



# Ohio School Breakfast Challenge: Social Media Messages for Schools for 2019-2020 School Year

## Help Spread the Word

- Share breakfast messages through e-newsletters, social media and other school announcements
- Join the conversation on Twitter using the hashtags #OHSBC and #Breakfast
- Like and share posts on your Facebook page

## Twitter and Facebook Teasers

DYK: School breakfast is a great way to kickstart your student's day when you're crunched for time in the AM #OHSBC <http://bit.ly/OHSBC>

Give 'Em Breakfast. Give 'Em A Boost. Does your school offer #breakfast in the morning? If not, encourage them to >> <http://bit.ly/OHSBC>

Moms & Dads know best - a healthy #breakfast helps kids to do their best! #OHSBC <http://bit.ly/OHSBC>

If your kids aren't hungry first thing in the morning, have them eat breakfast at school! Studies show breakfast fuels their brains and bodies. #OHSBC <http://bit.ly/OHSBC>

#Breakfast - it's smart! Help your kids get the best start to their day! <http://bit.ly/1pLyozr>

Breakfast fills your child's "empty tank" to get them going after a long night of sleeping. #OHSBC <http://bit.ly/OHSBC>

Why is #breakfast the most important meal of the day? It provides fuel and boosts brainpower! <http://bit.ly/1N8TNrA>

Build a better #breakfast by including at least 3 of the 5 food groups. What's your favorite combo? <http://bit.ly/2x2ccog>

Parent Power! Be a role model & make sure your kids see you eating #breakfast. Better yet, eat breakfast together! <http://bit.ly/1N8TywN>

Make sure your family fuels up with a healthy breakfast every day. Learn why it's important >> <http://bit.ly/OHSBC>



## ***Social Media Messages for Schools for 2019-2020 School Year; continued....***

### **Twitter and Facebook Teasers**

Breakfast is the most important meal of the day because it refuels the body and the brain. Get the facts #OSBC >> <http://bit.ly/OHSBC>

Kids who skip breakfast often mistake hunger pangs for a tummy ache. Eat breakfast at school to fight hunger #OHSBC <http://bit.ly/OHSBC>

Breakfast Builds Brain Power! Studies link the importance of breakfast and children's performance in school >> <http://bit.ly/OHSBC>

Breakfast provides kids the get-up-and-go they need to listen and learn in school. >> <http://bit.ly/OHSBC>

DYK: Students can get a healthy breakfast at school complete with whole grains, fruit and dairy!

School breakfast provides a simple and healthy option for families every morning. Tomorrow we're having **[insert menu item and share a photo]**

A healthy school breakfast like **[insert menu item and share a photo]** helps students perform their best in the classroom! #OHSBC

All students are welcome to join us for breakfast so they can start the day ready to learn. The cafeteria opens at **[insert service start time]**. #OHSBC

My name is Mr./Mrs. \_\_\_\_\_ and I teach \_\_\_\_\_ grade. My favorite school breakfast is **[insert menu item and share a photo with teacher & item]** which is on the menu tomorrow at **[insert service start time]**. #OHSBC

School breakfast can help students be more alert and improve concentration and memory. >> <http://bit.ly/OHSBC>

Eating school breakfast can promote a positive learning environment by reducing tardies, nurse visits and behavior problems. >> <http://bit.ly/OHSBC>



## Sample Newsletter:

### [School] Named an Ohio Breakfast All-Star School

[School Name] took the 2019 Ohio School Breakfast Challenge and was named a Breakfast All-Star School for their outstanding efforts in increasing access and participation in the school breakfast program, so *all* students start their day ready to learn. In Ohio, 313 schools met the criteria of the Ohio School Breakfast Challenge and were recognized as Breakfast All-Star Schools. [Click here](#) to see the complete list of Breakfast All-Star Schools.

Congratulations to the [2019-Ohio School Breakfast Challenge](#) schools for their outstanding efforts in increasing access and participation in the school breakfast program. In Ohio, 313 Schools met the criteria of the Ohio School Breakfast Challenge and received an All-Star Banner to proudly display at their school.

### [School] Named “Champion of School Breakfast”

The Ohio School Breakfast Partners recognized (*add your school name*) as a “*Champion of School Breakfast*” award winner. In Ohio, 11 school districts received the champion award for their collaborative and innovative school breakfast best practices. #OHSBC [www.ohioschoolbreakfastchallenge.com](http://www.ohioschoolbreakfastchallenge.com)

Congratulations to the [2019 Champion of Breakfast Award Winners](#) for their excellence, collaborative and innovative school breakfast practices. #OHSBC

## Social media images are available for download at:

<https://www.dropbox.com/sh/edb1tt9k8f9wyp/AAA4uxMPhV5GkRdQ2yOVdBNJa?dl=0>

“ We can't make kids smarter, but with improved nutrition and physical activity  
**WE CAN PUT A BETTER STUDENT IN THE CHAIR.**”  
Robert Murray, MD, Professor of Nutrition, Department of Human Sciences,  
College of Education & Human Ecology, The Ohio State University

**BREAKFAST Boosts BRAINPOWER**

**35.3%** OHIO TEENS REPORT EATING BREAKFAST EVERY DAY.!

