

Marketing and Promotional Ideas to Increase Breakfast Participation at the High School

Remember the key to having a successful School Breakfast Program is to have FUN while still providing a nutritious start to a student's day. You know your students best so customize your breakfast program to meet their needs.

Make Breakfast More Convenient

- For Grab n' Go Breakfast, use a cart to serve breakfast in the hallways or at the bus entrance.
- Have a frequent breakfast buyers card which enables students to enter a prize drawing once they have a certain number of stamps or they earn a free snack at break.
- Offer convenient "special delivery" breakfasts during testing week to encourage students to eat breakfast.
- Branding, serve breakfast in a way students can identify with a restaurant or café. Market breakfast specials like a diner.

Get Students Involved

- Have a student planned breakfast.
- Correlate menus with school spirit days. Work with student leadership to advertise these menus as part of spirit day advertising.
- Offer samples of a new breakfast item once a month.
- Start a breakfast committee whose role is to research student perceptions of school breakfast and the barriers to eating as well as taste potential breakfast choices and advertise breakfast.
- Get the cheerleaders to create a breakfast cheer or make it a contest for the school.
- Ask students to create a Breakfast Commercial, ask a TV or radio station to produce and air the winning entry or announce it over the loudspeaker.

Offer Incentives and activities

- Invite your local TV station to broadcast from your school.
- Bring a local radio station in and have them broadcast their show during breakfast time. They bring giveaways and it is a lot of fun.
- Have the Principal serve breakfast.
- Have a poster contest for students to illustrate movies, songs, bands TV shows and use the winning poster as a theme.
- Implement "Breakfast with the Principal" for strait A's, award winners etc.

Go High Tech

- Advertise school breakfast (including menus) on the school website.
- Advertise school breakfast with posters and displays around campus.

Change the Atmosphere

- Provide entertainment during breakfast by playing music or showing “news-oriented” TV programs or videos.
- Give the cafeteria a face lift or offer breakfast in non-traditional places like carts where students hang out.

Adapted from resources produced by the School Nutrition Association, the National Dairy Council and Meals4kids.org