# Superintendent’s Memo #042-20

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**COMMONWEALTH of VIRGINIA   
Department of Education**

DATE: February 21, 2020

TO: Division Superintendents

FROM: James F. Lane, Ed.D., Superintendent of Public Instruction

## SUBJECT: National School Breakfast Week - March 2-6, 2020

The Virginia Department of Education (VDOE), in partnership with the U.S. Department of Agriculture (USDA) and the School Nutrition Association (SNA), encourages local schools to recognize and celebrate March 2-6, 2020, as National School Breakfast Week (NSBW). This year the theme is “School Breakfast: Out of this World.”

School breakfast provides a foundation for learning as it supports academic performance, improved attendance, and more nourished students. Participation in school breakfast also improves a student’s daily dietary intake of important vitamins and minerals. The NSBW offers a great opportunity to increase student participation and inform parents and students of the importance of school breakfast. Increasing the number of students who eat a nutritious meal as part of the School Breakfast Program (SBP) is an important step in improving the health of Virginia’s students, as well as their academic performance.

In school year (SY) 2018-2019, 57.2 million school breakfasts were served to students in Virginia, which is less than half the number of lunches served. This school year, 1,865 (or 98.8 percent) of schools participate in breakfast. All SBP participating school divisions in Virginia are eligible to receive a $0.22 per meal state incentive payment for new school breakfasts served above an established baseline. In SY 2019-2020 schools received 6.5 million in state incentive funds for an increase in breakfasts served during SY 2018-2019. In addition, in SY 2018-2019, state incentive funding was awarded to 325 schools to implement alternative breakfast service models, such as grab and go breakfast, breakfast in the classroom, and breakfast after the bell.

For promotional ideas for NSBW, please refer to the [NSBW 2020 Toolkit](https://schoolnutrition.org/meetings/events/nsbw/2020/toolkit-handouts/) available on the SNA website. The goals for the national campaign are to:

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

Another great resource, The Breakfast Club, is a group of breakfast stakeholders that includes the VDOE Office of School Nutrition Programs, non-profit organizations, and local school nutrition professionals from across the Commonwealth. The Breakfast Club is collecting best practices to share in helping to promote school breakfast. Below are some examples of best practices:

* Staunton City Public Schools serves an egg and avocado toast breakfast to boost high-quality protein intake at breakfast;
* Chesterfield County Public Schools offers grab and go breakfasts;
* Arlington County Public Schools is promoting NSBW by serving breakfast at no charge to all students. This will encourage students to try new breakfast options of overnight oats, cheese croissant with fruit, and avocado toast.

If there are questions or additional information is needed, please contact Dr. Sandy Curwood, Director of School Nutrition Programs, by phone at (804) 225-2074 or by email at [sandra.curwood@doe.virginia.gov](mailto:sandra.curwood@doe.virginia.gov) or contact the school nutrition program specialist assigned to your school division.

JFL/SCC/BDB/cc