



#032-22

**Commonwealth of Virginia
Virginia Department of Education
Superintendent's Memo #032-22**

DATE: February 11, 2022
TO: Division Superintendents
FROM: Jillian Balow, Superintendent of Public Instruction
SUBJECT: **Celebrate National School Breakfast Week - March 7-11, 2022**

The Virginia Department of Education, Office of School Nutrition Programs (VDOE-SNP), along with the U.S. Department of Agriculture and the School Nutrition Association (SNA), encourages schools to recognize and celebrate National School Breakfast Week (NSBW) March 7-11, 2022. This year's theme is *Take Off with School Breakfast*.

School breakfast ensures a great start to the school day and supports student wellness, engages students, and promotes academic success. Celebrating NSBW provides opportunities to inform parents, students, and educators of the value of school breakfast, increase breakfast participation, and improve the health and academic performance of Virginia's students. During school year 2020-2021, at the height of the COVID-19 pandemic, Virginia schools served over 52 million breakfasts to children.

Celebrating National School Breakfast Week

The [2022 NSBW Toolkit](#) available on the SNA website offers an abundance of ideas for celebrating NSBW. The Toolkit includes tips and resources for planning a successful marketing campaign along with student activity sheets, infographics and marketing resources, sample social media posts, and artwork. The theme, *Take Off with School Breakfast*, reminds

parents, students, school staff, and other stakeholders that a healthy school breakfast helps students “take off” and reach their goals.

In addition to the Toolkit, the *Virginia Breakfast Club*, a group of stakeholder agencies and nonprofit partners with a shared mission to promote equity in school meals by disseminating resources and best practices to improve the nutritional quality of school breakfast, is another great school breakfast resource. In 2021, the Breakfast Club developed a sample two-week grab-and-go breakfast menu featuring entrees served across Virginia as well as locally grown fruits and vegetables. The menu and recipes can be found under internal resources on the [VDOE-SNP Breakfast Club website](#). Participation is open to all stakeholders interested in improving school breakfast across Virginia.

The Breakfast Club Award

For the second year in a row, the *Virginia Breakfast Club* will recognize schools for excellence in prioritizing the nutritional quality of school breakfast. Breakfast Club Awards will be given to schools implementing initiatives to promote and encourage a nutritious start to the school day. Examples of breakfast initiatives include offering alternative breakfast service models, providing locally grown foods for breakfast, and serving scratch-cooked breakfast foods. Five award winners will receive promotional materials to celebrate NSBW on March 7-11, 2022. To apply, complete the [Breakfast Champion Award Application](#) or visit the [VDOE-SNP Breakfast Club website](#). The deadline to apply is February 25, 2022.

For more information

Please direct any questions regarding NSBW or the Breakfast Club to Laura Burns, VDOE-SNP Wellness Policy Specialist, via email at Laura.Burns@doe.virginia.gov.

JB/SCC/LB/cc