



#047-21

Commonwealth of Virginia
Virginia Department of Education
Superintendent's Memo #047-21

DATE: February 26, 2021
TO: Division Superintendents
FROM: James F. Lane, Ed.D., Superintendent of Public Instruction
SUBJECT: **National School Breakfast Week - March 8-12, 2021**

The Virginia Department of Education, Office of School Nutrition Programs (VDOE-SNP), in partnership with the U.S. Department of Agriculture (USDA) and the School Nutrition Association (SNA), encourages school divisions and schools to recognize March 8-12, 2021, as National School Breakfast Week (NSBW). This year the theme is "Score Big with School Breakfast."

School breakfast not only provides a great start to the school day with nourishing foods it also supports student wellness, connectivity to school, and academic success. The NSBW offers the opportunity to inform parents and students of the value of school breakfast, to increase breakfast participation, and to improve the health and academic performance of Virginia's students. During school year 2019-2020, Virginia schools operating the USDA School Breakfast Program served over 40.8 million meals to children, even during the unprecedented COVID-19 pandemic.

For promotional ideas for NSBW, please refer to the [NSBW 2021 Toolkit](#) available on the SNA website. The Toolkit includes ideas to engage students in breakfast participation, a planner to identify goals, establish a budget, collaborate with partners, and ways to encourage student's best effort, teamwork, courage, and perseverance not just in sports-related activities, but also in all pursuits, including the science lab and performance stage.

Another great resource, the [Breakfast Club](#), is a group of breakfast stakeholders with a shared mission to promote equity in school meals by disseminating resources and best practices to

improve the nutritional quality of school breakfast. The taskforce includes Virginia state agencies, nonprofit organizations, and school nutrition professionals from across the Commonwealth. The Breakfast Club's 2020-2021 Best Practices are:

- Remove barriers to access by initiating or expanding alternative breakfast models, such as grab-and-go breakfast.
- Increase consumption of high quality protein foods for student's growth, development, and learning.
- Reduce sugar consumed by students by reducing the number of days fruit juice is offered.
- Serve more fresh local fruit in place of fruit juice.
- Increase participation by providing innovative new foods and menu items.
- Reduce sugar consumed by students by replacing sweet breakfast items with savory breakfast items.

Congratulations to the following schools for receiving the Breakfast Club Award for breakfast achievement for the latest award cycle:

- Read Mountain Middle School, Botetourt County Public Schools;
- St. Paul School, Carroll County Public Schools;
- Hopkins Road Elementary School, Chesterfield County Public Schools;
- Sycamore Park Elementary School, Culpeper County Public Schools;
- Northside Middle School, Norfolk City Schools; and
- Orange Elementary School, Orange County Public Schools.

These award winning schools are recognized for excellence in prioritizing the nutritional quality of school breakfast, offering an alternative breakfast service model, providing local food for breakfast, and implementing other initiatives to prioritize breakfast in their schools. The award winners will receive grab-and-go breakfast tote bags and promotional materials to celebrate NSBW on March 8-12, 2021, provided by a grant from the Virginia Department of Health.

For more information

Please direct any questions regarding NSBW or the Breakfast Club to Laura Burns, VDOE-SNP Wellness Policy Specialist, via email at Laura.Burns@doe.virginia.gov.

JFL/SCC/LB/cc