**Sample School Breakfast Talking Points for National School Breakfast Week 2018**

**Highlight the issue**Tight budgets for low-income families and busy morning schedules can mean that many students arrive at school hungry and not ready to learn. The School Breakfast Program plays a critical role in filling this void for low-income children every school day

**Highlight the solution:**   
School breakfast fights hunger, improves nutrition, and empowers children to learn.

**Provide statistics** In (community/state), X children participate in the school breakfast program. (*cite data from FRAC’s 2018 School Breakfast Scorecard, which will be available in mid-February*)

**Showcase the benefits**Throughout National School Breakfast Week, (name of org) will be celebrating and calling attention to the many benefits of school breakfast, such as:

* **Improved Academic Performance.** 
  + Children who eat breakfast at school – closer to class and test-taking time – perform better on standardized tests than those who skip breakfast or eat breakfast at home.
  + The School Breakfast Program is an important tool for educators to ensure that students have adequate nutrition to learn and thrive and not be distracted by hunger or lack of proper nutrition in the classroom.
* **Fewer Behavioral Problems.**
  + Students who participate in school breakfast exhibit decreased behavioral and psychological problems and have lower rates of absence and tardiness.
  + Providing students with breakfast in the classroom is associated with fewer disciplinary office referrals
* **Improved Children’s Diets**.
  + Breakfasts served as part of the School Breakfast Program provide key nutrients children need every day—and updated nutrition requirements established under the Healthy, Hunger Free Kids Act of 2010 have amplified these benefits.
  + All meals meet nutrition guidelines that limit sodium and saturated fats and eliminate trans fats.
  + Children who participate in school breakfast are more likely to consume diets that are adequate or exceed standards for important vitamins and minerals than those who do not eat school breakfast or who have breakfast at home.
  + Children and adolescents who eat school breakfast are significantly less likely to be overweight, while skipping breakfast is associated with a higher risk of obesity.
  + School breakfast also helps build lifelong healthy eating habits

**Provide anecdotes**Identify someone (a parent, teacher, superintendent, etc.) who can share a story about the positive impact school breakfast has had on children’s health, academic performance, and overall well-being.

**Give a call to action**Too many children in (state) are still missing out on school breakfast. Federal and state agencies, school districts, educators, and advocates must continue to build on the momentum school breakfast has gained in recent years to ensure that more low-income children start the school day with a healthy meal. There are many ways to achieve this, such as implementing alternative service models and adopting community eligibility:

* Breakfast in the Classroom: Meals are delivered and eaten in the classroom at the start of the school day.
* “Grab and Go”: Children (particularly older students) can easily grab the components of their breakfast quickly from carts or kiosks in the hallway or the cafeteria line, to eat in their classroom or in common areas.
* Second Chance Breakfast: Students are offered a second chance to eat breakfast after homeroom or first period. Many middle and high school students are not hungry first thing in the morning. Serving them breakfast after first period allows them ample time to arrive to class on time or socialize before school, while still providing

Community Eligibility Provision: Community eligibility schools are high-poverty schools that offer free breakfast and lunch to all students and do not collect, process, or verify school meal applications, or keep track of meals by fee category, resulting in significant administrative savings and increased participation.

**Drive people to your website and social media**

Learn more about the benefits of school breakfast at frac.org and/or (your website).

Follow us on social media (insert Twitter/Facebook) and tell us why you love school breakfast. #WhyIloveschoolbreakfast, #NSBW18.

# # #