

Sample School Breakfast Article

District-wide newspapers, school newsletters, and other such publications are great places to promote the School Breakfast Program and the work you are doing to make it a success. Parents and other community members should know that your school system is committed to making sure students are nutritionally prepared for the school day. The following is a sample article for your publication. You can print this article next to your monthly breakfast menu in the next issue that goes out!

SCHOOL BREAKFAST: HEALTHY, CONVENIENT, AND SMART

If your children aren't starting their day with a nutritious breakfast, then they are not starting their day ready to learn. Many studies show that hungry children have a hard time concentrating in class, they have more behavior problems, and they even score lower on standardized tests than do their counterparts. That's why our school district is launching a new campaign to promote School Breakfast.

Superintendent _____ and the rest of the faculty are excited about the School Breakfast Program, because they know it improves students' performance in school.

"I can't say enough to encourage all families to take advantage of the School Breakfast Program," says (superintendent). "If children don't start the day with breakfast, they don't have the attention span to concentrate, the energy to participate, or the composure to behave. Breakfast makes all the difference."

There are many reasons why students come to school hungry. Many parents don't have time to make sure their children eat a good breakfast. Children often end up eating unhealthy breakfasts when they are home alone making their own decisions or given money to buy breakfast on the way to school. Some children aren't hungry when they first wake up, but by the time class begins, they feel the effects of not eating breakfast.

Food Service Director _____ reports that _____ percent of students in (city) Public Schools are eating School Lunch, while only _____ percent are eating School Breakfast. "We need to make parents and students more aware of the breakfast program," says (FSD) . "Every year we serve more students than the year before. I think parents are learning that our well-balanced breakfasts are a perfect option when they don't have time to monitor what their children eat in the morning."

School Breakfast is open to all students and is served from _____ to _____. Menus are sent home with students regularly and are listed in local newspapers and on local access cable television.

Families who are eligible for free or reduced price School Lunch are also eligible for free or reduced price School Breakfast.

For more information about the School Breakfast Program call _____.

The School Breakfast Program is supported by the Massachusetts Department of Education.