



## Fuel Up with School Breakfast for the Power to Play 60!

Eating breakfast has a host of benefits for students:<sup>1,2,3,4,5</sup>

- Improved attendance and better behavior
- Higher test scores and improved grades
- Increased nutrient intake and better overall nutrition
- Fewer visits to the nurse

*Need specialized assistance starting or expanding your breakfast program? Visit [www.NewEnglandDairyCouncil.org](http://www.NewEnglandDairyCouncil.org) and click Contact Us.*

Finding creative ways to make simple changes to your school breakfast program can increase participation and provide students with the nutrition they need to be physically active and successful in school.

Expanding breakfast in your Fuel Up to Play 60 schools can be easy and fun! These schools already have teams of students and staff that are committed to improving healthy behaviors. Working with them to expand school breakfast is a great way to bridge the gap between the cafeteria and the classroom while boosting breakfast participation.

### Working with your Fuel Up to Play 60 Student Team

#### 1. Huddle Up:

- Meet with the student team to explore the options
- Get feedback from the students and staff

#### 2. Create Your Game Plan:

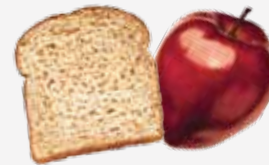
- Choose the program you and your team wish to implement
- Develop a win-win proposal to convince the decision makers it's the right thing to do
- Invite your student team to assist with presenting the proposal
- File appropriate paperwork with your state for new program start-up

#### 3. Work Your Game Plan:

- Get input from students and develop a winning menu and market it to parents with
  - Menu Blurbs & Flyers
  - School newsletter submission and/or press release
  - Participation incentives that create value
- Use the student team's time and creativity to sell the program to their peers
  - Poll entire student body to determine menu preferences
  - PA announcements, posters and in-school merchandising
  - Promotion for start-up with participation incentives that create excitement
- Hold a school wide event to kick off your new program

#### 4. Evaluate Your Game Plan:

- Review the results with the student team and make necessary changes
- Continue to have students promote program among peers



Stephen Gostkowski, #3  
Kicker, New England Patriots

<sup>1</sup> Wahlstrom and Begalle. *Top Clin Nutr.* 1999.

<sup>2</sup> Murphy et al. *Arch Pediatr Adolesc Med.* 1998.

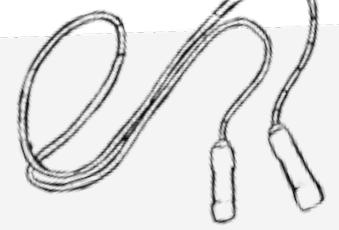
<sup>3</sup> Meyers et al. *Am J Diseases Children.* 1989.

<sup>4</sup> FRAC 2009 School Breakfast Scorecard, 4.

<sup>5</sup> Affenito et al. *J Am Diet Assoc.* 2005.

## Bring on Breakfast

Work with your Fuel Up to Play 60 school teams to implement any of the following.



### X **Grab-n-Go Breakfast**

Make breakfast fast and convenient by bringing it to a high-traffic location, such as the main lobby.

- Choose a location for your "grab-n-go breakfast" station. Is it the lobby, outside the library, or near the front doors?
- Brainstorm design ideas for your "grab-n-go breakfast" station. Is it a table, a cart on wheels, or a refrigerated station?
- Spread the word about your "grab-n-go breakfast" station. Create posters to hang in high-traffic areas, distribute flyers in classrooms, and advertise your program during morning announcements.
- Create a menu of student approved nutrient-rich breakfast choices. Offer conveniently packed and easy-to-grab foods that include low-fat or fat-free dairy products, whole grains, fruits, and vegetables.

### O **A Hero's Breakfast**

Invite community heroes or celebrities, such as firefighters, policemen, sports figures, or other local personalities to promote healthy breakfast choices!

- Identify heroes and celebrities in your community.
- Ask your heroes to share their favorite healthy breakfast choices and highlight the healthy breakfast choices on the menu!
- Promote the breakfast event to your classmates and school staff. Advertise the event with posters, flyers, and announcements. Invite the media to attend your event.
- Prepare a breakfast menu that includes a variety of delicious and nutritious choices, including low-fat and fat-free dairy foods, fruits, vegetables, and whole grains.

### X **Breakfast in the Classroom**

Organize a "breakfast in the classroom" program that provides nutritious, easy-to-eat breakfast foods to be offered to students during class.

- Create a menu of nutrient-rich, student-appealing breakfast choices, including low-fat or fat-free dairy foods, fruits, vegetables, and whole grains.
- Brainstorm ideas for your breakfast delivery system. Will you need a cart, insulated bags or additional trash containers?
- Spread the word about "breakfast in the classroom." Create posters to put up in high-traffic areas, distribute flyers in classrooms, and advertise your program in the school newsletter.
- Get teachers' support for the program. Encourage them to use "breakfast in the classroom" as an opportunity to teach about healthy eating and the importance of breakfast.



## **O Breakfast Picnic**

Set up an inviting "breakfast picnic" area that students can visit before school or between periods.

- Create a menu of nutrient-rich breakfast and snack food choices. Offer conveniently packed and easy-to-grab foods that include low-fat or fat-free dairy foods, fruits, vegetables, and whole grains.
- Choose a location outside the cafeteria for your "breakfast picnic." Consider locations that are convenient for everyone such as a courtyard or a playground or an area of the lawn.
- Solicit donations of picnic tables from local businesses.
- Spread the word about the "breakfast picnic." Create posters to put up in high-traffic areas, distribute flyers in classrooms, make morning announcements, and advertise your program in the school newsletter.

