



National School Breakfast Week

March 4-8th, 2024

Contest Information Packet

The theme for the 2024 National School Breakfast Week is:

Surf's Up with School Breakfast

It is a weeklong celebration of the National School Breakfast Program, permanently established in 1975 by an act of Congress. Schools across the country celebrate with special menu items, events and student activities. NSBW is the perfect time to bring attention to your breakfast program and set a goal to increase participation.

Studies show that children who eat school breakfast are more likely to:

- Reach higher levels of achievement in reading and math
- Score higher on standardized tests
- Have better concentration and memory
- Be more alert and maintain a healthy weight

School breakfast plays a particularly significant role for children of food-insecure families—and when all students are taking advantage of school breakfast service, that can help to eliminate any stigma associated with participation. #NSBW24 is a great occasion to shoot for the moon with these messages.

Surf's Up with School Breakfast » Promote healthy menus offered by SNA members and increase breakfast participation. »» Raise awareness with parents, administrators, the media and other stakeholders about the importance of school breakfast programs for student success and the role played by school nutrition professionals. »» Expand the online presence of school nutrition programs on a national scale via social media, blogs, newsletters, allied partner communications and more!

Start planning your celebration today! For more information and resources, go to:

<https://schoolnutrition.org/about-school-meals/national-school-breakfast-week/>

(PLEASE READ THE INSTRUCTIONS CAREFULLY)

There are TWO ways to enter: Entrants may submit a Scrapbook and/or a Video

1). SCRAPBOOK

Guidelines for Submitting Scrapbook:

1. Must be submitted in a one-inch (1”) x one and ½ inch (1 ½ “) three ring binder with sheet protectors.
2. Entry form must be the first page of the binder, and placed on the inside cover.
3. Cannot be over 15 pages in length.
4. Must be postmarked by Friday, April 15th, 2022.
5. Captions must accompany pictures, cards, student activity sheets, newsletter articles, videos, etc.
6. Must include student activities.

Scoring Criteria:

- | | |
|--|-----------|
| 1. Binder presentation | 15 points |
| 2. Student/cafeteria staff involvement | 25 points |
| 3. Promotion of NSBW theme | 25 points |
| 4. Education impact | 15 points |
| 5. Community involvement | 20 points |

Total Points 100 points

Mail Scrapbook To:

Caroline Kelly Flax
Ouachita Parish School Board
920 Thomas Rd.
West Monroe, LA 71292
318-398-1990

Winners will be notified in writing and announced at the SNAL Annual Conference in Monroe, LA. Scrapbooks and videos will be returned at conference as well.

2). VIDEO

Guidelines for Submitting Video:

1. Must be submitted on a DVD or USB.
2. Must include an entry form in the title and in the video credits.
3. Cannot be over 10 minutes in length.
4. Must be postmarked by Friday, April 15th, 2022.
5. Must include sound or captions.
6. Must include student involvement.

Scoring Criteria:

1. Video presentation	15 points
2. Student/cafeteria staff involvement	25 points
3. Promotion of NSBW theme	25 points
4. Education impact	15 points
5. Community involvement	20 points

Total Points 100 points

Mail Video To:

Caroline Kelly Flax
Ouachita Parish School Board
920 Thomas Rd.
West Monroe, LA 71292
318-398-1990

Winners will be notified in writing and announced at the SNAL Annual Conference in Baton Rouge. Scrapbooks and videos will be returned at conference as well.

National School Breakfast Week Entry Form

March 4-8, 2024

Dig Into School Breakfast

Select Entrance Category:

Elementary School ____ Middle/Jr. High School ____ Senior High School ____

Type of Entry (Select all that apply.) _____ Scrape book _____ Video _____

School District: _____

School: _____

CNP Director/Supervisor: _____

District Address: _____

District Phone #: _____

School Principal's Name: _____

Principal's Signature: _____

Enrollment: _____ Grade Levels: _____

Lunch Average Daily Participation (ADP): _____