

TOOLKIT AND RESOURCES FOR SNA MEMBERS

NATIONAL SCHOOL BREAKFAST WEEK
MARCH 2-6, 2009

POWER UP!

WITH SCHOOL  BREAKFAST

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The 'Power Up with School Breakfast' campaign features a team of superheroes who introduce students to the importance of eating school breakfast every day. Using a series of interactive tools and activities, students meet the school breakfast heroes and learn about the importance of eating healthy, eating a variety of foods and being active. By eating school breakfast, students can power up to become superheroes themselves.

The campaign runs from January 2009 to March 2009, culminating during National School Breakfast Week, March 2-6, 2009.

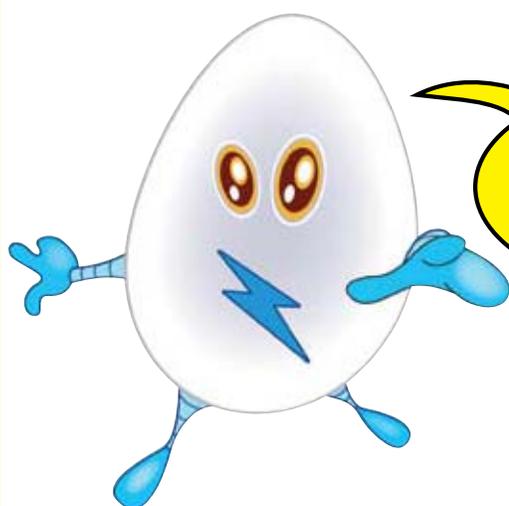
The School Nutrition Association (SNA), General Mills Bakeries and Foodservice and the National Dairy Council (NDC) are excited to bring you great tools and resources to promote the Power Up with School Breakfast Campaign.

WHAT IS NATIONAL SCHOOL BREAKFAST WEEK (NSBW)?

National School Breakfast Week (NSBW) was launched in 1989 to raise awareness about the availability of the School Breakfast Program (SBP). Each year, SNA helps you celebrate this important week with a fun theme.

The goals of NSBW are to share several important messages with students, parents and the media:

- The SBP is available at your school, it meets dietary guidelines and, best of all; it is a tasty and fun way to start the school day!
- There is an established link between eating breakfast and academic success.
- Eating a nutritious breakfast can help kids maintain a healthy weight. In today's climate of heightened awareness around childhood obesity, this is a great benefit to offer kids.



KEY MESSAGE

BY EATING SCHOOL BREAKFAST EVERY DAY, KIDS GET THE ENERGY THEY NEED TO 'POWER UP' FOR A DAY OF LEARNING AND ACHIEVEMENT.



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THE FACTS ABOUT SCHOOL BREAKFAST

A HANDOUT FOR PARENTS AND TEACHERS

School Breakfast is proven to be good for children's bodies and their minds. Research shows that children who eat breakfast have improved memory, problem-solving skills, verbal fluency and creative abilities.

WHY EAT SCHOOL BREAKFAST?

School Breakfast *really* is the most important meal of the day for kids and provides the necessary energy to start a day of learning and achievement. Research has shown that children who eat breakfast at school:

- Score better in standardized tests
- Have fewer health issues
- Behave better in class

Research also shows that kids who skip breakfast rarely make up for missed nutrients later in the day – so skipping breakfast could also affect the after school activities that they really love!

SCHOOL BREAKFAST: GOOD FOR YOUR KIDS

School breakfast provides 25% of the recommended daily allowance of protein, calcium and iron, vitamins A and C and calories for your kids as well as meeting federal nutrition guidelines based on the Dietary Guidelines for Americans.

WHAT'S IN A MEAL?

