



National School Breakfast Week 2016

Virginia Toolkit for School Divisions

What? Celebrate school breakfast!

When? March 7th-11th, 2016

Why? Because breakfast fuels student success!

The Importance of Breakfast:

Eating breakfast at school helps children [perform better in the classroom](#).

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) has created a [toolkit](#) for nutrition departments interested in celebrating National School Breakfast Week.

In this toolkit, you will find:

- Ideas for Celebrations
- Tools and Resources
- Marketing Materials
- 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 programs!

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:

#VAisPoweredByBreakfast
#NSBW16

We want to hear about your work! Tag [@NoKidHungryVA](#) on Twitter or share with us on the [No Kid Hungry VA](#) 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:

- More than 330 new Alternative Breakfast models (Breakfast in the Classroom, Grab and Go, Second Chance) launched in Virginia this school-year.
- In November 2015, **57.4%** of the students who qualify for free or reduced-price meals who participated in school lunch, also participated in school breakfast, up from 53% in 2014.
- In November 2015, on average, **21,118 more students** ate breakfast each day than in 2014. 16,631 of those students are eligible for free or reduced-price meals.

Now, it is time to celebrate!

For any questions or help making your ideas a reality, contact Elizabeth Brightwell at elizabeth.brightwell@doe.virginia.gov or (804) 371-4281.