

# Ohio School Breakfast Challenge

## Social Media Messages 2021-2022 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
- Like and share posts on your Facebook page

### NEW Video Animations to download/share on social media or menus that Highlight the Importance of School Meals

#### [“Healthy School Meals for All” 60 seconds](#)

School meals are well balanced, nutritious, and delicious too! Studies show that students that eat school meals come 40% closer to reaching the [healthy eating index](#) that measure the diet quality of foods. That means that school meals benefits growing bodies and minds too. [“Healthy Meals for All”](#) supports families, students and schools alike!

#### [“School Meals at No Cost to You” 30 seconds](#)

Take the chaos out of your morning while ensuring your kids have a nutritious breakfast and lunch at school. All students can get a nutritious breakfast and lunch at school at no cost to you. Take a look at [“School Meals at No Cost to You”](#) and ensure your students get top marks in physical, emotional, and mental health.

#### [“A Pediatrician’s Perspective Video Presentation”](#)

[School meals are Healthy Meals](#) Ohio Pediatrician Robert Murray (MD, FAAP) explains how school meals fuel achievement by providing the nutrients your students need for proper brain & child development. [Click to view the video.](#)

### Newsletter Samples

[A recent study from Tufts University](#) found that school meals offer the single healthiest source of food for children. For the 2021-22 school year the U.S. Department of Agriculture extended breakfast and lunch meals at no cost to *all* Ohio students attending school in person or remotely. Start a new healthy habit with your student... eat school meals at no cost. #OHSBC <http://bit.ly/OHSBC>

School districts can continue serving breakfast and lunch meals at no cost for *all* students through the 2021-22 school year due to nutrition [waivers](#) extended by the current administration. This gives schools the opportunity to ensure students have access to school meals whether attending schools in person or virtually. Start a new healthy habit with your student... eat school meals at no cost. #OHSBC <http://bit.ly/OHSBC>

School meals provide busy parents a reliable source of [nutrition](#) for their children. The U.S. Department of Agriculture has extended [waivers](#) through the 2021-22 school year allowing schools to serve meals at no cost for *all* students regardless of income. Start a new healthy habit... eat breakfast and lunch at school. #OHSBC <http://bit.ly/OHSBC>

Extending the U.S. Department of Agriculture [waivers](#) through the 2021-22 school year allows schools to serve meals at no charge for *all* students regardless of income. The extension provides flexibilities to successfully operate the school meal program with the stability needed to support local communities. #OHSBC <http://bit.ly/OHSBC>

School districts can continue serving breakfast and lunch meals at no cost through the 2021-22 school year due to nutrition [waivers](#) extended by the current administration. The waivers give schools several meal service flexibilities to successfully operate the school meal program and provides support to local communities. #OHSBC <http://bit.ly/OHSBC>

## Twitter and Facebook Teasers

Healthy Food Fuels Hungry Minds: This year at NAME of SCHOOL all students will be offered [nutritious](#) meals for breakfast and lunch at no charge. #OHSBC <http://bit.ly/OHSBC>

School meals offer the single healthiest source of food for children and the [nutritional quality](#) of school meals has improved significantly. This year at NAME of SCHOOL breakfast and lunch are at no cost for all students. Start a new healthy habit, eat school meals. #OHSBC <http://bit.ly/OHSBC>

Start a new habit and jump-start your student's day with a no cost breakfast and lunch at school. Fuel your student's brain and body with a [nutritious](#) school meal. #OHSBC <http://bit.ly/OHSBC>

Crunched for time in the AM or your student isn't hungry first thing in the morning? This year at NAME of SCHOOL all students can eat a no cost breakfast at school. #OHSBC <http://bit.ly/OHSBC>

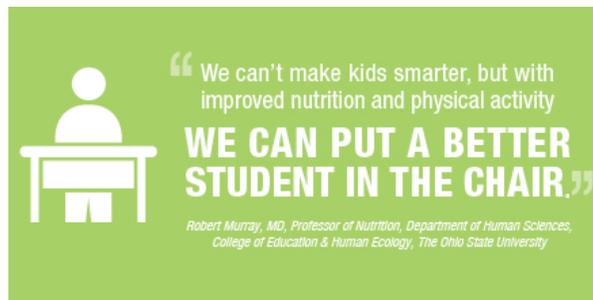
Breakfast the most important meal of the day... It provides fuel and boosts brainpower. An added bonus for the 2021-22 school year... All students at NAME of SCHOOL can eat breakfast and lunch at no cost. #OHSBC <http://bit.ly/OHSBC>

Kids who skip breakfast often mistake hunger pangs for a tummy ache. To fight hunger, this year at NAME of SCHOOL all students can eat breakfast and lunch at no cost. #OHSBC <http://bit.ly/OHSBC>

Breakfast Builds Brain Power! Studies link the importance of school meals and children's performance in school. All students can eat breakfast and lunch at no charge this year. Start a new habit, eat breakfast and lunch at school. #OHSBC <http://bit.ly/OHSBC>

School breakfast provides a simple and healthy option for families every morning. This year, breakfast is at no cost for all students, start a new habit---Eat Breakfast at School! Tomorrow we're having [\[insert menu item and share a photo\]](#)

## Social media images are available for [download](#)



## Breakfast Impacts Learning

IT IMPROVES		IT DECREASES
• Attendance	• Concentration	• Anxiety
• Behavior	• Math and reading scores	• School nurse visits
• Classroom participation	• Standardized test scores	• Tardiness
• Attentiveness	• Cognitive test speed	• Absenteeism <sup>1,2</sup>
	• Vocabulary	

CITATIONS  
<sup>1</sup>Food Research and Action Center (FRAC) "Breakfast for Health" Fall 2011 www.frac.org  
<sup>2</sup>Healthcare Impact Report: Enhancing Academic Success through Healthy School Environments -- BENEFITS Foundation 2013 www.benefitsfoundation.org

