

Ten Simple Suggestions To Increase Participation in School Breakfast

1. Make regular announcements on the PA on the importance of breakfast and tomorrow's menu;
2. Place posters on bulletin boards throughout the school (posters and flyers are available through Project Bread);
3. Run articles in the school paper and promote School Breakfast in your local media: radio, cable, TV and newspaper (form articles and PSAs enclosed);
4. Display breakfast literature in your office, guidance center, cafeteria or other high-traffic areas;
5. Explore menu changes with surveys (parent and student survey forms enclosed);
6. Create an ongoing breakfast promotion: weekly raffle, free ice cream at lunch to those attending breakfast that day, etc.;
7. Send breakfast flyers and menus home;
8. Decorate the cafeteria and play hip music;
9. Have a Breakfast Poster Contest for students to design their own breakfast advertisements;
10. Promote the importance of breakfast in the classroom: posters, visits by FSD and/or principal.

