



**#056-22**

**Commonwealth of Virginia  
Virginia Department of Education  
Superintendent's Memo #056-22**

DATE: March 11, 2022  
TO: Division Superintendents  
FROM: Jillian Balow, Superintendent of Public Instruction  
SUBJECT: **National Nutrition Month® and Virginia School Breakfast Awardees**

**National Nutrition Month®**

Celebrate National Nutrition Month® this March with the Virginia Department of Education (VDOE) and the Academy of Nutrition and Dietetics (AND). During the month of March, everyone is invited to learn about wellness with healthful eating and physical activity habits. The theme for 2022 is *Celebrate a World of Flavors*. Celebrating culture through food fosters inclusivity, honors cultural practices, and acknowledges diverse cuisines and customs from around the world. Join us for National Nutrition Month® and create healthy habits that celebrate a world of flavors. Visit the [AND National Nutrition Month® website](#) for a campaign toolkit and social media resources to use in the school cafeterias and classrooms.

**National School Breakfast Week and Virginia School Breakfast Award**

In addition to National Nutrition Month®, the VDOE and the School Nutrition Association encourage schools to participate in National School Breakfast Week (NSBW) March 7-11, 2022. The NSBW theme, *Take Off with School Breakfast*, reminds the entire school community that school breakfast provides a healthy and energizing start to the day for students. 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 launch a NSBW campaign can be found on the [School Nutrition Association NSBW website](#).

The Virginia Breakfast Club is a group of stakeholder agencies and nonprofit partners with a shared mission to promote access to school meals by disseminating resources and best practices to improve the nutritional quality of school breakfast. The Virginia Breakfast Club Award recognizes schools for prioritizing the nutritional quality of breakfast. The awardees have been selected for initiatives expanding breakfast access to students, prioritizing the nutritional integrity of foods offered, and serving more scratch-cooked local foods. The winners of the 2022 Virginia School Breakfast Award are:

- Brumfield Elementary School, Fauquier County Public Schools
- Landstown High School, Virginia Beach City Public Schools
- Manchester Middle School, Chesterfield County Public Schools
- Rappahannock County Elementary School, Rappahannock County Public Schools
- Rock Ridge High School, Loudoun County Public Schools

These five award winners will receive promotional materials to celebrate NSBW. More information on the Breakfast Club may be found on the [VDOE-SNP Breakfast Club website](#).

### For more information

Please direct any questions regarding National Nutrition Month®, NSBW, or the Virginia Breakfast Club to Laura Burns, VDOE-SNP Wellness Policy Specialist, via email at [Laura.Burns@doe.virginia.gov](mailto:Laura.Burns@doe.virginia.gov).

JB/SCC/LB/cc