



Twelve Quick and Easy Ways to Promote School Breakfast

Students who eat breakfast are able to pay attention longer, demonstrate better behavior in the classroom, have improved attendance and less tardiness, and make fewer trips to the school nurse.

Child Nutrition staff can take steps to promote school breakfast as the healthy, convenient choice.

1. Post school menus and prices.

Make sure customers know what is on the menu and how much items cost.

2. Sell it.

Use appealing adjectives to describe items on school menus and in school newsletters.

3. Eat school breakfast.

Know your product. Eat school breakfast. Serve only what you would eat yourself or serve to your family.

4. Talk to customers.

Pitch school breakfast when students come through the line. Go out and talk to students in the cafeteria. Visit the classroom to talk to students about school breakfast.

5. Entice with taste tests and contests.

Give students samples of school menu items to try. If they try it, they might like it. Use contests, such as placing stickers on the bottom of trays or milk cartons, to encourage students to choose school breakfast.

6. Educate customers about school breakfast and nutrition.

Teach students, school staff and families that school breakfast is the healthy, convenient choice.

7. Get students involved.

Ask students what they would like to see on the menu. Let them create promotional materials. Student Nutrition Advisory Councils can provide feedback on school breakfast and help with promotions.

8. Decorate the cafeteria.

Use creative posters, bulletin boards and other displays to promote school breakfast. Create an inviting atmosphere in the cafeteria.

9. Distribute flyers.

Post and pass out flyers about school breakfast or promotional events.

10. Celebrate National School Breakfast Week.

Take advantage of the promotional resources from the School Nutrition Association. Use these ideas to host other promotional events.

11. Use school media.

Print school breakfast information in the school newsletter, post it on the school website and include it in school TV broadcasts.

12. Seek help from the local media.

Use local TV, radio and newspapers to promote school breakfast.

