team to consider.

- Offer your services to discuss the National School Breakfast Program. Reinforce the importance of eating breakfast and the combination of foods required for optimal nutrition. Work with students to plan a reimbursable breakfast menu for a week.
- Sponsor a "Bring a Parent to Breakfast Day." Have students write a letter to their parents or caregivers telling them about the importance of eating breakfast. Include a special invitation to eat breakfast at school.

- Have students write PSAs on the importance of eating breakfast. Have students read the announcements over the public address system during NSBW and periodically throughout the school year.
- Encourage your staff to show-case their talents. Have them create a bulletin board display highlighting the benefits of breakfast at school.
- Have students create posters, banners, or mobiles promoting the importance of breakfast. Display them in the cafeteria or hallways.
- Ask the librarians in your district to display books and magazines featuring stories about break-fast or recipes for breakfast foods.

Whether you serve breakfast in the cafeteria or the classroom, consider ways to highlight the benefits of breakfast at school throughout the school year. You have a lot to gain by promoting it. *And your students have a lot to gain by eating it!*



Courtesy of American Dairy Association & Dairy Council Mid East