# Attachment A, Memo No. 2023-2024-41

# January 4, 2024

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## Virginia School Breakfast Award

## Celebrate National School Breakfast Week 2024

### Overview

The Virginia Department of Education, Office of School Nutrition Programs (VDOE-SNP) will recognize schools for excellence in prioritizing the School Breakfast Program. This is the fourth year that Virginia School Breakfast Awards will be given to schools implementing initiatives to promote and encourage a nutritious start to the school day. New this year is making the connection between the important role that school breakfast plays in school attendance, as part of the *#AttendanceMattersVA* campaign. Examples of breakfast initiatives include offering alternative breakfast service models, providing locally grown foods for breakfast, student-inspired breakfast menu items, savory breakfast items, and serving scratch-cooked breakfast foods. Award winners will receive promotional materials to celebrate NSBW on March 4–8, 2024. The goal is to recognize schools for their achievements and to support increased breakfast participation in the future.

### How it Works

School nutrition directors may apply for the Virginia School Breakfast Award by completing the [online Virginia School Breakfast Award Application](https://virginiadoe.gov1.qualtrics.com/jfe/form/SV_bqP4S2WwacuH3Ei). Directors may submit an application for **one school** within their division. If a director applies for more than one school, only the first school submission will be considered. Applications must be submitted by **midnight on Friday, February 2, 2024**.

### Recipient Selection

In early February, the VDOE-SNP will convene a small panel to review the applications and select award recipients based on points awarded according to the scoring rubric (see page 3). The top five highest scoring schools will receive the award.

### Award

Prior to NSBW on March 4–8, 2024, each award-winning school will receive NSBW swag to celebrate the event. A representative(s) from the VDOE-SNP will visit the award-winning schools during NSBW to celebrate their achievement.

### Celebration

VDOE-SNP staff will request that the school award recipients take pictures of students, staff, and/or administration using the breakfast promotional materials. Photos may be used for educational and/or promotional purposes by the VDOE-SNP. As such, all photos featuring students must comply with the organization’s media policies and procedures.

### 2024 Virginia School Breakfast Award Rubric

Name of applicant: Click or tap here to enter text.

School nominated: Click or tap here to enter text.

Division (if applicable): Click or tap here to enter text.

| **Question** | **0 points** | **5 points** | 1. **points**
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| In what ways has your school prioritized breakfast’s nutritional value during the 2023-2024 school year? For example, have higher protein and lower sugar breakfast options been prioritized, etc.? Please provide specific examples. | The school does not make an effort to explain how the nutritional quality of breakfast has been prioritized or the question is left blank. | The school response indicates that the nutritional quality of breakfast meets the required USDA meal pattern. No further explanation is provided on how the nutritional quality of the foods are prioritized. | The school has prioritized the nutritional quality of breakfast during the 2022-2023 school year. The response may emphasize reducing sodium, increasing protein foods (meat/meat alternates), and reducing sugars.  |
| What alternative breakfast service model(s) does the school offer? | The school does not offer any alternative breakfast service model or the question is left blank. Only traditional breakfast service is provided. | The school offers one alternative breakfast service model. The alternative breakfast service model is not available every day and may only be available to some students. | The school offers at least one type of alternative breakfast service model every day of the week. The school may note that the alternative breakfast service model is available to every student. The school may offer more than one alternative breakfast service model; however, offering at least one is sufficient. |
| Has your school provided students with foods from local farms for breakfast during the 2023-2024 school year? If so, what foods and which farms do they derive from? Only include local foods offered on the breakfast menu.  | The school does not attempt to provide local foods for breakfast or the question is left blank. | The school has made an effort to provide local foods for breakfast at least once in the 2022-2023 school year. The response may be unclear if the local foods are served for the breakfast program or the lunch/afterschool program. | The school has provided local foods on the school breakfast menu multiple times in the 2022-2023 school year. Local foods may be included in the regular menu plan. Response may include emphasis on trying less common local foods for breakfast, which includes local foods other than apples, lettuce, or tomatoes. |
| How does your breakfast program amplify the #AttendanceMattersVA Campaign? | The applicant does not make an effort to explain how the #AttendanceMattersVA Campaign has been amplified by the school breakfast program. | The applicant provides minimal details of how the #AttendanceMattersVA Campaign has been amplified by the school breakfast program. | The applicant provides sufficient detail about how the #AttendanceMattersVA Campaign has been amplified by the school breakfast program. |
| Why do you think this school should be recognized for breakfast achievements? For example, what efforts have been made to promote school breakfast and its nutritional value? Be specific and include dates of events or initiatives. Be specific and include dates of events or initiatives. | The applicant does not think the school should be recognized for their breakfast achievements or the question is left blank. | The applicant provides minimal details of why the school should be recognized for their breakfast achievements. | The applicant provides sufficient detail about why the school should be recognized for their breakfast achievements. Response may include emphasis on nutritional quality of foods, using local foods, emphasis on breakfast access, marketing of breakfast service, stellar leadership, or staff teamwork and positivity shown in providing breakfast. |
| Upload a two-week breakfast menu offered at your school that supports the responses indicated in the survey above. The menu should align with applicable breakfast service models, foods from local farms incorporated in the school’s breakfast, and breakfast achievements of the school. Additional supporting documentation may be uploaded as well. | The question is left blank. | The applicant submits an incomplete menu or a menu that does not align with the responses provided in this application. | The applicant submits a two-week breakfast menu that aligns with the responses provided in this application. |