Showing #Breakfast Some

Bringing Passion Back to the Most Important Meal of the Day.
LEARN MORE: Social Media Savvy and the 2018 NSBW I Love School Breakfast

Monday, July 10th, 3:30-4:30 | Room B305, Level 3

Presenters

Stefanie Dove, RDN
School Nutrition Marketing Coordinator, Loudoun County Public Schools – VA
@LCPSCafe
Stefanie.dove@LCPS.org

David Grotto, MS, RDN, LDN
Sr. Nutrition Marketing Business Partner Kellogg’s
@davidgrotto
david.grotto@kellogg.com

Kelly Grzyb
Sr. Channel Marketing Manager Kellogg’s
@kellygrzyb
kelly.grzyb@kellogg.com
Stefanie Dove, RDN, CDN
Loudoun County Public Schools, VA

David Grotto, MS, RDN, LDN
Sr. Nutrition Marketing Business Partner, Kellogg’s
Please spread the word about this session today!

#ILoveBreakfast
#NSBW18
#ANC17

#schoolbreakfast
@davidgrotto
@LCPSCafe
Learning Objectives

• Understand why kids and key stakeholders **LOVE** breakfast

• Address **common barriers** to breakfast participation

• Execute **on-trend solutions** that address those barriers

• Promote why kids and key stakeholders **LOVE** breakfast to enable participation all day long

• Introduce attendees to **NSLW18 theme**
Agenda

Why they love breakfast insights

Why they should love breakfast

Barriers to breakfast and how to overcome them
  Stressed & pressed for time
  Demystifying processed Foods that Rock!
  Demystifying breakfast at school

Rubber meets the road solutions

Q&A
National School Breakfast Week
March 5-9, 2018
Why NSBW 2018?

- **Week-long celebration** with events, special menu options and other creative ideas

- **Increase participation** and visibility for breakfast programs

- **Educate** parents, students and school community about the **importance of school breakfast** as it relates to academic success

- **Get students excited** about social media and other strategies to make healthy breakfast choices
Visit [www.schoolnutrition.org/nsbw](http://www.schoolnutrition.org/nsbw) to access all of the free resources, like:

- 10+ Page toolkit of ideas and tips
- Downloadable artwork, coloring sheets and logos
- Flyer for parents
- Social media tools and cover photos
- Customizable press release, proclamation and much more
National School Lunch Week October 9-13, 2017

- Theme: School Lunch – Recipes for Success
- Opportunity to highlight the important, positive role of school lunch nationwide
Learn about National School Lunch Week:
www.schoolnutrition.org/nslw

Get the facts about school meals:
www.schoolnutrition.org/SchoolMeals
“Why I Love Breakfast” video
Why they love breakfast insights
Why they should breakfast
Because #WeLOVEPerformance!

Children require more sleep and their brains burn through fuel more quickly than their adult counterparts\(^1\).

1. Children at nutritional risk, who start the day off right with breakfast, \textit{may be better} focused and have sharper memories when compared to breakfast skippers\(^1\).

Educators Notice A Difference

Kids have more difficulties concentrating when they come to school hungry\(^1\).

They are concerned about the long-term effects hunger could have on children’s education\(^1\).

That breakfast is very or extremely important to academic performance\(^1\).

**Concentration**

88%

**Hunger**

94%

**School Performance**

91%

---

1. No Kid Hungry- Share Our Strength 2015 Hunger in Our Schools report. n = 1,007 public school teachers and principals.
Because #WeLOVENourishedKids!

Breakfast Can Help Deliver SHORTFALL NUTRIENTS

**VITAMINS**
- A
- D*
- C
- E
- Folate

**MINERALS**
- Magnesium
- Potassium*
- Calcium*
- Iron
  (for teen girls/young women)

**OTHER**
- Dietary Fiber*

*Nutrients of public health concern.

1. 2015 DGA Scientific Report
Breakfast is the first time your body receives nutrients after an extended period of fasting!\textsuperscript{1,2}

Children and adolescents who report consuming breakfast are likely to get more \textit{vitamin A, vitamin C, B2, calcium, zinc, fiber and iron} than those who don’t eat breakfast\textsuperscript{3}

Children and adolescents who report consuming a cereal breakfast may have a more favorable nutrient intake profile compared to breakfast skippers.¹

Children and adolescents who report consuming a cereal breakfast had higher intakes of nutrients including fiber, vitamin A, calcium, potassium, and iron compared to breakfast skippers.¹²

Children and adolescents who regularly consume a cereal breakfast are less likely to be overweight compared to those who consume cereal infrequently or not at all. 

“WHEREAS schools need flexibility in menu planning so they can serve nutritious and appealing meals and encourage student participation in the meal programs”¹

- Sonny Purdue

Kids #LOVE Traditional Simple foods All Day Long

Source: Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
Sophisticated Flavors, Crave-ability and Convenience

✓ Familiar with a twist
✓ Sophisticated palates for their age
  • Spicy chips, condiments and seasonings
  • Blueberry and mango smoothies

Source: Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
% Change Eatings, 2014-2018

Mainstream Ethnic Dishes

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>-20.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-15.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-10.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-5.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Subset of Combination dishes that includes Italian, Mexican/Hispanic, and Asian dishes.