Menus change daily, but are designed to meet a child's needs. The breakfast line-up includes:

- Milk
- Fruits, 100% juice or vegetables
- Breads or other whole grains including cereal
- Meat and/or meat alternates

SCHOOL BREAKFAST TODAY- THE QUICK FACTS

- SBP PROVIDES A NUTRITIOUS BREAKFAST TO MORE THAN 10.1 MILLION CHILDREN EACH SCHOOL DAY AND OVER 1.7 BILLION MEALS ANNUALLY (2007)
- OVER 80,000 SCHOOLS AND INSTITUTIONS SERVE SCHOOL BREAKFAST EVERY DAY, COMPARED TO ALMOST 100,000 THAT OFFER NSLP (\$1.18)
- FOR FISCAL YEAR 2007, CONGRESS APPROPRIATED \$2.2 BILLION FOR THE SBP
- INNOVATIVE APPROACHES TO SERVING BREAKFAST INCLUDE SERVING IT DURING FIRST PERIOD, 'GRAB AND GO' BAGS IN THE HALLS OR EVEN SERVING ON THE SCHOOL BUS.

AVERAGE BREAKFAST PRICES

- ELEMENTARY SCHOOL - \$0.97
- MIDDLE SCHOOL - \$1.03
- HIGH SCHOOL - \$1.05



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SUPER IDEAS & PARTICIPATION TRACKER SWEEPSTAKES

The April 2008 issue of *School Nutrition* magazine featured ideas for Powered up events, decorations, costumes, games and other participation-boosting activities for NSBW 09. Need more? Check out our list below:

YOU COULD...

- Make Breakfast Superhero costumes
- Hold a local 'Design a School Breakfast Superhero' Contest
- Use the activity sheets available at www.schoolnutrition.org/nsbw and give them out each day at breakfast
- Decorate the cafeteria with School Breakfast Superhero themed materials available for the SNA Emporium
- Invite parents and other special guests in for breakfast during NSBW
- Offer prizes to the classroom with highest participation during NSBW
- Use SNA's breakfast menus to showcase Powered Up breakfasts
- Hold assemblies and use the Breakfast Superheroes to showcase the importance of eating school breakfast
- Have students choose their heroes in your local community

HOW TO PUBLICIZE YOUR EVENTS & ACTIVITIES

- Add information about your school and your planned NSBW activities to the sample news releases.
- Ask local dietitians, pediatricians, teachers, parents and students how they view the school breakfast program, and, with permission, use their comments in the releases.
- Print the releases on your own letterhead and list yourself as contact. Send these releases to your media contacts about 10 days prior to NSBW.
- Get others involved! Speak to teachers, administrators, parents and others to gather support for a breakfast week celebration.
- Publicize NSBW and announce the winners of your design a superhero on the back of your school menus and in school newspapers.
- Order, copy and distribute the NSBW 2009 brochure and activity sheets to pass out to students and parents.

POWER METER TRACKER SWEEPSTAKES

Tell us how 'Power Up with School Breakfast' has impacted your participation levels in school breakfast and what you are doing for NSBW and enter for your chance to win.

Download the Power Meter Tracker sweepstakes form at www.schoolnutrition.org/nsbw and you will have the chance to win stickers for your school.

At the end of each month, between January and March 2009, we will randomly pick 15 winners (45 in total) to receive stickers for their school. The deadline for all your feedback is March 31, 2008, but enter by January 31 and you can have your stickers delivered in time for NSBW.

Visit www.schoolnutrition.org/nsbw to find out more.



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POWER UP!

WITH SCHOOL BREAKFAST

MEET THE SUPERHEROES



MR BREAKFAST

FAVORITE BREAKFAST FOOD:

LOW FAT MILK- ANY FLAVOR
AS LONG AS IT IS COLD

POWER UP! TIP: EAT SCHOOL
BREAKFAST - IT WILL POWER
YOU UP FOR A DAY OF
LEARNING AND ACHIEVEMENT



SUSIE POWERS- SANDWICH SENSEI

FAVORITE BREAKFAST FOOD: EGG AND
LOW-FAT CHEESE ON A WHOLE WHEAT
MUFFIN

POWER UP! TIP: SEE IF YOUR SCHOOL
SERVES BREAKFAST IN 'GRAB AND
GO' BAGS - THEY ARE PERFECT FOR
POWERING UP ON THE MOVE



FRUIT AVENGER

FAVORITE BREAKFAST FOOD: STRAWBERRIES
POWER UP! TIP: 5-A-DAY! EATING FRUIT AT
BREAKFAST GIVES YOU A HEAD START ON THE
5 PORTIONS OF FRUIT AND VEGETABLES YOU
SHOULD EAT EVERY DAY.



