

# ENGAGING STUDENTS IN SCHOOL BREAKFAST



Engaging students in the school breakfast program can help create excitement and increase breakfast participation. By involving students in promotion, ensuring that breakfast is convenient and easy to access, and creating a fun atmosphere during breakfast, you can engage more students in the program and help them to start the day with a healthy meal.



**BREAKFAST**

## Involve students

Students understand the school culture better than anyone else. Involve them as much as possible in promoting the school breakfast program to their peers.

- Invite student leaders to serve on an advisory board. Give them the responsibility of researching student perceptions and barriers to participation. Charge them with proposing creative solutions and helping food service staff and school administrators implement changes.
- Ask for student feedback! Hold taste tests of new foods and ask students what menu items they would like to see.
- Survey students about their breakfast habits. Find out what it would take to get students to eat breakfast at school.
- Identify student clubs that can help promote the program, such as the art club, culinary club, etc.

## Make it easy to participate

Make it as easy as possible for students to participate in the school breakfast program. Ensuring short lines or making a change to the location or time you serve breakfast are just two ways you can make breakfast more convenient for students.

- Help students get breakfast quickly by running two separate serving lines or creating self-service breakfast bars.
- Display menus prominently so students can make choices quickly, and speed up transactions with point of sale systems.
- Consider an alternative breakfast model such as Breakfast in the Classroom, Grab & Go, or Second Chance Breakfast that makes it easier for students to participate.

# Create buzz around breakfast

Making small changes to breakfast that generate excitement is a great way to engage students. Raffles, themed decorations, special guests, and contests can increase participation and generate buzz about breakfast.

- Decorate the area where breakfast is served with posters about the program designed by students.
- Give your menu a healthy makeover by adding a variety of fresh fruits, smoothies, and yogurt into the lineup.
- Energize the menu by giving items creative names.
- Offer exciting menu items, such as breakfast burritos or an oatmeal bar with customizable toppings.
- If your school serves breakfast in the cafeteria, hold monthly theme parties with special decorations, menu items, and activities.
- Hold pep rallies in the cafeteria during breakfast before large school events.
- Develop a healthy version of popular fast food breakfast items.
- Have student leaders from the advisory board organize a raffle during breakfast with exciting prizes.

# Collaborate with all stakeholders

In order to successfully promote the breakfast program, you will need to collaborate with student groups, clubs, sports teams, and many other members of the student body and broader community.

- Invite student club advisors to hold club meetings during breakfast.
- Encourage sports team captains to hold team breakfasts before important games, matches, or events.
- Work with the student council to organize monthly talent shows, costume contests, or other events during breakfast.



## CONTACT US

Project Bread provides individualized support to any school or district in Massachusetts looking to start a school breakfast program, change breakfast models, or increase participation in existing program.

[projectbread.org/child-nutrition-program-resources](https://projectbread.org/child-nutrition-program-resources)

cnop@projectbread.org  
617-723-2543

