# SNP Memo # 2023-2024-55

[](http://www.doe.virginia.gov/administrators/index.shtml)  
**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: February 22, 2024

TO: Directors, Supervisors, and Contact Persons Addressed

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

**SUBJECT: National Nutrition Month®, National School Breakfast Week, and Virginia School Breakfast Awardees**

March is National Nutrition Month®, and National School Breakfast Week is March 4-8, 2024. Schools and community nutrition program sponsors are encouraged to celebrate these events and share those celebrations with the Virginia Department of Education, Office of School and Community Nutrition Programs (VDOE-SCNP) via the [Virginia School Nutrition Events form](https://virginiadoe.gov1.qualtrics.com/jfe/form/SV_6Y9FdhbjJcKpMSG). Please also join us in congratulating the winners of the 2024 Virginia Breakfast Club Award for their innovation and promotion of school breakfast all year long.

National Nutrition Month®

National Nutrition Month® is an annual campaign that was launched in 1973 by the Academy of Nutrition and Dietetics (AND). Each March everyone is invited to learn about making informed food choices and developing healthful eating and physical activity habits. This year's theme is *Beyond the Table*, which addresses the farm-to-fork aspect of nutrition, from food production and distribution to navigating grocery stores and farmers markets. Find ways to celebrate by visiting the [National Nutrition Month website](https://www.eatright.org/national-nutrition-month-2023), which houses a toolkit containing tip sheets, proclamations, presentations, graphics, and much more.

National School Breakfast Week

Schools and community sponsors are also encouraged to celebrate National School Breakfast Week (NSBW) March 4-8, 2024. This year's NSBW theme, *Surf’s Up with School Breakfast*, celebrates the importance of a nutritious school breakfast in fueling students for success. Studies show that students who eat school breakfast are more likely to reach higher levels of achievement in reading and math, score higher on standardized tests, have better concentration and memory, and maintain a healthy weight. Promotional materials and resources to celebrate NSBW can be found on the [School Nutrition Association NSBW website](https://schoolnutrition.org/event/2023-national-school-breakfast-week/).

Virginia School Breakfast Club Awards

For the fourth year in a row during NSBW, the Virginia Breakfast Club will recognize schools for excellence in prioritizing the nutritional quality of school breakfast. Virginia School Breakfast Awards will be given to schools implementing initiatives to promote and encourage a nutritious start to the school day. The awardees have been selected for initiatives such as expanding breakfast access to students, prioritizing the nutritional integrity of foods offered, and serving more scratch-cooked local foods. The winners of the 2024 Virginia School Breakfast Award are:

* Brooke Point High School, Stafford County Public Schools
* Frederick Douglass Elementary School, Loudoun County Public Schools
* Larkspur Middle School, Virginia Beach City Public Schools
* Norview High School, Norfolk Public Schools
* Prince Edward County Elementary School, Prince Edward County Public Schools
* Rappahannock County High School, Rappahannock County Public Schools

These award winners will receive promotional materials to celebrate NSBW and be honored with a celebratory visit from the VDOE-SCNP. The award winners will also be featured on the [VDOE-SCNP School Breakfast Program website](https://www.doe.virginia.gov/programs-services/school-operations-support-services/school-nutrition/programs-promotions-and-initiatives/school-breakfast-program) where more information about the Virginia Breakfast Club is also available.

For more information

For more information, please contact your assigned School or Community Nutrition Programs regional specialist.

SCC/KH/fd