POWER UP!

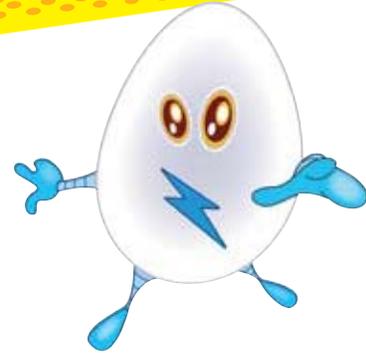
WITH SCHOOL BREAKFAST

MEET THE SUPERHEROES



CRUNCH

FAVORITE BREAKFAST FOOD: WHOLE GRAIN TOAST AND CEREAL
POWER UP! TIP: POWER UP WITH WHOLE GRAINS AS THEY CONTAIN MANY HEALTHFUL COMPONENTS, INCLUDING FIBER, STARCH AND MANY VITAMINS AND MINERALS.



EGGBOT

FAVORITE BREAKFAST FOOD: EGGS

POWER UP! TIP: POWERING UP WITH SCHOOL BREAKFAST PROVIDES 25% OF YOUR RECOMMENDED DAILY ALLOWANCE OF PROTEIN, CALCIUM AND IRON, VITAMINS A AND C AND CALORIES AS WELL AS MEETING THE DIETARY GUIDELINES FOR AMERICANS.

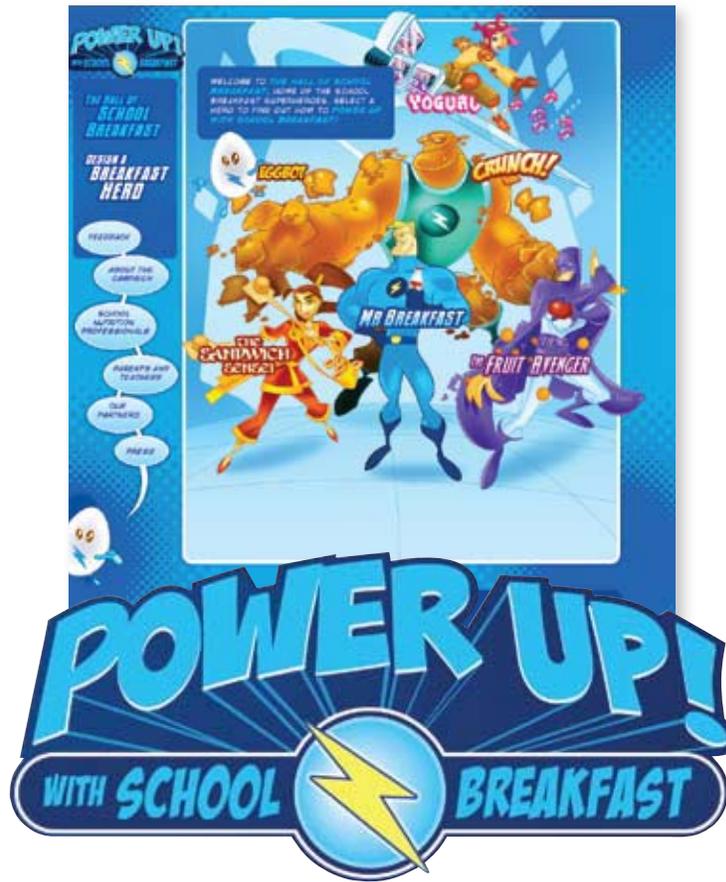


YOGURL

FAVORITE BREAKFAST FOOD: YOGURT (DUH!)
POWER UP! TIP: CALCIUM RICH DAIRY FOODS SUCH MILK, YOGURT AND CHEESE ARE EXCELLENT BREAKFAST FOODS AND THEY ARE ESSENTIAL TO HELP POWER UP YOUR BONES.



