

# Mobilize Your Community With A School Breakfast Task Force

Forming a small group of key, concerned individuals from the community into a task force can do wonders to promote the School Breakfast Program. The task force could include a student, parent, food service worker, nutritionist, teacher/principal, child advocate/social worker, community leaders, faith leaders and business leaders.

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*A task force can:*

- Meet regularly to discuss ways to increase School Breakfast participation.
- Ensure that the program is promoted throughout the community by widely distributing School Breakfast literature via public agencies, nonprofit groups working with children, community groups, neighborhood associations and churches.
- Plan School Breakfast events to attract more students (see "Fun Events To Pack Them In"). Many event components such as incentive giveaways and corporate sponsorships can be secured by the task force.
- Develop classroom activities to promote School Breakfast (see "Elementary School Breakfast Activities").
- Develop a media plan to ensure greater visibility for the School Breakfast Program in local newspapers and on cable TV and radio.

**Project Bread's Child Nutrition Outreach Coordinators are available for consultation. Please contact Kristen McKinnon at (617) 371-0934 or Karen Guttentag at (617) 371-0935 for assistance.**

**Massachusetts  
Department of Education**

