# Superintendent’s Memo #047-19

[](http://www.doe.virginia.gov/administrators/index.shtml)  
**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: February 15, 2019

TO: Division Superintendents

FROM: James F. Lane, Ed.D., Superintendent of Public Instruction

## SUBJECT: National School Breakfast Week – March 4-8, 2019

The Virginia Department of Education (VDOE), in partnership with the United States Department of Agriculture (USDA) and the School Nutrition Association (SNA), encourages local schools to recognize and celebrate March 4-8, 2019, as National School Breakfast Week (NSBW). This year the theme is “Start Your Engines with School Breakfast.”

School breakfast is integral to the school day to provide a foundation for student learning. Studies show that eating breakfast supports student academic performance and behavior. In addition, school breakfast participation improves a student’s daily dietary intake of important vitamins and minerals. The NSBW is a great opportunity to increase student participation and to inform parents and students about the importance of school breakfast. Increasing the number of students who eat a nutritious meal as part of the School Breakfast Program (SBP) is an important step in improving the health of Virginia’s students, as well as their academic performance.

Last year, 56.3 million school breakfasts were served to students in Virginia, which is less than half the number of school lunches served. This school year, 1,864 (or 98.8 percent) of schools are participating in breakfast. All SBP participating school divisions in Virginia are eligible to receive a $0.22 per meal incentive payment for new school breakfasts served above an established baseline; this year, schools earned nearly $6.3 million for an increase in breakfasts served. In addition, in the 2017-2018 school year, state incentive funding was awarded to 460 schools to implement alternate breakfast service models, such as grab and go breakfast, breakfast in the classroom, and breakfast after the bell.

To help promote NSBW, please refer to the [*No Kid Hungry promotional toolkit*](http://www.doe.virginia.gov/support/nutrition/index.shtml) and SNA [*Start Your Engines with School Breakfast*](https://schoolnutrition.org/uploadedFiles/2_Meetings_and_Events/NSBW_2019/Pages/NSBW19-ToolKit.pdf) toolkit available our website. If there are questions or additional information is needed, contact Dr. Sandy Curwood, Director of School

Nutrition Programs, by phone at (804) 225-2074 or by email at [sandra.curwood@doe.virginia.gov](mailto:sandra.curwood@doe.virginia.gov) or contact the school nutrition program specialist assigned to your school division.

JFL/SCC/bdb