WWW.SCHOOLBREAKFAST.ORG



FIND OUT MORE ABOUT THE SCHOOL BREAKFAST SUPERHEROES
AT THE OFFICIAL SCHOOL BREAKFAST WEBSITE
WWW.SCHOOLBREAKFAST.ORG. THERE IS ALSO A UTILITY BELT
FULL OF DOWNLOADABLE ACTIVITIES FOR KIDS INCLUDING:

DOWNLOADABLE ACTIVITIES SHEETS FOR KIDS INCLUDE:

- FILL IN THE BLANK COMIC STRIP
- BREAKFAST WORD SEARCH AND SUDOKU
- FUN NUTRITION AND BREAKFAST FACTS
- COLORING SHEETS
- AND MUCH MORE...



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RESOURCES

It's time to put on the cape and mask! SNA has put together a wide range of resources to help you get the most out of NSBW. Take a look (no x-ray specs required) and decide which tools can help you Power Up:

MENUS

SNA has put together a special NSBW menu of superhero themed breakfasts including Eggstreme Eggs and Toast and Incredibagel and Cream Cheese! In case you wondered, these super dishes are easy to make at your school. This fun menu is a great way to get the 'Power Up' message out, while increasing participation. The menus can be found in the April issue of School Nutrition magazine or online at www.schoolnutrition.org/nsbw

EXPANDING BREAKFAST ONLINE COURSE

The School Nutrition Foundation (SNF), with funding from the National Dairy Council (NDC), has brought the wildly popular Expanding Breakfast Kit to life as a 2-hour, fully interactive online course teaching school nutrition professionals how to start an alternative breakfast program—or increase participation in their existing breakfast programs—by expanding breakfast outside the cafeteria!

Information on how to take the class can be found at: www.schoolnutrition.org/expand

WEB SITE FOR SNA MEMBERS

SNA's 'Power Up' web site and campaign center can be found at www.schoolnutrition.org/nsbw. If you need a resource for NSBW, chances are you will find it here, including:

- Permission form for logo usage
- 5 breakfast menus for NSBW
- Participation tracker sweepstakes
- Backpack brochures for students and parents
- Downloadable presentations for foodservice teams and key stakeholders
- Customizable press releases announcing NSBW and Power Up with School Breakfast
- Activity sheets
- Banner ads for school web sites
- Merchandise



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RESOURCES



PARENT/STUDENT BROCHURE

This glossy color backpack brochure is great for spreading the school breakfast message to students and parents. The brochure outlines how the program works and the benefits of eating a healthy school breakfast. The backpack brochure is a great way to widen your influence outside of the cafeteria. The brochure is available to order from SNA's Emporium in packs of 100 and is free (you just pay shipping). Contact SNA's Emporium at 1-800-728-0728 or visit www.emporium.schoolnutrition.org. You can also download the brochure and print it at your school, by visiting www.schoolnutrition.org/nsbw.

POWER UP WITH SCHOOL BREAKFAST MERCHANDISE

To really make a splash in your cafeteria, purchase some themed breakfast week materials from SNA's Emporium. There are a wide range of bright, fun items such as t-shirts, aprons, baseball caps, as well as posters, pencils, balloons and other small giveaways for your students.

Call SNA's Emporium at 1-800-728-0728 or visit us online at www.emporium.schoolnutrition.org

PR SUPPORT MATERIALS

One of the best ways to make your breakfast celebration a hit is to invite local media to cover the event. SNA is preparing a NSBW sample press release to help you get the

attention your school deserves. Simply download and modify to fit your needs at www.schoolnutrition.org/nsbw or call SNA Headquarters for further information at 1-800-877-8822

LOGOS AND CHARACTER IMAGES

The official full-color 'Power Up with School Breakfast' logo and character artwork are available for use in helping to promote your breakfast program and NSBW. Why not add these logos to your menus, your web site, bulletin board or school magazine/newspaper. To request the official logos and images, submit our easy logo request form, found at www.schoolnutrition.org/nsbw

PROCLAMATION

If you like things official, then you will love our NSBW proclamation. A proclamation is a good way to add some ceremony to your breakfast week celebrations by having the mayor or another dignitary sign and attest it. You may download a sample proclamation at www.schoolnutrition.org/nsbw





DESIGN A SCHOOL BREAKFAST SUPERHERO CONTEST

Calling all Breakfast Superheroes! The School Breakfast superheroes are looking for new recruits. Are your students up to the challenge of designing the next School Breakfast superhero?

