We’ve created a video for parents on the benefits of school breakfast!

The Wisconsin Department of Public Instruction-School Nutrition Team, the Wisconsin Milk Marketing Board and the University of Wisconsin-Extension, Cooperative Extension are pleased to inform you about a school breakfast video focused on outreach to parents.

This brochure will explain the components of the video and provide tips to optimize usage. We hope you find this material useful for your staff, students, and school meal programs.

For more information contact:

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Help parents seize the morning, and understand the value of school breakfast by showing this video!

Why a video?
Tools to help garner support from parents for school breakfast programs are limited. This video was designed to assist you in educating parents about the benefits of breakfast, as well as the various ways in which school breakfast programs are able to deliver those benefits. Hopefully, this will result in increased support for current breakfast programs and will promote the implementation of school breakfast programs that are not yet started.

This video is meant to be a short but powerful way for you to connect with parents to help them understand the benefits of school breakfast both in and out of the classroom.

Parents will better understand that school breakfast programs:

- can be utilized by students to help them be better learners, eat more healthy nutrients, and have better behavior, and
- offer parents the convenience and knowledge that their child will be fed a healthy breakfast at school.

Where can it be used?
As members of your school community and community at-large, you are likely aware of a number of places where there may be value in showing a video that supports school breakfast programs.

Potential places where this video may be utilized include:

- PTO/PTA meetings
- School board meetings
- Community events
- Parent/teacher conference events
- In-collaboration with Cooperative Extension programs such as 4H and the Wisconsin Nutrition Education Program
- School orientation
- Promotion in conjunction with afterschool activities.

How can I find it?
The video can be found online at:

DPI website: http://fns.dpi.wi.gov/fns_market3#parentvideo

UW-Extension, school breakfast website: http://fyi.uwex.edu/wischoolbreakfast/

Prevention Speaks Website: http://preventionspeaks.org/stories/view/wisconsin-school-breakfast-program

IT IS ENCOURAGED THAT SCHOOLS DISPLAY THE MYPLATE LOGO THROUGHOUT THE KITCHEN AND CAFETERIA TO REINFORCE THE IMPORTANCE OF BUILDING A HEALTHY MEAL. MYPLATE POSTERS ARE AVAILABLE FREE OF CHARGE AT HTTP://TN.NTIS.GOV/