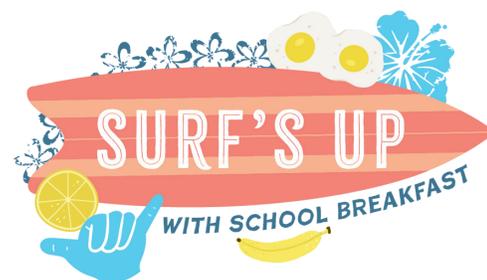


# Celebrate National School Breakfast Week

## March 4-8, 2024

National School Breakfast Week (NSBW) is an annual celebration of the School Breakfast Program and its essential role in fueling students' bodies and minds for learning. This program also provides an opportunity for children to receive underconsumed foods such as dairy, vegetables, fruits and whole grains. Celebrate NSBW with this activation guide!



### National School Breakfast Week Activities

#### Share the importance of breakfast with students and families.

Teach students how to build a balanced breakfast with lessons Boost Your Brainpower with Breakfast or Breakfast Builder Activity Slides. Share healthy breakfast messages with families and remind them school meals are free to all students in California.



#### Go on a food adventure!

Watch Let's Eat Healthy Together: Fuel Up with Breakfast and join Chef Monti to learn why breakfast is important for students. Stream the nutrition education broadcast series at HealthyEating.org/Together.



#### Try new breakfast foods.

Organize food tastings of new school breakfast items that allow students to explore new and culturally diverse foods. Find more strategies to empower students in the cafeteria from the Smarter Lunchrooms Movement.



#### Thank a school lunch hero.

School foodservice professionals prepare balanced meals for millions of students each day, ensuring they are fueled to learn. Show your appreciation with a thoughtful note, a round of applause in the cafeteria or post your 'thanks' on social media.



#### Show off your celebration.

Share the fun on social media! Use the hashtag [#NSBW24](#) and tag [@HealthyEatingCA](#) on Facebook and Instagram for a chance to be featured on our social media channels.



Explore more activities, videos and resources at: [HealthyEating.org/SchoolBreakfast](https://HealthyEating.org/SchoolBreakfast)

For additional information contact Dairy Council of California Project Manager Renée Farias at [rfarias@HealthyEating.org](mailto:rfarias@HealthyEating.org).