



School Breakfast Promotion Tips for Principals

When principals support the implementation or expansion of a school breakfast program, they are taking a vital first step toward making sure that all students get the most from their school day. Here are some of the things that a school administrator can do to support the School Breakfast Program:

Play a direct role in helping students succeed academically.

- ✓ Implement a schedule that ensures that students have ample time for breakfast.
- ✓ Congratulate students for “starting smart” and “energizing their day” with a good breakfast.
- ✓ Join your students for breakfast once or twice a week.
- ✓ Promote the School Breakfast Program at assemblies and during morning/afternoon announcements.

Support your teachers.

- ✓ School breakfast helps children behave better and be more attentive in class. It also reduces disruptive hunger-related visits to the school nurse.
- ✓ Distribute information to teachers highlighting the many positive outcomes that stem from eating breakfast. Encourage them to reinforce this message.
- ✓ Work with teachers to incorporate school breakfast into lesson plans and participate in school wide promotions. Ensure that their needs are being met, and that the breakfast program is being implemented efficiently.

Be accessible and helpful to parents.

- ✓ Make sure that parents know that they can count on school breakfast when family schedules are rushed and children do not feel like eating first thing in the morning.



- ✓ Send a letter or flyer to parents at the start of the year to make sure they know about the School Breakfast Program. Send regular communication home.
- ✓ Consult with parents regularly to get their feedback on various aspects of the breakfast program. Ask them what can be done that would make them more likely to send their children to participate.

Be a leader in your school and in the community.

- ✓ Every year, talk about school breakfast successes and ideas with other principals.
- ✓ Ask school nurses to keep them informed of “hunger visits” and develop a plan to promote breakfast to students and parents.
- ✓ Make connections with community organizations that concern themselves with anti-hunger initiatives, child welfare, or school quality.
- ✓ Request that bus drivers, custodians and other school staff encourage kids to eat breakfast. Invite these familiar faces to join students as special guests.
- ✓ Work with your food service director and local agricultural producers to bring a Farm to School program to your students. Link these efforts with your breakfast program.
- ✓ Team up with your food service director to explore creative breakfast scheduling, assess meal quality, and make adjustments if necessary.