

Breakfast = Achievement



Dear School Nutrition Professional:

The following fact sheet is designed to help you communicate the many benefits of an Expanding Breakfast program to school nutrition staff.

It is general in nature since there is essential information specific to your program that you will need to include. Please do not use it as a stand-alone piece, rather provide it as part of a presentation, or as a leave-behind, or distribute it with a cover letter that includes other details, such as:

- The date for a presentation
- Specifics on what type of Expanding Breakfast program you are implementing
- How increasing breakfast participation fits into the district's wellness goals
- When the program will begin
- Examples of menu items

Also, you might prefer to use this sheet as a guide for ideas and thought starters for designing your own communications piece for school nutrition staff.

Remember, Breakfast Equals Achievement!

(This cover letter corresponds to the School Nutrition Staff Fact Sheet, which is coded SNS in the bottom right corner)

Everyone **WINS** with an Expanding Breakfast Program!



An Expanding Breakfast program helps meet the nutritional and health needs of our students, achieve our school's wellness goals, and provide financial benefits to our child nutrition program, all at the same time. Expanding Breakfast programs represent a different method of preparation and serving, so it does involve change, but they often can decrease nutrition staff workload as less labor is required than for conventional breakfast service.

In the vast majority of cases where teachers, principals, students or parents were resistant, results show once Expanding Breakfast is in place the negatives quickly turn into positives!

A Real Bonus for You and Your School

- Increases participation, feeding more children a healthy breakfast
- Contributes to the overall revenue of a successful child nutrition program
- Preparation and clean-up are simple, minimal labor involved



Benefits Teachers, Principals, Students and Parents

- Improves the health, nutrition and well being of students
- Improves classroom performance and yields better test scores and grades*
- Increases children's ability to focus and concentrate on school work*
- Decreases disciplinary problems, tardiness and visits to the nurse*
- Increases attendance rates*
- Parents don't need to worry about their children eating right to start the day

It's Time to Have an Expanding Breakfast Program at Our School!



*Based on Maryland Meals for Achievement Year III Final Report 10/01 and Minnesota Dept. of Children, Families & Learning Studies. For the studies go to www.NutritionExplorations.org and click on the School Nutrition Professionals Section.