

Memorandum

To: Food Service Director
From: Pat Bebo, Katherine Griswold, and Anne Lynch
Child Nutrition Outreach Coordinators
Date: August 20, 2001
Subject: September Breakfast Tip: Increase the Return of Free and Reduced-Price Meals Applications and Program your Breakfast Promotions for the year

Welcome back! It's time again to start planning school breakfast outreach for the 2001-2002 school year. This month's "tip" includes ideas for kicking off a successful year.

As you know, free and reduced-price meal applications are an important piece of the success of the school breakfast program. An increased number of returned applications can lead to more funding for your district, more accurate assessments of the school's population, and of course, increased reimbursements for your program. Enclosed are campaign ideas and flyers for making the return process easier and more effective.

Promote your program. Make sure kids, parents, and teachers know that school breakfast is available. Plan for at least one "advertisement" each month. Mission Nutrition offers an inexpensive, easy package of monthly promotions. Check it out at www.mission-nutrition.com.

The Child Nutrition Outreach Program at Project Bread is contracted by the DOE to assist you in the implementation and promotion of your breakfast program. Throughout the year we will answer your questions and work with you to reach your program goals. So don't forget: DOE Nutrition Programs and Services funds us to help you. You can call Pat Bebo at (617) 239-2571, Katherine Griswold at (617) 239-2572, or Anne Lynch at (617) 239-2515 if you need anything.

Good luck and many happy "returns"!

The free and reduced-price meals applications are available in a number of different languages on the internet. Check out www.fns.usda.gov/cnd/translations/default.htm to find the languages you need!