



National School Breakfast Week

“Children who eat breakfast at school start the day ready to learn—reflected in higher test scores and better classroom behavior.” (School Nutrition Association)

A publication of the Center for Leadership Education in Maternal and Child Public Health

We hope you find this health observance quick-guide helpful! Roll over text to find live links to sites and materials. Most messages, materials, and facts can be adapted to fit other audiences not specifically depicted here.

Social media



Hashtag

- #NSBW
- #schoolbreakfast
- #FoodFri
- #schoollunch

Facebook

School Nutrition Association

Twitter

@SchoolLunch

Social media can be a great tool for finding up-to-date resources and facts. Follow leading organizations to find out what they are doing, share their posts, and join in national chats.

One of the easiest ways to find more resources is to search the hashtag for this observance. This can be done on almost all social media sites. Include it in any posts you create.

Please share these documents and consider tagging the Centers: @UMN_MCH and @SahrcUMN.

Print, post, or share

The School Nutrition Association (SNA)

- Free resources to download
- Marketing and PR tools
- 2015 Toolkit
- Tools to get started
- Handouts for kids and parents
- Buy merchandise and materials
- “Before & After School Breakfast” art contest

If available, use logos and other graphics to enhance your posts, emails, or websites. Visuals help catch people’s attention and often have higher engagement numbers.

Use available facts from these organizations to create quick and easy posts for social media or a newsletter. Many also provide templates for press releases and other modes of communication.

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