RTE Savory Snack Foods

<table>
<thead>
<tr>
<th></th>
<th>Gen Z</th>
<th>Total Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>-15.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-10.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-5.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.0%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Potato chips, tortilla chips, snack/multigrain chips, corn chips, pretzels, cheese puffs & curls, crackers, filled crackers, RTE popcorn, snack mix/party mix, meat snacks, meal kits, string cheese/cheese shapes, muffins, toaster pastry, bagels, frozen snack foods, dips, salsa, salty snack & dip kits, AO alternative snacks

SOURCE: NPD
Can You Do it in a Snack?

- Breakfast: 44% skip breakfast
- Lunch: 32% skip lunch
- Dinner: 25% skip dinner
- Snacking is the least likely daypart to be skipped
- 94% snack between meals at least once a week

Source: Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
SBP participation has been linked to:

- Improvement in academic performance and psychosocial functioning\(^1\).

For those at nutritional risk, breakfast consumption has been linked to:

- Improved attention and behavior
- Reduced absenteeism or tardiness\(^1\)

---

Participation in SBP is increasing!

- **14.5 million** participate each day
- **1.7 million more** than 4 years ago

Data Source: SNA’s SBP Participation Tracking, (SY2015-16 Data is PRELIMINARY)

PHOTO CREDIT: Bemidji Area Schools
Because #SBP Helps in the Battle of Hunger & Food Insecurity

1 IN 6

Nearly one in six children in America lives in households that struggle to put food on the table. That’s 13 million kids who aren’t getting the food they need¹.

Improving but more work to be done!

Children were food insecure at times during the year in 7.8 percent of U.S. households with children (3.0 million households), down significantly from 9.4 percent in 2014. These households were unable at times during the year to provide adequate, nutritious food for their children².

1. No Kid Hungry- Share Our Strength 2016
2. ERS - www.ers.usda.gov
Barriers
Barriers to breakfast consumption

- Hunger misaligned with opportunity to eat
- Not having easy breakfast options available
- Time constraints
- Lack of planning$^{1,2}$

“Shaming” is a Barrier

Kids don’t want to be singled out as needing free breakfast!

• In partnerships with Action for Healthy Kids, Food Research and Action Center and Share Our Strength No Kid Hungry, Kellogg’s helps provide resources to bring a much-needed breakfast to 63,000 students through breakfast-in-the-classroom and grab-and-go models in 250 schools.¹

• A bipartisan bill was introduced - H.R.2401 - Anti-Lunch Shaming Act of 2017 -

2. H.R.2401 - Anti-Lunch Shaming Act of 2017
How to overcome barriers to breakfast?
Breakfast at School is COOL!
Breakfast can become reality when everyone gets involved

**Teachers**

**Students**

**Principals**

**Parents**
Stressed and Pressed for Time

Alternative Breakfast Programs offers solutions for stressed and pressed for time GenZ customers!

Grab n’ go solutions provide portable options that deliver on nutrition and taste kids love.

https://bestpractices.nokidhungry.org/school-breakfast
Nutritional adequacy of meals served in schools is articulated in the HHFKA; however, requirements for “processed”, “clean”, or “natural” are not mentioned in these guidelines.

Does imposing requirements for “processed”, “clean” or “natural” create an undue burden when improved nutrition, health or school performance is not assured for the student by these additional measures?
Fortification Concerns and Confusion

Concerns

• Fear of potential side effects of “unnatural” foods\(^1,2,3\)
  ▪ “Over Fortification” Critics – EWG Report
  ▪ Lack of knowledge\(^1\)
  ▪ Preference for natural or fresh foods\(^3\)

Some major barriers include:

• Which foods to purchase and how much to consume (64%)
• Skepticism of food manufacturer’s motives for adding health components (34%)
• Confusion over conflicting information (27%)

---

\(^1\) Mintel – Vitamins, Minerals and Supplements – US, September 2014
\(^2\) 2013 IFIC Functional Foods Consumer Survey
\(^3\) Hartman, Consumer Interest in Fortification, 9/23/14.
Most of the vitamin D in our diets come from “processed”, fortified foods!¹


*Data from NHANES 2003 - 2006.*
• Kids tend to echo their parents’ views.

• School influencers may or may not be a credible resource of information.

• Health classes, coaches and school programs also make a big impact on teens.

Audience Poll #2
Rubber Meets the Road Solutions
Foods That ROCK!
Many Top GenZ Faves ROCK!

Foods Incremental Servings

- Burgers: 25,572
- Fruit: 25,534
- Mexican (incl. Nachos): 20,665
- Non-Fried Vegetables: 14,890
- Breaded Chicken Sandwich: 14,746
- Main Dish Salads: 12,966
- Chicken Nuggets: 7,033
- Other Sandwich: 6,931
- Pizza: 6,048
- Yogurt (Non-Frozen): 4,869

* Secondary Schools Excluded Vending
Menu Importance (M.I.) = Servings / Traffic
The NPD Group / CREST OnSite ® / YE Jun 2015

= Healthy Items
Social responsibility & Sustainability

Most concerned with social responsibility

Partnerships
✓ No kid hungry/share our strength
✓ BIC School Nutrition Foundation

Sustainability

Menu solutions
✓ Plant based eating  ✓ Composting
✓ School gardens  ✓ Reducing Carbon foot print
✓ Recycling

Source: Technomic, Gen Z: Decoding the Behaviors of the Next Generation, September 2015
Taste and Fun are essential!

