# SNP Memo #2022-2023-40


**COMMONWEALTH of VIRGINIA
Department of Education**

DATE: January 3, 2023

TO: Directors, Supervisors, and Contact Persons Addressed

FROM: Sandra C. Curwood, PhD, RDN, ***Sandy***

## SUBJECT: Celebrate National School Breakfast Week and Apply for the Virginia School Breakfast Club Award

The purpose of this memo is to encourage schools to celebrate National School Breakfast Week (NSBW) March 6–10, 2023, and to [apply for the Virginia School Breakfast Club Award](https://virginiadoe.gov1.qualtrics.com/jfe/form/SV_3KUqckPN6ymrW8m).

Celebrating NSBW provides opportunities to inform parents, students, and educators of the value of school breakfast, increase breakfast participation, and improve the health and academic performance of Virginia’s students. The Virginia School Breakfast Award recognizes schools for excellence in prioritizing the nutritional quality of school breakfast.

### Celebrating National School Breakfast Week

This year's NSBW theme is *Dig into School Breakfast*. The [resources available on the School Nutrition Association website](https://schoolnutrition.org/resource/nsbw23-marketing-pr-resources/) offer an abundance of ideas for celebrating this weeklong event including tips for planning a successful marketing campaign along with student activity sheets, infographics and marketing resources, sample social media posts, and artwork. The theme, *Dig into School Breakfast*, reminds parents, students, school staff, and other stakeholders that “building” a healthy school breakfast helps students reach their goals.

In addition to the SNA website, the Virginia Breakfast Club, a group of stakeholder agencies and nonprofit partners with a shared mission to promote equitable access to good, healthy food in Virginia school breakfast programs, is another great school breakfast resource. In 2021, the Breakfast Club developed a sample two-week grab-and-go breakfast menu featuring entrees served across Virginia as well as locally grown fruits and vegetables. The menu and recipes can be found in the Internal Resources section of the [VDOE-SNP Breakfast Club website](https://www.doe.virginia.gov/programs-services/school-operations-support-services/school-nutrition/breakfast-club). Participation in the Breakfast Club is open to all stakeholders interested in improving school breakfast across Virginia.

### Virginia School Breakfast Awards

For the third year in a row, the Breakfast Club will recognize schools for excellence in prioritizing the nutritional quality of school breakfast. Virginia School Breakfast Awards will be given to schools implementing initiatives to promote and encourage a nutritious start to the school day. Examples of breakfast initiatives include offering alternative breakfast service models, providing locally grown foods for breakfast, and serving scratch-cooked breakfast foods. Award winners will receive promotional materials to celebrate NSBW on March 6-10, 2023. To apply, complete the [Virginia School Breakfast Award application](https://virginiadoe.gov1.qualtrics.com/jfe/form/SV_3KUqckPN6ymrW8m). **The deadline to apply is Friday, January 27, 2023.**

### For more information

For more information, please contact the SNP Training, Program Improvement, and Grants Supervisor, Kelly Shomo, via email at Kelly.Shomo@doe.virginia.gov.

SCC/LB/cc