The Design a School Breakfast Superhero Contest is challenging kids to draw and name their own school breakfast superhero and explain how their super powers will help kids 'Power Up'. Three national winners will receive an illustration of their School Breakfast Hero signed by the professional artist and will then featured on www.schoolbreakfast.org

CONTEST OVERVIEW

- The 'Design a School Breakfast Superhero Contest' contest has local and national rounds of competition. 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, you cannot enter the national contest directly.
- Students (from grades 1-12) should create a sketch or drawing of an original School Breakfast Superhero. Drawings or sketches can be submitted as: Traditional drawing or sketch
- Design, using computer software like Adobe or other computer design software.
- Entries must be original, not plagiarized and not evocative of any existing commercial characters so as not to infringe any copyrights or trademarks
- The School Nutrition Association (SNA) is encouraging schools across the nation to hold local 'Design a School Breakfast Superhero Contest' contests. School Nutrition Professionals or other participating school officials can enter 3 overall winners

per participating school to the national contest. Please note that students cannot enter the national contest directly, they must be nominated by a School Nutrition Professional or school official.

- To judge the national contest, a panel of judges will select three overall winners, based on pre-established criteria which will be published as part of the official contest rules.
- Three national winners will receive a signed illustration of their School Breakfast Hero signed by a professional artist.
- Local school contests can run from **January 1, 2009 to March 6, 2009**, and national entries are due **March 20, 2009**.

Official entry forms and other guidance for School Nutrition Professionals and School Officials can be found at www.schoolnutrition.org/nsbw

Important: Please note that the above is a partial summary of the Design a School Breakfast Superhero contest. For full contest rules and regulations, be sure to consult the **Power Up - Design a School Breakfast Superhero Contest** which can be found at www.schoolnutrition.org/nsbw or by calling (800) 877-8822.





DESIGN A SCHOOL BREAKFAST SUPERHERO CONTEST STUDENT ENTRY FORM



Name _____ Grade _____

School District _____ State _____

Name of School Breakfast Superhero _____

My School Breakfast Superhero helps kids 'Power Up' with School Breakfast because _____

Draw your School Breakfast Superhero in the space below, on any piece of paper, or using a computer and attach your final design to this form.

Entries to the national contest can only be accepted from a School Nutrition Association (SNA) member or other participating school official. SNA cannot accept entries directly from students. All winners will be notified through their school official. Visit www.schoolnutrition.org/nsbw for complete rules and regulations.





DESIGN A SCHOOL BREAKFAST SUPERHERO CONTEST NATIONAL ENTRY FORM



Please send this form along with student entry forms, artwork, and other files by March 20, 2009 to: SNA, Design a School Breakfast Superhero Contest, 700 S. Washington St., Suite 300, Alexandria, VA 22314

To be completed by submitting School Official or Nutrition Professional

Full Name

Title

School District

Address

City/State/Zip

Email

I confirm that the following students were winners of a Design a School Breakfast Superhero Contest

Signature

Winner 1

Name

Grade

School

State

Name of School Breakfast Superhero

My School Breakfast Superhero helps kids 'Power Up' with school breakfast because

Winner 2

Name

Grade

School

State

Name of School Breakfast Superhero

My School Breakfast Superhero helps kids 'Power Up' with school breakfast because

Winner 3

Name

Grade

School

State

Name of School Breakfast Superhero

My School Breakfast Superhero helps kids 'Power Up' with school breakfast because

