Attachment A, Memo 037-18

February 23, 2018

National School Breakfast Week 2018

Toolkit for Virginia School Divisions

Theme?

I love school breakfast!

When?

March 5-9, 2018

Why?

Because breakfast fuels student success!

The Importance of Breakfast:

Eating breakfast at school helps children [perform better in the classroom](https://bestpractices.nokidhungry.org/sites/default/files/download-resource/Ending%20Childhood%20Hunger:%20A%20Social%20Impact%20Analysis.pdf).

Students who eat school breakfast:

* Achieve 17.5% higher scores on standardized math tests
* Attend 1.5 more days of school per year

A student eating school breakfast tends to do better in school and attend class more frequently, which leads to greater job-readiness and self-sufficiency after high school. These students, therefore, are set on a path to become less likely to struggle with hunger as adults.

National School Breakfast Week in Virginia:

During National School Breakfast Week, we will celebrate school breakfast throughout the Commonwealth.

Like or Follow “No Kid Hungry Virginia” on social media to keep up with the action!

Planning your Breakfast Celebrations:

The national School Nutrition Association (SNA) created a [toolkit](http://schoolnutrition.org/uploadedFiles/2_Meetings_and_Events/NSBW_2018/Pages/NSBW2018-ToolKit.pdf) for nutrition departments interested in celebrating National School Breakfast Week.

In this toolkit, you will find:

* Ideas for celebrations (New: Emoji Art)
* Tools and resources (sample presentations for staff and stakeholders)
* Marketing, social media and PR materials (handouts and infographics)
* Facts about school breakfast

We encourage you to plan events – big or small – in your school division during National School Breakfast Week. This is a great opportunity to celebrate and grow your breakfast program!

Promote your Breakfast Celebrations:

Promote your National School Breakfast Week activities on your social media platforms!

Make sure to tag your posts/pictures with the hashtags below:

* #VABreakfast
* #NSBW18

We want to hear about your work! Tag [@NoKidHungryVA](https://twitter.com/NoKidHungryVA) on Twitter or share with us on the [No Kid Hungry VA](https://www.facebook.com/NoKidHungryVA/) Facebook page. And don’t forget to share your success with your local media too!

Virginia has made great progress expanding breakfast!

Here are some highlights of our success growing breakfast participation across the Commonwealth:

* Roughly 10 million more breakfasts were served during the 2016-2017 school year, compared to the 2014-2015 school year.
* More than 1,000 schools have launched Alternative Breakfast models (Breakfast in the Classroom, Grab and Go, Second Chance) in Virginia since the 2014-2015 school year.
* $1.6 million was allocated in Virginia’s 2017 State Budget to support increasing the number of school breakfast meals served to students through an alternative model.

Now, it is time to celebrate

For any questions or help making your ideas a reality, contact Catherine Spacciapoli at [Catherine.Spacciapoli@doe.virginia.gov](mailto:Catherine.Spacciapoli@doe.virginia.gov).