

# National School Breakfast Week 2023

March 6-10, 2023



*What's the best "building" block for daily success? Starting the morning with a healthy school breakfast!* The 2023 National School Breakfast Week (NSBW) campaign theme celebrates the many ways that your student customers can "construct" a healthy meal that will serve as a solid "foundation" for "towering" achievements at school and in life. "Dig Into School Breakfast" conveys this message, while also urging youngsters to embrace and eat up the delicious and hearty breakfasts offered at school.

The theme plays on the fascination with building structures that most kids develop at an early age and that frequently evolves to a wide variety of related interests, whether it's being captivated by large and impressive construction equipment or the thrill of getting a personal workbench of tools or the allure of the myriad TV home improvement shows. The whimsical images developed for this campaign are just the start of fun ways you can apply this theme to breakfast activities next March.

Hard hats, tool belts and road signs like "Breakfast Crew at Work" are just the tip of the safety cone when it comes to the creative approaches you can take to transform your cafeteria, inspire costumes and develop engagement activities. For example, invite builders, architects, inspectors and others in the construction industry to act as guest servers or make brief presentations. There's also bound to be a long list of "did you know" trivia and behind-the-scenes factoids you can research easily on the internet and use for guessing games, signage and activity sheets. Challenge kids or classrooms or your own cafeteria teams to craft construction vehicles like dump trucks and bulldozers from milk cartons or larger boxes used to ship cafeteria products and supplies.

The building theme is also ideal for conveying messages about the roles of different nutrients—protein, vitamins, fiber, calcium, etc.—in building a healthy body. You can explain *why* they should "Dig Into School Breakfast" in a fun way that delivers valuable nutrition education along with delicious school breakfasts.

Put your hard hat thinking cap on *now*, but be on the lookout for announcements about the availability of helpful #NSBW23 marketing resources from SNA. You can expect a toolkit packed with ideas for engaging students and advice for gaining valuable media attention, customizable templates, all the official #NSBW23 artwork, social media shareables and more. Plus, there will be an array of themed products available from the SNA Shop. "Dig Into School Breakfast" next March and watch how enthusiasm for your morning offerings builds and builds!

