

The logo is a colorful illustration. At the top right, the text 'National School Breakfast Week' is in dark blue, with 'MARCH 6-10, 2023' below it in yellow. The main title 'DIG IN TO SCHOOL BREAKFAST' is in large, multi-colored letters. A yellow excavator is digging a trench in the ground, with a waffle in its bucket. A worker in a red shirt and blue overalls stands on the left. At the bottom, a boy in a blue cap and yellow overalls holds a bowl of cereal, and a girl in a blue cap and yellow overalls holds a banana. A signpost in the center reads '14 MILLION STUDENTS Served Daily'.

**National School
Breakfast Week**
MARCH 6-10, 2023

DIG IN TO SCHOOL BREAKFAST™

Berlin Brothersvalley School District

14 MILLION
STUDENTS
Served Daily

What is National School Breakfast Week?



- In **1975**, the School Breakfast Program (SBP) was granted permanent authorization by Congress.
- National School Breakfast Week (NSBW) was established in **1989** as an annual observance that promotes the value of a healthy school breakfast for students in K-12 schools.



National School Breakfast Week

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School Breakfast Program Participation



- SBP participation reached nearly 15 million children in SY2018-19 but fell to 12.4 million during SY2019-20 due to the COVID-19 pandemic. Today the program serves nearly **14 million** students.



USDA Standards for Healthy Meals



- The Healthy Hunger-Free Kids Act of 2010 required the USDA to update nutrition standards for the first time in 15 years.
- New regulations, effective in 2012, required cafeterias to offer more fruit, vegetables and whole grains and limit sodium, calories and unhealthy fat in school meals.



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USDA Standards for Healthy Meals

- To receive federal reimbursements, “reimbursable” meals must meet strict federal nutrition standards.
- School meals are required to meet the *Dietary Guidelines for Americans*.
- Standards were also established for snack foods.





Benefits of School Breakfast

- 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
 - ✓ Be more alert
 - ✓ Maintain a healthy weight





Why Celebrate NSBW?

- All activities that help students engage with one another and school staff are valuable to children's ongoing emotional well-being.
- National observances tend to get the attention of the media.
- NSBW campaigns help to elevate and raise visibility of the school nutrition profession.



National School Breakfast Week

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Past NSBW Celebrations

DIG IN
TO SCHOOL
BREAKFAST™



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**BREAKFAST WORK ZONE
AHEAD**





Introducing “DIG IN”

- The 2023 fun theme taps into children’s fascination with all things building and construction related, encouraging students to become **Breakfast Builders** and construct healthy meals to be more successful.



National School Breakfast Week

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3 Key Goals of the NSBW National Campaign

1. Promote Healthy Meals & Engage Students
 - Promote nutritious and delicious school menus and engage students through themed activities to increase school breakfast participation.



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3 Key Goals of the NSBW National Campaign

2. Raise Community Awareness

- Raise awareness with parents, administration and the media about the benefits of school meals and the importance of school nutrition professionals.



3 Key Goals of the NSBW National Campaign

3. Expand the Market

- Using a mix of social media and other PR & marketing materials, bring attention to healthy breakfast options available at schools to reach new audiences.



DIG IN to the NSBW Menu

DIG IN
TO SCHOOL
BREAKFAST™



[Add examples of new recipes and/or menu you're serving during NSBW here. Highlight your healthy recipes!]

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For Parents

- Remind parents about the benefits of school breakfast with our **infographic** and offer to speak at PTA meetings.
- Share SNA's **TrayTalk** blog and Facebook page for them to learn more about school meals.
- Encourage students & parents to regularly review breakfast menus together to start a dialogue about healthy eating.

**DIG IN
TO SCHOOL
BREAKFAST™**



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Get Local Officials Involved

- Request the mayor or other city official to **proclaim** March 6-12, 2023, as National School Breakfast Week.
- Invite your elected officials to **visit** your school/district during NSBW, take a “hardhat” tour, and have breakfast with the students.
- Send out a **press release** and invite the media to visit along with officials and/or local celebrities.



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Teachers & Administrators

- Invite the principal or other special guest to work the line and serve breakfast. Provide them with some **#NSBW23 gear** from the SNA shop!
- Sponsor an NSBW “Breakfast Builder” art or writing activity or contest.
- Use NSBW **coloring and activity sheets** to engage younger students.

**DIG IN
TO SCHOOL
BREAKFAST™**



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Follow & Share on Social Media

#NSBW23 #BreakfastBuilder #DigInToSchoolBreakfast #SchoolBreakfast



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[@fill in the blank](#)



[@fill in the blank](#)



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Thank You!

- Learn more about NSBW and download free resources:

www.schoolnutrition.org/nsbw

- Learn more about school meals:

www.schoolnutrition.org/schoolmeals



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