## **X Taste Test Breakfast**

Organize a series of breakfast "taste test" days and invite students to try different healthy breakfast food options!

- Create a sampling of nutritious breakfast food options. Feature low-fat or fat-free dairy foods, fruits, vegetables, and whole grains.
- Choose a convenient location for your "taste tests" such as inside or outside the cafeteria, a lobby, or outside the gym.
- Spread the word about your "taste tests." Hang posters in high-traffic areas, distribute flyers in classrooms, make morning announcements, and advertise your program in the school newsletter.
- Ask classroom teachers to integrate nutrition education lessons on "taste test" days and to encourage participation.

## **O Breakfast Re-Fuel Station**

Coordinate with before school physical activity programs to re-fuel students with school breakfast.

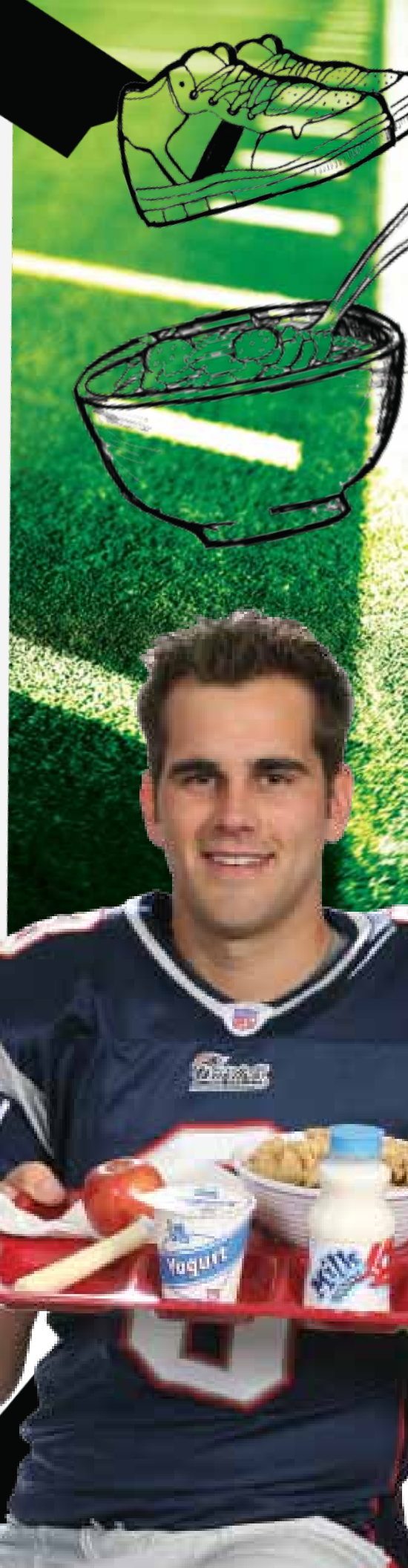
- Place a "grab-n-go breakfast" station on location.
- Promote the benefits of physical activity and importance of healthy eating.



*For additional information and action strategies visit [FuelUpToPlay60.com](http://FuelUpToPlay60.com).*



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# Fuel Up to Play 60 with School Breakfast

## PA Announcements & Menu Blurbs

### PA Announcements

**Hey...you! Did you eat breakfast this morning?** If you didn't you're missing out on important nutrients<sup>1</sup> that can help you stay alert and do better in class!<sup>2,3</sup> So tomorrow morning remember to Fuel Up to Play 60 with School Breakfast!

**How are you getting your fuel?** Eating a healthy breakfast, such as low-fat or fat-free milk, whole grain cereal and fresh fruit, gives your body the fuel it needs to play for 60 minutes a day. So don't forget to eat breakfast every morning and play for 60 minutes to keep your body strong and healthy!

**Hey...you! Do you want to do your best in school?** Studies show students who eat a good breakfast score better on tests and have better grades.<sup>3</sup> So remember, Fuel Up to Play 60 with School Breakfast and be a superstar!

### Menu Blurbs

**Did you eat breakfast this morning?** Many children come to school each day without having breakfast.<sup>4</sup> It sure is hard to concentrate in class on an empty stomach! But don't worry, a healthy breakfast is available in your school each morning before class. So next time you leave home without breakfast, remember to Fuel Up to Play 60 with School Breakfast before heading to class so you can start your day off right!

**Do you want to do better on tests?** Everyone does, right? Well, did you know that students who eat a nutritious breakfast score better on tests and improve overall grades?<sup>3</sup> To do your best in school, Fuel Up to Play 60 with School Breakfast!

**Are you fueling up?** Eating a healthy breakfast, such as low-fat or fat-free yogurt, fresh fruit and a low-fat granola bar, gives students the fuel they need to play for 60 minutes a day to keep their bodies healthy and strong. To perform at your best in school and out...always remember to eat a good breakfast and play for 60 minutes a day!

<sup>1</sup> Affenito et al. *J Am Diet Assoc.* 2005.

<sup>2</sup> Wahlstrom and Begalle. *Top Clin Nutr.* 1999.

<sup>3</sup> Murphy et al. *Arch Pediatr Adolesc Med.* 1998.

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<sup>6</sup> Meyers et al. *Am J Diseases Children.* 1989.



For additional PA announcements, menu blurbs, mini-posters and a sample press release, visit [www.NewEnglandDairyCouncil.org](http://www.NewEnglandDairyCouncil.org).

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