

Breakfast Promotion Ideas

Please remember that school breakfast promotion does not end with Florida School Breakfast Week. School breakfast should be promoted year-round. The following ideas may be used throughout the year to help increase breakfast participation:

- **Grab'n Go Breakfast:** Offer breakfast in a bag to students who are on the go.
 - Students can decorate the breakfast bags in art class using a breakfast theme.
- **Scramble It Up:** Offer breakfast for lunch and lunch for breakfast, and while eating the students can play a word scramble game in teams or individually.
- **A Story Time Breakfast:** Read the students a book or story as they eat.
- **Themed Breakfasts:** Offer a themed day and ask the students and/or foodservice staff to dress up to match the theme. Also, decorate the cafeteria to give it a party-like atmosphere; you can also match the food with the theme! Ideas for themes include:
 - Hawaiian Day- Pass out leis and serve pineapple with the meal.
 - Pirate Day- Foodservice staff can wear eye patches and use creative wording on the menu to match the theme, such as “Pirate Pancakes,” “Sea Leg Eggs,” etc.
 - Dr. Seuss Day- The menu can include “Green Eggs and Ham” while the book is read to the children.
 - Parents’ Day- Ask the students to invite their parents and siblings to eat breakfast with them on this day.
 - Excellence Day- Since “Excellence Begins with Breakfast” ask the students to dress up as or bring in something that represents someone who has done “excellent” things, and let them know that eating breakfast may help them achieve excellence as well.

These are just a few ideas; if your school has other ideas, feel free to implement them to promote school breakfast.

In addition to promoting school breakfast to the students, it is also important to inform their parents about the importance of eating a healthy breakfast everyday. Share the following information with students and their parents:

- School breakfast meets the USDA Dietary Guidelines for Americans and it is a fun and healthy way to begin your day.
- There is an association between eating breakfast and academic and extracurricular success.
- Eating breakfast each day can help children to maintain a healthy body weight, which in turn can reduce their risk for illness later in their lives. If children are taught proper eating habits today, they will be more likely to practice those habits throughout their lives.

