

Breakfast = Achievement



Dear School Nutrition Professional:

The following fact sheet is designed to help you communicate the introduction of your Expanding Breakfast program to parents and tell them about the benefits of having their children participate.

It is general in nature since there is essential information specific to your program that you will need to include. Please do not use it as a stand-alone piece, rather provide it as part of a presentation, at a PTO meeting, for example, or distribute it with a cover letter that includes other details, such as:

- How eating school breakfast has a positive impact on children's health and academic performance
- Specifics on what type of Expanding Breakfast program you are implementing
- Examples of menu items
- How increasing breakfast participation fits into the district's wellness goals
- When the program will begin

Also, you might prefer to use this sheet as a guide for ideas and thought starters for designing your own communications piece for parents.

Remember, Breakfast Equals Achievement!

(This cover letter corresponds to the Parent Fact Sheet, which is coded PAR in the bottom right corner)

Introducing a Great Way to Give Your Children A Nutritious Start Every Day!

The demands of today's fast-paced lifestyle may prevent some children from sitting down to a balanced breakfast each morning before heading to school. We've started an Expanding Breakfast program, outside of the cafeteria, to make it easy and appealing for your children to start their day with healthy nutrition.



Our Expanding Breakfast Program Benefits You and Your Children

- School Breakfast supplies 1/4 of the Recommended Daily Allowances your child needs.
- Children who don't eat breakfast are missing 25% of the nutrition they are suppose to be getting—and they don't make that up during the rest of the day.
- We offer healthy, delicious meals for all students every morning.
- It's easy and convenient; there's no need to worry if your children are eating nutritious breakfasts.
- Eliminates arguing with children who just aren't hungry when first waking up, which is quite common.
- No more starting school on an empty stomach, feeling tired, hungry or irritable.

Expanding Breakfast Receives High Grades*

- Improves classroom performance and yields better test scores and grades
- Increases children's ability to focus and concentrate on school work
- Decreases behavior problems, tardiness and visits to the nurse
- Increases attendance rates

An Important Part of an Overall Healthy School Environment

- A wide variety of nutritious foods are served, meeting USDA requirements
- Students are healthier, happier, more productive in the classroom – more energetic throughout the day



Encourage Your Child to Eat Breakfast at School!

*Based on the Maryland Meals for Achievement Year III Final Report 10/01 and the Minnesota Dept. of Children, Families & Learning Studies. For the studies go to www.NutritionExplorations.org and click on the Parents Section.