Join the Fun! Take part in the School Breakfast Challenge!

Did you know...

◊ 1 in 5 kids struggle with hunger.
◊ 3 in 5 Maryland teachers say students regularly come to school hungry.
◊ Only 60% of students who receive a free lunch at school are getting a school breakfast, even though they qualify.

Kids who eat breakfast:
◊ Have higher attendance and are more likely to graduate;
◊ Have improved math, reading and standardized test scores;
◊ Maintain a healthier weight;
◊ Have a better attention span and fewer behavioral problems.
◊ Learn healthy eating habits that can last a lifetime;

What is the Maryland Breakfast Challenge?

◊ A statewide contest with the goal of increasing school breakfast participation by 10,000 students.
◊ Enrolled schools will compete with other schools in their district. There will be one winner in every district and one first place Maryland winner.
◊ Winning schools will have the highest increase in breakfast participation measured by enrollment and Average Daily Participation (ADP) in school breakfast.
◊ Breakfast participation from November 1, 2014 through January 31, 2015 will be compared to the same time period during the previous school year to determine the percentage increase.
◊ Only public schools are eligible to compete in the Maryland Breakfast Challenge.
◊ Prizes may include cash, in-school breakfast celebrations, visit from a professional football player, grants and technical assistance. The Grand Prize is a surprise celebrity visit and party!

It’s not too late, but hurry!

Enrollment closes on October 31, 2014

Connect more students with breakfast and win prizes for your school by enrolling at:
Maryland BreakfastChallenge.org

The Maryland Breakfast Challenge is part of the Partnership to End Childhood Hunger in Maryland, led by Share Our Strength and Maryland’s Office of Children. The 2014 Maryland School Breakfast Challenge partners include the Maryland Department of Education, Action for Healthy Kids, Family League of Baltimore, Maryland Hunger Solutions, Maryland State Education Association, the Mid Atlantic Dairy Association, and the No Kid Hungry Campaign.
**School Breakfast Promotion Ideas**

**Ideas to Increase Awareness of the School Breakfast Program**
- Morning announcements of the School Breakfast availability and menus.
- Flyers to school staff about the important link between eating breakfast and academic success.
- School hallway decorations about the importance of eating a healthy breakfast.
- Classroom presentations about School Breakfast.
- Presentations at parents’ meetings about School Breakfast.
- Staff and community/business presentations on the important link between nutrition and education.
- Decorate the cafeteria, bulletin boards, and classrooms with nutrition information or logos promoting breakfast.

**Ideas for Student Activities to Promote School Breakfast**
- Guessing games—how many oranges, apples, etc. in a bowl.
- Identify the fruit-size, shape, color cues, nutrition information cues, etc.
- Have students write songs, skits, or poems about breakfast.
- Lucky tray or lucky milk carton day (marked for prize give-away).
- Give-aways of token items for all students at breakfast (pencils, stickers, bookmarks, etc.).

**Ideas for Special Events**
- Invite parents to breakfast.
- Invite special guests to breakfast (elected official, police chief, sports figure, school superintendent).
- Writing or art contest—have students compete in a breakfast-themed writing or art contest; award prizes to winners.
- Have the music department play music for breakfast.
- Have the cheerleading squad perform a breakfast cheer.
- Implement “breakfast with the principal” to recognize student achievements.
- Books n’ Breakfast: Host a book and breakfast week. Invite the media specialist to get involved. Create a display of books with a dairy or breakfast theme. Give bookmarks to breakfast participants and have the principal, teachers and/or parents read a story.
- “Beach Breakfast Bingo”: Play Beach Boys music, create a tropical theme with decorations, and serve special beach-themed menu items. Create other theme days with cafeteria decorations and special menu items.

**Resources:**
- MarylandBreakfastChallenge.org
- No Kid Hungry: www.NoKidHungryMD.org
- Maryland Hunger Solutions: http://www.mdhungersolutions.org/fedfoodprogs/bkfst.shtm
- Food Research and Action Center: www.frac.org

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