



# 2018 School Breakfast Tool Kit

As you know, back to school isn't just about new textbooks and pencils. For many kids, it also means the return of the school meals they rely on during the year.

In this toolkit, we've gathered tools, templates, language and images that can be used in New York to celebrate school breakfast and promote September 26th as School Breakfast Day.

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Breakfast After the Bell Facts

## September 26

Is the official New York State School Breakfast Day!

### 1 in 5

Children in New York State live in families that struggle with hunger.

### 36%

Of low-income students who are eligible for free or reduced price school breakfast in New York are accessing the meal.

### 1,400

Schools in New York will now serve Breakfast After the Bell, an efficient way to ensure kids get the morning nutrition they need.

## An Introductory Letter for School Leaders ([Link](#))

Dear School Leader,

This year, for the first time, September 26, 2018 has officially been named “School Breakfast Day” in New York State!

Today, 1 in 5 children in New York struggle with hunger. School breakfast is a great way to ensure kids get the nutrition they need for a healthy start to their day, but when it is served before the school day begins, too many kids miss out. Breakfast After the Bell – where breakfast is offered after the official start of the school day – is proven to be one of the best practices to overcome barriers like transportation schedules, stigma and tricky logistics.

As part of the “No Student Goes Hungry” initiative -- a comprehensive program to provide students of all ages, backgrounds and financial situations access to healthy, locally-sourced meals -- nearly 1,400 schools in every corner of New York State will expand their school breakfast offerings to include Breakfast After the Bell.

Schools across New York that have implemented a Breakfast After the Bell program have experienced significant increases in the number of students who eat school breakfast. Beyond improving school breakfast participation, Breakfast After the Bell has also been linked to stronger academic performance, improved student behavior and reduced absenteeism.

In honor of this and the incredible work already happening in schools related to breakfast, September 26, 2018 is a celebration of your work as “School Breakfast Day”! This toolkit includes a variety of ways to celebrate, including events, social media, press releases and other resources.

Please visit <https://hungersolutionsny.org/school-breakfast-day/> to tell us about your event so we can celebrate as well!

Have a wonderful “School Breakfast Day” on September 26<sup>th</sup>!

Sincerely,  
No Kid Hungry New York  
Hunger Solutions New York



# School Breakfast Day: Celebration Ideas

## Ideas for Elementary Schools

**Decorate the cafeteria** and serving lines with balloons, posters drawn by the students, school colors, a special visit by the School Mascot – anything to make it festive!

Serve **breakfast-for-lunch** for a great cross-promotion opportunity!

Ask your school administrators to include “School Breakfast Day” as part of the **morning announcements**.

**Organize a raffle** for the students that eat breakfast with kid-friendly prizes.

Serve a special menu on School Breakfast Day. Feature student favorites and extra healthy options. You can even give your usual menu items **new, special names** for this celebration!

**Invite your local elected officials and other community members** to visit schools and see first-hand what “Breakfast After the Bell” and other school breakfast programs look like in your school community.

Have the students in your school create art on **“Why I Love School Breakfast...”** during Breakfast in the Classroom and use to decorate the cafeteria, classrooms or bulletin boards.

Schools can send the **Sample Press Release** on page 5 to attract local media attention to their efforts.

## Ideas for Middle and High Schools

Let students **vote on favorite** or new breakfast items.

Have **students take “selfies”** for the district’s social media accounts using “I Love School Breakfast Signs”.

Have Middle and High School students **help serve breakfast** to elementary school students – younger students love to see what older kids are doing!

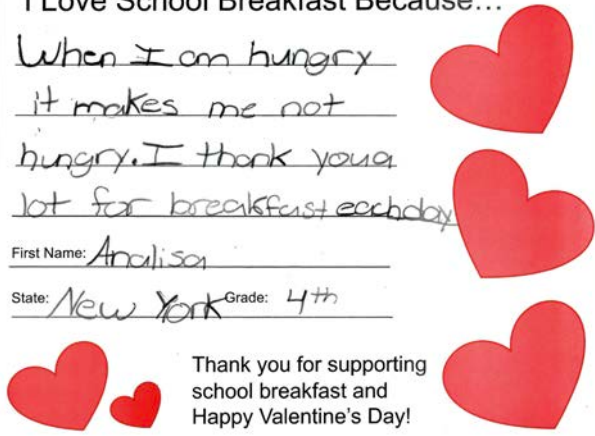
I Love School Breakfast Because...

