



The Breakfast Scoop



**School Breakfast and Families:
Together, to benefit all children.**

Welcome to the first edition of the electronic Wisconsin Breakfast Newsletter!



The purpose of this newsletter is to provide you and other school personnel, specialized information about breakfast, school breakfast programs and related issues.

Why a Breakfast Newsletter?

When we asked over 130 school food service directors and other school personnel how they would like to receive information about school breakfast and how to assist them in promoting their programs, 75% answered that an online breakfast newsletter would be the most helpful tool.

The breakfast newsletter will be available online through the University of Wisconsin-Extension website at <http://www.uwex.edu/ces/flp/ffod/schoolbreakfast/newsletter.cfm>.

There will be three editions during the school year (Fall, Winter and Spring). We hope to bring you articles, marketing tips, menu ideas and research based information that will ultimately help you promote your breakfast program.

We hope that you view this newsletter as *your* newsletter. After all, it was created from your ideas and suggestions. If you have an article related to breakfast or school breakfast that you would like us to include, let us know. If you have a breakfast success story that you would like to share, definitely share it with us. If you have a question or a menu suggestion, again, please get in touch with us.

Contact Julia E. Salomon, MS, RD, CD at julia.salomon@ces.uwex.edu for more information, or to send ideas or articles to be included in the newsletter. We welcome your suggestions.

Thank you and happy reading!

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breakFAST FACTS

School Breakfast:

- improves the quality of children's diets
- helps students perform better academically
- improves student behavior
- improves the learning environment
- may reduce the prevalence of obesity



Marketing Corner

- ✓ Know what you want to market.
- ✓ Is this a good time to market your product?
- ✓ Identify who is in your selected market.
- ✓ Know your audience.
 - ✓ What makes them tick?
 - ✓ Where do they go to receive information?



Wisconsin Breakfast Newsletter Website

<http://www.uwex.edu/ces/flp/food/schoolbreakfast/newsletter.cfm>

Incentive grants awarded to 18 school districts in Wisconsin



Incentive grants were awarded to 18 out of the 48 school districts that received Participation Improvement grants for the 2006-2007 school year.

These 18 school districts applied and qualified for additional funding to assist them in continuing to increase the participation of school breakfast at their schools. In order to qualify, the schools increased their average daily participation (ADP) by at least 15%.

Congratulations to the following school districts!

Appleton Area School District
Birchwood Public Schools
Catholic East Elementary
Frederic School District
Gale-Ettrick-Trempealeau School District
Herman School District #22
Milwaukee Public Schools
Mukwonago Area Schools
Our Lady of Good Hope

Riverdale School District
School District of Chilton
School District of Flambeau
School District of Jefferson
School District of New Lisbon
School District of Seneca
School District of Superior
Shorewood School District
Stanley-Boyd Area Schools



"Fuel Your Imagination" is this year's theme for National School Breakfast week.

National School Breakfast Week (NSBW) started in 1989 to raise awareness of school breakfast programs. Eighteen years later, National School Breakfast Week is going strong with "Fuel Your Imagination" as this year's theme.

Sponsored by the School Nutrition Association, National School Breakfast Week serves as an opportunity to not only raise awareness but to educate and entertain students about issues related to breakfast and its benefits. One objective is for students to learn more about nutrition in a fun and interactive way. The Fuel Your Imagination campaign runs from November 2007 to March 2008 ending with a bang during National School Breakfast Week, March 3 -7, 2008.



As part of the celebration, the School Nutrition Association is sponsoring a nationwide creative writing contest for children in grades 1 through 12. Students are to write about how school breakfast helps them fuel their imagination, which parallels the theme for this year's National School Breakfast Week.

Three winning stories will be posted on the Fuel Your Imagination website. The deadline for entries is December 31, 2007.

Schools are encouraged to participate during National School Breakfast Week and many resources can be found through the SNA website. For general information about National School Breakfast Week 2008 please visit the following websites.

<http://docs.schoolnutrition.org/meetingsandevents/nsbw2008/index.html>
<http://docs.schoolnutrition.org/meetingsandevents/nsbw2008/tools.html>

For more information about the writing contest refer to <http://docs.schoolnutrition.org/meetingsandevents/nsbw2008/contest.html>

Other resources that may be helpful can be found in the following website. <http://www.uwex.edu/ces/flp/food/schoolbreakfast/nsbw/resources.cfm>

So, don't forget to Fuel Your Imagination and celebrate National School Breakfast Week March 3-6, 2008.

