

Think Breakfast!

Think Breakfast! is a New York State strategic initiative designed to motivate children to eat a healthy breakfast at home or at school every day. It is targeted to principals, teachers and parents because they can influence breakfast consumption by children.

Nutritionists often cite breakfast as the day's most important meal and the foundation of healthy eating habits. We want educators, teachers and parents to know that breakfast consumption helps to ensure that all children are prepared to face classroom challenges and should be perceived as a viable tool in improving classroom performance.

Think Breakfast! is a five week initiative that begins March 25, 2002 and runs through May 17, 2002. Teachers are asked to select five weeks within that timeframe to record student breakfast consumption. At the end of the timeframe the teacher submits a summary to the State Education Department. Students will then be selected for prizes donated by corporate sponsors. Prizes will be awarded in nine regions of the state. The ***Think Breakfast!*** teacher packet includes a CD-ROM featuring an exciting music video that will appeal to students, a breakfast video game to engage the students to play and learn, age-appropriate lesson plans, a parent letter in both English and Spanish to send home with children to encourage family participation, a dynamic promotional poster, and a ***Think***

Breakfast! progress chart and summary sheet to be used in the classroom to track student participation and progress. Every student who participates receives a colorful refrigerator magnet. In addition, a web site: www.thinkbreakfast.net has been established.

We have been asked “How does this strategy affect the school food service director or manager?” Directors/managers should be prepared to feed more students during the promotion. They also should review their menus and choices so that children will find breakfast at school a good way to start their day. If students find appealing choices in the morning, they will be motivated to continue to have breakfast when the promotion is over this year.