When I am hungry  
it makes me not  
hungry. I thank you a  
lot for breakfast everyday.

First Name: Analisa

State: New York Grade: 4th

Thank you for supporting  
school breakfast and  
Happy Valentine's Day!



School breakfast makes me happy because...

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

First Name: \_\_\_\_\_

State: \_\_\_\_\_ Grade: \_\_\_\_\_



[Click here](#) for downloadable materials like these!

## Celebration In Action

C.R. Weeks Elementary School in Windsor, NY, celebrated school breakfast in September, with local Channel 12 (WBNG) on hand [to tell the story](#).

"Those (kids) who normally wouldn't have enough money or resources to get three meals a day now are provided that at school through Breakfast After the Bell and Farm to School. Instead of worrying when they'll get their next meal, students can now focus in the classroom and become more successful."

# School Breakfast Day: Marketing Tools

- [Posters](#) (and more [posters](#)) to hang in schools about Breakfast After the Bell
- [Flyers](#) (and more [flyers](#)) to send home to parents about school breakfast (English and Spanish)
- Short videos about the positive effects of Breakfast After the Bell: [“Ready to Learn”](#) [“Every Kid Deserves a Healthy Breakfast”](#)
- [Breakfast-themed photos](#) to populate 1-pagers, Facebook feeds, websites and banners
- “I Love School Breakfast” postcards with [apples](#) and [smiley faces](#)

Find [more materials](#) here!



**DID YOU KNOW?**  
**¿SABÍAS QUE...?**

**SCHOOL BREAKFAST IS:**

- A HEALTHY AND AFFORDABLE OPTION
- IMPORTANT FOR GOOD STUDENT OUTCOMES

**EL DESAYUNO ESCOLAR ES:**

- UNA OPCIÓN SALUDABLE E ECONÓMICA
- IMPORTANTE PARA SER BUEN ESTUDIANTE

**STUDENTS WHO PARTICIPATE IN SCHOOL BREAKFAST:**

- ARE MORE READY TO FOCUS AND LEARN
- DO BETTER IN MATH
- ARE ULTIMATELY MORE LIKELY TO GRADUATE FROM HIGH SCHOOL

**ESTUDIANTES QUE PARTICIPAN EN DESAYUNO ESCOLAR:**

- ESTÁN LISTOS PARA ENFOCARSE
- SON MÁS ÓPTIMOS EN LA MATEMÁTICAS
- TIENEN MÁS PROBABILIDAD DE GRADUARSE DE LA SECUNDARIA

**EAT  
YOUR  
SCHOOL  
BREAKFAST!**

Feel better.  
Be healthier.  
Learn more.



**HUNGER SOLUTIONS**  
FOR YOUR COMMUNITY

Powered by WISDOM, INC., the Battered Families and Share Our Strength. This initiative is an unpaid opportunity provided by HungerSolutionsNY.org



## A Template Press Release ([Link](#))

**\*Note: Please personalize and edit to fit your district’s voice and needs.**

### **RELEASE: Students Celebrate New York School Breakfast Day**

*September 26<sup>th</sup> Is Day To Highlight Power Of School Breakfast*

Contacts:

NAME AND EMAIL ADDRESS OF SCHOOL CONTACT

09/26/2018, TOWN – On September 26, students at [NAME OF SCHOOL] will celebrate the power of school breakfast to feed brains and bodies as part of New York State School Breakfast Day.

As part of School Breakfast Day, the school will highlight this critical meal to the school community through social media, school celebrations and outreach to families, showing that a healthy school breakfast builds strong, engaged students.

School Breakfast Day was created this year as a way to showcase the “No Student Goes Hungry” initiative -- a comprehensive program to provide students of all ages, backgrounds and financial situations access to healthy, locally-sourced meals. Nearly 1,400 schools in every corner of New York State will expand their school breakfast offerings to include Breakfast After the Bell.

