

Breakfast Communication Toolkit

Introduction

The Virginia Department of Education (VDOE) launched a [statewide attendance campaign](https://www.doe.virginia.gov/Home/Components/News/News/314/227), #AttendanceMattersVA, to address chronic absenteeism in Virginia schools. The agency identified expanding Breakfast after the Bell (BaB) programs as one of five effective strategies to reduce chronic absenteeism. The breakfast communication toolkit provides school nutrition professionals and school division administrators with resources to market the School Breakfast Program (SBP), educate school and community stakeholders about the benefits of BaB programs, and, ultimately, increase student breakfast participation.

Resources include:

* email templates,
* social media captions,
* press release template,
* breakfast one-pager,
* PowerPoint slides, and
* marketing assets such as talking points, Superintendent quotes, and pictures.

For questions about implementing BaB in your school division, contact your assigned [SNP Regional Specialist](https://www.doe.virginia.gov/programs-services/school-operations-support-services/school-nutrition/regional-school-nutrition-program-specialists). For inquiries about the breakfast communication toolkit, please contact SCNP Training and Marketing Specialist, Callie Nickles, at [Callie.Nickles@doe.virginia.gov](mailto:Callie.Nickles@doe.virginia.gov).

Social Media Captions

Please tag us in your social media posts!

Facebook: [@VDOESNP](https://www.facebook.com/VDOESNP/)

Instagram: [@vdoesnp](https://www.instagram.com/vdoesnp/)

X (formerly Twitter): [@VDOESNP](https://twitter.com/VDOESNP)

Facebook/Instagram

No two schools are the same, but every student needs fuel at the beginning of the day! Here at Click or tap here to enter text., we serve students breakfast through Click or tap here to enter text.. These Breakfast after the Bell models provide students with the essential nutrition needed to succeed in school every day! #AttendanceMattersVA *[suggested photo of students participating in BaB programs]*

Implementing Breakfast After the Bell is an essential and effective strategy to get students to school and improve their engagement in the classroom! Take a look at what Breakfast after the Bell looks like at Click or tap here to enter text.. #AttendanceMattersVA *[suggested photo of students participating in BaB programs]*

Did you know that school breakfast supports better attendance, higher test scores, and improved classroom behavior? That’s a win-win-win for students, educators, and the school community! #AttendanceMattersVA *[suggested photo of students eating breakfast and/or interacting with one another in the classroom]*

These school nutrition professionals are hard at work serving breakfast to students Click or tap here to enter text.! #AttendanceMattersVA *[suggested photo of school nutrition professionals serving students breakfast]*

What’s on the menu today for breakfast at Click or tap here to enter text.? Click or tap here to enter text.! This meal is high in Click or tap here to enter text.. #AttendanceMattersVA #VATrayTuesday *[suggested tray photo of school breakfast]*

X (formerly Twitter)

Every student needs fuel at the beginning of the day! Here at Click or tap here to enter text., we serve students breakfast through Click or tap here to enter text. because #AttendanceMattersVA *[suggested photo of students participating in BaB programs]*

Implementing Breakfast After the Bell is an essential and effective strategy to get students to school! Take a look at what Breakfast after the Bell looks like at Click or tap here to enter text.. #AttendanceMattersVA *[suggested photo of students participating in BaB programs]*

Did you know that school breakfast supports better attendance, higher test scores, and improved classroom behavior? That’s a win-win-win for students, educators, and the school community! #AttendanceMattersVA *[suggested photo of students eating breakfast and/or interacting with one another in the classroom]*

These school nutrition professionals are hard at work serving breakfast to students Click or tap here to enter text.! #AttendanceMattersVA *[suggested photo of school nutrition professionals serving students breakfast]*

What’s on the menu today for breakfast at Click or tap here to enter text.? Click or tap here to enter text.! #AttendanceMattersVA #VATrayTuesday *[suggested tray photo of school breakfast]*

Template Emails

Email to Parents

Dear Parents and Guardians,

At Click or tap here to enter text., we believe that breakfast is an essential part of the school day. That is why we are excited to announce that we will now be serving Click or tap here to enter text. beginning Click or tap here to enter text.. Breakfast will be provided Click or tap here to enter text.. This breakfast model will ensure that all our students have access to school breakfast and are well prepared for academic success.

For information about the breakfast menu, visit Click or tap here to enter text.. All breakfast meals meet federal nutrition standards, and our school nutrition staff offer a variety of breakfast items to encourage student choice. If you have any questions or concerns, please contact Click or tap here to enter text. at Click or tap here to enter text..

Sincerely,

Click or tap here to enter text., Principal

Email to Educators and Paraeducators

Dear Click or tap here to enter text. Faculty and Staff,

I am pleased to announce that we will begin serving Click or tap here to enter text. on Click or tap here to enter text.. Through this model, breakfast will be provided Click or tap here to enter text.. Click or tap here to enter text.. We will provide further details on this breakfast model and how it will impact your first and second periods during our meeting on Click or tap here to enter text..

As you are well aware, students experiencing hunger are more likely to be tardy to or absent from class, experience academic and behavioral problems in the classroom, and have lower math and reading scores. Providing breakfast through Click or tap here to enter text. is just one way we can further support the health, well-being, and academic achievement of students at Click or tap here to enter text..

