

BENEFITS OF BREAKFAST

Students do not necessarily view the benefits of breakfast the same way the adults might. Some of these benefits from their perspective include having a chance to socialize with friends, having more energy, maintaining a healthy weight, and benefits to their athletic ability. Here is the list of benefits to eating breakfast at school according to the students involved in this project. Think about how you can use these benefits to your advantage.

BENEFIT(S)	BEST PRACTICE	SAMPLE TWEET(S)
<ul style="list-style-type: none"> • Academic • Improved focus/concentration • Having more energy • Getting better grades • Doing better on tests • Stimulating your brain 	<p>Consider promoting school breakfast more heavily during times when students have tests/finals, or when big games or sporting events are coming up.</p>	<p>There's a reason they call it "brain food" #finalsweek</p> <p>A big game starts with a big breakfast #schoolbreakfast</p> <p>The best way to stay focused in school is with school breakfast. Remember to get yours this morning!</p>
<ul style="list-style-type: none"> • Lack of hunger • Not starving later in the day • Feeling fuller for longer 	<p>Remind students of how awful they feel in class at 10:30 AM when they have not eaten anything for breakfast.</p>	<p>Beat those Monday morning blues with #schoolbreakfast at 7 AM!</p> <p>You're not the only one who can hear your tummy rumble in first period Spanish #eatschoolbreakfast</p>
<ul style="list-style-type: none"> • Feeling better overall 	<p>Remind students that there are all kinds of ways they can take care of themselves. Breakfast is one of them.</p>	<p>Healthy breakfast, healthy self. #schoolbreakfast</p>
<ul style="list-style-type: none"> • Socializing • Being social with friends • More time to talk with friends before classes start for the day 	<p>Students need time to be with their friends. Provide them with a welcoming space to do that. Find ways to make the breakfast area inviting and conducive to group conversation.</p>	<p>Grab a bite to eat before class! A breakfast sandwich is easy to carry and catch up with friends #schoolbreakfast</p> <p>Relive your weekend over #schoolbreakfast</p>
<ul style="list-style-type: none"> • Fun with food • Some breakfast foods can be fun (e.g., smoothies, eggs, cereal, waffles) • Make-it-yourself bars • Holiday or seasonal items 	<p>Not just elementary school students like their food to be fun to eat. Surprise them with 'fun' food. Incorporate seasonal treats (e.g., heart-shaped pancakes around Valentine's Day). Students may also have fun with buffet or do-it-yourself style set-ups, like a yogurt parfait</p>	<p>90-degrees and sunny? Sounds like smoothie weather to us!</p> <p>Treat your prom date to a romantic #schoolbreakfast!</p>

BENEFIT(S)**BEST PRACTICE****SAMPLE TWEET(S)**

- **Nutritional value**

- School breakfast meets federal nutritional standards

Students need to know how nutritious the food is. They think they can tell how healthy it is by how it looks—so let them know the facts about that breakfast pizza. Don't leave it to them to guess.

Did you know that school breakfast is healthy by LAW?? Get the facts at [insert website].

- **Mood**

- Starting the day off right with a solid meal can help to stabilize and improve mood

High school students would love to be less emotional, less negative and happier overall. School breakfast is an easy way to start the day off happy.

Good breakfast = good mood!
Come get yours at #schoolbreakfast and start the day off right.

- **Portion control**

- Many students pay attention to how much they're eating

School breakfast provides the 'right amount' of food. Athletes want to make sure they're getting enough to eat, while other students may be concerned about eating too much.

School breakfast is just the right size.

- **Steady hunger levels**

- Not overeating at lunch or later in the day because of breakfast

Some students reported overeating at lunch because they were starving. Let students know that if you eat something in the morning, they will not feel like gorging at lunch.

Eat #schoolbreakfast. Your stomach will thank you later.

- **Getting a healthy meal**

- Students can rely on the school to make sure their breakfast is healthy

Students like the idea that breakfast could be an easy healthy meal that they do not have to think about. Let them know that school breakfast options are all healthy options.

#schoolbreakfast is a no-brainer.
Low-sodium, low-fat—low stress!

- **Ready-made**

- School breakfast is ready and waiting when students get to school

For some students it is appealing to have someone else do the cooking and clean up the mess. Remind students of how convenient this arrangement is for them!

All you have to do is show up and eat.
#schoolbreakfast #readymade

- **A warm meal**

Breakfast at home or on-the-go is not usually warm. Students liked the idea of getting a warm meal. Promote a warm breakfast during the cold winter.

It's negative WHAT outside?! Come warm up in the cafeteria with a nice, hot #schoolbreakfast

BENEFIT(S)**BEST PRACTICE****SAMPLE TWEET(S)**

- **Better options**
- Having better options at school for breakfast than at home

Some students said they did not have many breakfast options at home regularly and other said that sometimes if no one had been to the store recently, their options at home were limited. Remind students that there are always options at school.

Omelets, bagels, and pizza—oh, my! #schoolbreakfast #thechoicesareendless

- **Better health**

Students believed that breakfast was good for them and made them healthier. Promote school breakfast as an option to improve their health.

Enjoy the taste of healthy eating—guaranteed at #schoolbreakfast

- **Convenience**

Students who were running late thought breakfast at school could be very convenient. Think about how much more convenient school breakfast is for students than making it at home or buying it on the way to school.

Running late today? #schoolbreakfast can help. Grab a bagel before class.

- **Back-up plan**

- Having an option if they forget to eat at home

Some students are regular breakfast eaters at home—but sometimes the morning is too crazy and they do not get breakfast. These students need to be reminded that school breakfast is there to help them out.

#schoolbreakfast: it'll always be here for you (at least from 7-8 AM every day, that is)

- **Weight management**

- Breakfast speeds up metabolism

Weight control was important to students. Make sure health, PE and biology teachers are covering the effect of breakfast on students' metabolism.

Kickstart your metabolism with #schoolbreakfast this morning at 7 AM