



Fuel Up with School Breakfast School Nutrition Promotion Series



Timing: February

Corresponding Events: National School Breakfast Week
(first week in March)

Core Activity: Breakfast Club Card Promotion

Corresponding Healthy Eating Plays: Any Bring on Breakfast Play

Corresponding Physical Activity Play: Pre-Class Lap Run



Background Information

Eating breakfast has a host of benefits for students:^{1,2,3,4}

- ✗ Improved attendance and better behavior
- Higher test scores and improved grades
- ✗ Increased nutrient intake and better overall nutrition
- Fewer visits to the nurse

Finding creative ways to make simple changes to your school breakfast program can increase participation and provide students with the nutrition they need to be physically active and successful in school. Expanding breakfast in your Fuel Up to Play 60 schools can be easy and fun! These schools already have teams of students and staff that are committed to improving healthy behaviors. Working with them to expand school breakfast is a great way to bridge the gap between the cafeteria and the classroom, while boosting breakfast participation.



Basic Concept

1. Distribute our **School Breakfast Club Cards** to students when they purchase a breakfast during the month of February.
2. Collect cards that have been completed with 10 stamps.
3. Draw one or more card(s) each day during National School Breakfast Week (1st week of March) to win a prize.
4. Decorate your cafeteria with our Fuel Up with School Breakfast **mini-posters**.



1. Wahlstrom and Begalle. *Top Clin Nutr.* 1999.
 2. Murphy et al. *Arch Pediatr Adolesc Med.* 1998.
 3. Meyers et al. *Am J Diseases Children.* 1989.
 4. FRAC 2009 School Breakfast Scorecard, 4.
 5. Affenito et al. *J Am Diet Assoc.* 2005.



Expanding the Idea



Looking for serious increases in your breakfast program participation? Bring breakfast to your students in one of the following ways:

- X **Grab-N-Go Breakfast:** Make breakfast fast and convenient by bringing it to a high-traffic location, such as the main lobby.
- O **Breakfast Re-Fuel Station:** Coordinate with before school physical activity programs to re-fuel students with school breakfast.
- X **Breakfast in the Classroom:** Organize a “breakfast in the classroom” program that delivers nutritious, easy-to-eat breakfast foods to student’s right in their classroom.



Playbook Connection:

A Hero’s Breakfast

Invite community heroes or celebrities, such as firefighters, policemen, sports figures, or other local personalities to promote healthy breakfast choices!

Breakfast Picnic

Set up an inviting "breakfast picnic" area that students can visit before school or between periods.

Taste Test Breakfast

Organize a series of breakfast “taste test” days and invite students to try different healthy breakfast food options!



Pre-Class Lap Run

Organize a morning running club to get students (and teachers) revved up for the day. Create a time and place for students to run a few laps before school starts.



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