Thank you in advance for your support and hard work to make this transition possible. If you have any questions or concerns, please contact Click or tap here to enter text. at Click or tap here to enter text..

Sincerely,

Click or tap here to enter text., Principal

Press Release Template

FOR IMMEDIATE RELEASE

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text.

Click or tap here to enter text. to offer Click or tap here to enter text. starting Click or tap here to enter text.

Click or tap here to enter text., Virginia — Click or tap here to enter text. will begin offering Click or tap here to enter text. at Click or tap here to enter text. on Click or tap here to enter text.. Students will no longer need to arrive early to school and eat in the cafeteria to receive a breakfast meal. Instead, this new breakfast model will allow students to Click or tap here to enter text..

Research suggests that students experiencing hunger are more likely to be tardy to or absent from class, experience academic and behavioral problems in the classroom, and have lower math and reading scores. On the other hand, students who eat school breakfast demonstrate better attendance, test scores, and classroom behavior, experience improved focus, comprehension, and retention, and are more likely to consume health-promoting diets. Offering Click or tap here to enter text. will increase student access to school breakfast, support the health and well-being of Click or tap here to enter text.’s students, and improve the overall school learning environment.

Talking Points

Impact of Breakfast after the Bell on Student Achievement

* Serving Breakfast after the Bell can reduce chronic absenteeism by an average of 6 percentage points.[[1]](#footnote-1)
* Offering Breakfast after the Bell can increase overall student breakfast participation by removing common barriers to school breakfast access.
* Providing breakfast at school improves concentration, comprehension, and learning.[[2]](#footnote-2)
* Students who eat breakfast at school perform better on standardized tests than those who do not eat breakfast or who eat breakfast at home.[[3]](#footnote-3)
* Providing students with breakfast in the classroom is associated with lower tardy rates, fewer disciplinary office referrals, and improved attendance rates.[[4]](#footnote-4)
* Students who participate in the school breakfast program are more likely to consume diets that are adequate or exceed standards for essential vitamins and minerals.[[5]](#footnote-5)

Financial Impact of Breakfast after the Bell

* Breakfast after the Bell can increase breakfast participation thus increasing the federal School Breakfast Program reimbursement.
* Virginia school divisions can receive an additional $0.22 for each breakfast meal served above the number of breakfast meals served per student in SY 2003-2004.
* Schools can apply for competitive state grant funding to implement and expand Breakfast after the Bell programs.

Superintendent Quotes

Dr. Doug Straley, Superintendent of Louisa County Public Schools

The Importance of School Breakfast

*“Our mission here at Louisa County Public Schools is to challenge our students to reach their maximum potential. For us to make that happen, it’s extremely important that we support our students in every way that we can, and our School Breakfast Program is a huge part of that. When our students have confidence in knowing that they can walk through our doors each day and receive a healthy, nutritious breakfast, it puts their day on a much more positive trajectory. Starting your day off with a friendly welcome and a nutritious meal can make all the difference in the life of a young person. It gives our students something positive to look forward each morning as they prepare to start their day.”*

The Responsibility of Feeding Students

*“It’s a huge responsibility for us because we know that there are many students in our school division who don’t know where their next meal will come from once they leave our school buildings for the day. So, we look at what we’re able to do through our School Breakfast Program and feel tremendously grateful for the opportunity we have to serve them.”*

Dr. Clint Mitchell, Superintendent of Colonial Beach Public Schools

*“Second Chance, Breakfast in the Classroom, Grab and Go: all three of these are easy things we can put in school divisions. Superintendents can just move a pen to make it happen, and we need to do that because it’s going to help us curtail this issue around chronic absenteeism. And even that 1-2% makes a difference.”*

PowerPoint Slides

Use these [PowerPoint slides](http://www.doe.virginia.gov/programs-services/school-operations-support-services/school-nutrition/breakfast-club) to present the impact of the School Breakfast Program and Breakfast after the Bell to your division school board or administration.

One-Pager

Distribute this [one-pager](http://www.doe.virginia.gov/programs-services/school-operations-support-services/school-nutrition/breakfast-club) to the school community and other school breakfast stakeholders.

Images

Use [these images](http://www.doe.virginia.gov/programs-services/school-operations-support-services/school-nutrition/breakfast-club) to promote Breakfast after the Bell.

Other Resources

* [Food Research & Action Center (FRAC) Breakfast after the Bell Implementation Guide](https://frac.org/wp-content/uploads/breakfast-after-the-bell-implementation-guide-template-1.pdf)
* [No Kid Hungry Breakfast Toolkit](https://bestpractices.nokidhungry.org/programs/school-meals?tab=overview)
* [Project Bread Breakfast after the Bell Resources](https://www.projectbread.org/resource-directory/breakfast-after-the-bell-resources)

1. [A Study on Chronic Absenteeism and Breakfast After the Bell | No Kid Hungry Center of Best Practices](https://bestpractices.nokidhungry.org/resource/study-chronic-absenteeism-and-breakfast-after-bell) [↑](#footnote-ref-1)
2. [breakfastforlearning-1.pdf (frac.org)](https://frac.org/wp-content/uploads/breakfastforlearning-1.pdf) [↑](#footnote-ref-2)
3. See Footnote 2. [↑](#footnote-ref-3)
4. See Footnote 2. [↑](#footnote-ref-4)
5. See Footnote 2. [↑](#footnote-ref-5)