“When kids get a healthy breakfast at school, it helps ensure they are getting the most out of their education,” said PRINCIPAL. “Kids are happy to have breakfast as part of their morning routine, while teachers enjoy calmer classrooms and more focused students.”

Today, one in five children in New York struggle with hunger. School breakfast is a great way to ensure kids get the nutrition they need for a healthy start to their day, but when it is served before the school day begins, many kids miss out.

“Every meal matters when you’re a hungry child,” said Rachel Sabella, Director of No Kid Hungry New York. “Making breakfast a part of the school day means thousands of kids in New York will have the chance to get the morning nutrition they need to learn. That’s good for kids; it’s also good for New York.”

To learn more about the benefits of Breakfast After the Bell and the impact it can have on students at [SCHOOL NAME], contact [NAME] at [EMAIL].

###



Add School  
Logo

# School Breakfast Day: Social Media

In addition to having websites, many school districts are using other platforms to connect with families, including Facebook, Twitter and Instagram. Customize the language below and feel free to use the graphics in this toolkit or images from your district (as long as there are signed parental consent forms).

And please use the hashtag #SchoolBreakfastNY or #BreakfastAftertheBellNY in your posts.

- We're celebrating #SchoolBreakfastNY Day today because our school knows morning nutrition is a great way to start the school day!
- Kids who eat #SchoolBreakfastNY get the fuel they need to learn, focus and grow up healthy. At [NAME OF SCHOOL], we're excited to make breakfast part of every school day.
- All across New York, kids are headed back to school. Join us in celebrating #SchoolBreakfastNY Day on September 26!

**It's Not an Egg. It's an Escape.**

Students who get breakfast miss fewer days of school and are more likely to graduate high school. Find out how you can help change the lives of children at [www.cn.nysed.gov](http://www.cn.nysed.gov)

This institution is an equal opportunity provider.

**EVERY KID.  
HEALTHY BREAKFAST.  
EVERY DAY.**

This institution is an equal opportunity provider.

**Missing something?  
Was it breakfast?**

**#SchoolBreakfastNY**

This institution is an equal opportunity provider.

**Be ready to learn with  
School Breakfast!**

**#SchoolBreakfastNY**

This institution is an equal opportunity provider.

Find more materials and downloadable images to use on [social media](#) here.

# Resources: School Breakfast

- Share this brochure explaining the benefits of Breakfast After the Bell: [Breakfast After the Bell: A Win-Win](#)
- Learn about successes with this news clip: [Middletown Students “Prefueled” By Expanded Breakfast Outreach](#)
- Address any concerns with: [Breakfast In the Classroom Myths](#)
- Showcase a Superintendent’s role in School Breakfast: [Ideas on How to Ensure Success for Your District's Breakfast Program](#)
- Tools for New York schools to implement School Breakfast: [Resources for All Schools and Stakeholders](#)
- Learn from Secondary School Principals about what works: [Suggestions for Middle and High School Programs](#)

## Contacts

No Kid Hungry New York and Hunger Solutions New York have technical assistance, resources and best practices that can help ensure a seamless implementation of Breakfast After the Bell. Please contact us to learn more about School Breakfast Day or for any other assistance you may need around school breakfast.

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**About No Kid Hungry**  
No child should go hungry in America. But 1 in 6 kids will face hunger this year. No Kid Hungry is ending childhood hunger through effective programs that provide kids with the food they need. This is a problem we know how to solve. No Kid Hungry is a campaign of Share Our Strength, an organization working to end hunger and poverty. Visit [NoKidHungry.org](http://NoKidHungry.org).

**About Hunger Solutions New York**  
Hunger Solutions New York is a statewide non-profit organization dedicated to alleviating hunger. We promote awareness of hunger, participation in federally funded nutrition assistance programs for all who are eligible, and public policies that contribute to ending hunger. We also raise awareness of the health, economic and educational benefits of anti-hunger programs. Visit [HungerSolutionsNY.org](http://HungerSolutionsNY.org).