- Versatility and customization
  - Yogurt parfait
  - Cereal versatility
  - Salad bar
Engage Stakeholders

- Pictures of “Why I LOVE breakfast”
- Bring awareness to home
- Goodness of nutrition
  - Info graphic
- Social media engagement
  - #NSBW
  - Instagram pictures of Teachers, Janitors, Administrators, Parents holding “I heart School breakfast”
Demystify Breakfast for Stakeholders

• Host a breakfast sampling for parents and students.

• Have a student-driven recipe contest in the classroom.

• Invite key community members to breakfast.

• Host a breakfast field trip for administrators and SNS Managers.
Breakfast After the Bell

• Introduced this program in January 2017 in Smart’s Mill Middle School.

• Launched a second program in February 2017 at Harper Park Middle School.

• Breakfast participation increased by 213% at Smart’s Mill and 458.8% at Harper Park.

• Additional schools launching Breakfast After the Bell for SY17-18.
• Dietetic Interns conducted Time & Motion studies at both sites.

• Both programs consist of 2 SNS employees making stops throughout the school daily.

• Barriers: managing stops with classroom schedules, staffing to ensure there is coverage for lunch preparation, forecasting, and technology concerns.
Interventions:
Work simplification training to SNS staff covering transition from grab-and-go to self-serve breakfast lines, kitchen setup prior to food prep, and modifications to delivery route.

Dietetic Interns and SNS Specialist presented findings to the staff and administration at both schools.
Portable Breakfast Options

• Bags, paper boats and grab-and-go items like smoothies and parfaits are great ways to keep breakfast service portable.

• Get students involved by letting them design the bags.

• Be mindful of spillage such as offering canned fruit without a lid.
Foods That ROCK!!

Yogurt Parfait Banana Splits from Hoover City Schools, Alabama

Funfetti Parfaits with Waffle Dippers from Waltham Public Schools, Massachusetts

Yogurt Cruncher Boxes from Windham Raymond Schools, Maine
Foods That ROCK!!

Bagel with Fruit from Weaver Union School District, California

Oatmeal with Bananas and Cinnamon from Metro Nashville Public Schools, Tennessee

Bacon, Egg and Cheese Bagel from Martin County Schools, Florida
Partnerships

• Partnerships can have a great impact on your program.

• They can help provide your district with equipment, marketing materials, prizes, giveaways and training for the staff!

• Some partners to consider:
  – No Kid Hungry/Share Our Strength
  – BIC School Nutrition Foundation
  – Fuel Up to Play 60
  – Dairy Council
Sustainable Menus

- Plant Based Meals
- School Gardens
- Recycling and Composting
- Reducing Carbon Foot Print
Driving Breakfast Participation

Engagement

• What activities do you have planned to promote program?
• Do you have special theme days or activities?
• How is the PTO/PTA helping?
• Are students and teachers helping promote?

Communication

• How are you getting the message out?
• What are you doing to promote the program?
• Ask instead of assume.
NSBW Examples
Social Media Engagement

• Photos make a difference!
• Keep your message and hashtags consistent.
• Tag your schools, teachers, and community partners.
• Make sure to like and share posts from others.
Photo Tips!

- Make sure images are clear.
- Stay in focus
- Remove packaging so product is shown
- Lighting can make or break a photo
- Color

Waltham Public Schools, Massachusetts
A+ Examples

Chelsea Public Schools, Massachusetts

San Ysidro School District, California

Windham Raymond Schools, Massachusetts
NSBW social media best practices

1. Make a plan with partners and resources.
2. Post regularly before/during/after #NSBW18.
3. Use great photos, graphics and video.
4. Focus on short, positive text and comments.
5. Connect to the conversation with #hashtags.
6. Amplify the message by tagging others.
Loudoun County (VA)
best practices #SocialMedia
Haleyville high school (AL)
Partner up

- Students
- School/Educators
- Community Groups
- State Child Nutrition
- Dairy Council Affiliate
- No Kid Hungry
#SocialMedia resources

WWW.SCHOOLNUTRITION.ORG/NSBW

- Toolkit
- Download artwork and logos
- Facebook cover photos
- Customizable press release, menu template and more!
Presentation Title: Showing #SchoolBreakfast Some "LOVE": Bring Passion Back to the Most Important Meal of the Day

Presentation Key Area: Key Area 4 - Communications & Marketing

Professional Standards Code: 4110
Thank you!

You can also learn more about National School Breakfast Week (March 5-9, 2018) at https://schoolnutrition.org/nsbw/.

Co-sponsored by Kellogg's
If you would like to further discuss opportunities for your school breakfast program and NSBW, please visit Dave Grotto or Kelly Grzyb at booth #1037 during show hours.