

School Breakfast Program



SCHOOL BREAKFAST PROGRAM PSA – COMMUNITY/BUSINESS

Radio/DJ Announcer (reading from paper script)

Business people know decisions need to be made based on investment and return. The School Breakfast Program is a sound investment in children that helps guarantee a solid return for the community. Children who eat a healthy breakfast are more alert and achieve better academically. When children are successful in school, they help grow the economy and build a stronger community. Eating breakfast at school is an efficient, simple way for children to have a healthy start to their day. At less than the cost of most junk foods, the return on investment makes good sense. Business persons and parents alike set children up for success when they support the School Breakfast Program. This message is brought to you by _____.

School Breakfast Program



SCHOOL BREAKFAST PROGRAM PSA – COMMUNITY/BUSINESS

Business person (pre-recorded)

As a business person, I make decisions based on investment and return.

The School Breakfast Program is a sound investment in our kids that helps guarantee a solid return for our community. Kids who eat a healthy breakfast are more alert and achieve better academically. When kids are successful in school, they help the economy grow and the community thrive. Eating breakfast at school is an efficient, simple way for our kids to have a healthy start to their day. At less than the cost of most junk foods, the return on investment makes sense to me. As a businessperson, I support the School Breakfast Program. As a parent, I know my kids are set up for success when they eat breakfast at school. This message is brought to you by _____.

School Breakfast Program



SCHOOL BREAKFAST PROGRAM PSA – PARENT

Radio/DJ Announcer (reading from paper script)

Parents know the importance of a healthy breakfast in getting their kids off to the right start. But mornings at home are more rushed than ever. With today's busy lifestyle, the easiest way to assure that kids are getting a nutritionally balanced meal in the morning is to participate in the School Breakfast Program. Insert school/district name here offers a balanced breakfast each morning that helps kids pay attention and be ready to learn. At less than the price of vending machine snacks, school breakfast gives the best nutritional value for the money. School breakfast is a simple option for busy families. This message is brought to you by

_____.

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SCHOOL BREAKFAST PROGRAM PSA – PARENT

Parent Voice (pre-recorded)

Do you know what your kids ate for breakfast this morning? Do you know IF your kids ate breakfast this morning? I do. My kids get a nutritious breakfast every morning at school. No matter how rushed we are at home in the morning, I know my kids are getting a nutritionally balanced breakfast that helps them pay attention and be ready to learn. I also know my kids aren't eating junk food and since school breakfast costs less than vending machine snacks, I know my money is being put to good use. My kids are eating a healthy meal in a healthy environment with their classmates. Best of all, school breakfast is simple for me. Even if I haven't made it to the grocery store this week, I know breakfast is taken care of. School breakfast is good for my kids and good for me. This message is brought to you by _____.

School Breakfast Program



School Breakfast Program PSA - General

Two Voices: Chicken and Cow

(Chicken Voice): Bwak, bwak, bwak. Breakfast is the most important meal of the day. Bwak, bwak. But everyone is in such a hurry in the morning, it's hard to find time to fit in a healthy breakfast.

(Cow Voice): Mooooore and more kids are getting a balanced breakfast at school. The school breakfast program includes healthy foods

(Chicken Voice): Bwak, bwak

(Cow Voice): that help kids stay alert and do better in school.

(Chicken Voice): Parents like knowing their kids aren't eating junk foods

(Cow Voice): or grass

(Chicken Voice): for bwak, bwak breakfast.

(Cow Voice): Teachers like it when kids are mooooore ready to learn.

(Chicken Voice): Schools like it when such a cost effective program does so much for children.

(Cow Voice): Eat schoooooool breakfast.

(Chicken Voice) & (Cow Voice): We'll do our part! (bwak,bwak)(moo,moo)

This message is brought to you by _____.



School Breakfast Program



School Breakfast Program PSA - General

Radio/DJ Announcer(reading from paper script)

Local chickens and cows would like to invite students to participate in the School Breakfast Program at Insert School/District Here. It's hard enough to get up with the roosters, but it's worth it when a nutritious breakfast is waiting at school. Students are more alert and ready to learn. Parents know the meals are nutritious and well balanced. Teachers see better test scores and academic performance when students have eaten breakfast. School breakfast is the right start for the day. This message brought to you by _____.

School Breakfast Program



School Breakfast Program PSA - Student

DJ Voice (pre-recorded)

Your body and brain are a high performance vehicle. You wouldn't run a car on soda pop. Don't run your brain on it either. Your system needs high-octane fuel – nutritious foods to power up your body and brain. The school breakfast program is premium fuel for your day. It's been proven that eating a healthy breakfast helps you wake up, stay alert longer and do better at schoolwork and tests. And of course, nutritious foods fuels top physical performance. Don't run your engine on junk food. Eat school breakfast and rev up your day! This message is brought to you by

