# SNP Memo #2023-2024-41

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**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: January 4, 2024

TO: Directors, Supervisors, and Contact Persons Addressed

FROM: Sandra C. Curwood, PhD, RDN, ***Sandy***

## SUBJECT: Celebrate National School breakfast Week: Events and Recognition Award

The purpose of this memo is to encourage schools to celebrate National School Breakfast Week (NSBW), March 4–8, 2024, and participate in related events and recognition awards. NSBW is an annual event that celebrates the importance of a nutritious school breakfast in fueling students for success. This special observance during the first week of March celebrates the National School Breakfast Program and the many ways it gives students a great start every day.

This year's NSBW theme, *Surf's Up with School Breakfast*, is designed to bring the excitement and energy of surfing culture to your cafeteria while keeping the focus on healthy and delicious breakfast options. The [resources available on the School Nutrition Association website](https://schoolnutrition.org/event/2024-national-school-breakfast-week/) offer an abundance of ideas for celebrating this weeklong event including tips for planning a successful marketing campaign along with student activity sheets, infographics and marketing resources, sample social media posts, and artwork.

Leading up to NSBW, the Virginia Department of Education, Office of School Nutrition Programs (VDOE-SNP) will recognize schools for excellence in prioritizing the School Breakfast Program and making the connection to the #AttendanceMattersVA campaign. Virginia School Breakfast Awards will be given to schools implementing initiatives to promote and encourage a nutritious start to the school day and amplifying the connection to improving school attendance. 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. To apply, complete the [Virginia School Breakfast Award application](https://virginiadoe.gov1.qualtrics.com/jfe/form/SV_bqP4S2WwacuH3Ei). **The deadline to apply is Friday, February 2, 2024.** Additional details about applying for the Virginia School Breakfast Award can be found in Attachment A to this memo.

In addition to the Virginia School Breakfast Award, the VDOE-SNP will host the *#AttendanceMattersVA:* *Addressing Chronic Absenteeism with School Breakfast* webinar at 2:00 p.m. on Thursday, February 22, 2024. This webinar will review Breakfast after the Bell (BaB) implementation methods, discuss the role of BaB as a strategy to reduce chronic absenteeism (see [SNP Memo 2023-2024-19](https://view.officeapps.live.com/op/view.aspx?src=https%3A%2F%2Fwww.doe.virginia.gov%2Fhome%2Fshowpublisheddocument%2F49157%2F638302913257470000&wdOrigin=BROWSELINK)), highlight current best practices across the Commonwealth, and introduce a breakfast communication toolkit for schools to use to promote their breakfast operations. Please [register in advance for this webinar](https://doe-virginia-gov.zoom.us/webinar/register/WN_qLrCj04ARRK1aHSgoGAA0w). Upon registering you will receive information for joining the webinar.

### For more information

For more information, please contact the SNP Training, Program Improvement, and Grants Supervisor, Kelly Shomo, via email at [Kelly.Shomo@doe.virginia.gov](mailto:Kelly.Shomo@doe.virginia.gov).

SCC/KS/fpd

### Attachments

1. Virginia School Breakfast Award (DOCX)