

Strategies For Growing Participation

Modify the Menu

[Smart Foods Planner](#)

- Offer a hot breakfast item
- Offer a meat or meat alternative item in addition to the grain offering
- Make something from scratch or use speed scratch cooking, like create a breakfast wrap using fresh vegetables, cheese, a tortilla, and a pre-cooked egg product
- Use fun, descriptive names for healthy food choices, like “Super Berry Surprise” in place of “Mixed Berries”

Promote Farm to School Items

[USDA Farm to School Resources](#)

- Procure and feature a local product
- Serve produce that is in season and at its peak ripeness

Think Outside the “Cafeteria”

[Center for Best Practices Implementation Tips](#)

- Offer an alternative service model in place of a traditional breakfast program served from the cafeteria, such as:
 - Breakfast in the Classroom
 - Grab and Go Breakfast
 - Second Chance Breakfast or Mid-Morning Nutrition Break

Expand Marketing & Social Media Efforts

[No Kid Hungry Social Media Toolkit](#)

- Set a goal for posting one day each week on your Facebook, Instagram or Twitter accounts (please tag #MNSchoolBreakfast)
- Display posters or visuals around the school and/or cafeteria to encourage students to eat school breakfast

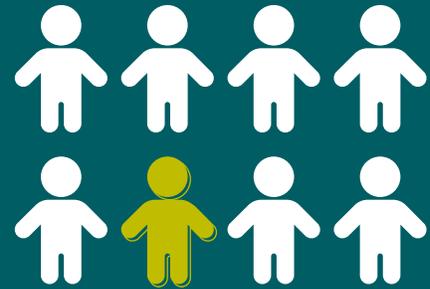
Involve the Students

[No Kid Hungry School Breakfast Promotion Strategies](#)

- Offer a taste test or sampling of a new breakfast entree or menu item
- Have students announce the school breakfast menu during the daily announcements

Increase Community Engagement

- Offer Community Breakfast Days, like Breakfast with a Veteran, Breakfast with a Civic Leader, etc.
- Present the benefits of breakfast in school to local organizations — school parent groups, local community clubs — and ask them to support the School Breakfast Program



ONE in 8
Minnesota children
experiences hunger
on any given day



Adults — including parents, teachers, principals, superintendents, elected officials and other community leaders — **who champion breakfast** for students are a crucial part of ensuring kids have the nourishment they need to thrive.

