

#HEARTHEPACRUNCH



NATIONAL SCHOOL BREAKFAST WEEK

National School Breakfast Week was launched in 1989 to raise awareness of the availability of the School Breakfast Program to all children and promote the links between eating a good breakfast, academic achievement and healthy lifestyles. Breakfast is an important start to a student's day, and the National School Breakfast Program is crucial for making students ready to learn each and every day.

WHY SHOULD YOU PARTICIPATE?

Research shows school breakfast helps students:

- Perform Better on Tests
- Improve Mental Health
- Maintain Overall Nutrition
- Stay Focused



HEAR THE PA CRUNCH - MARCH 9TH

'On Wednesday, March 9th at 10am, help promote #HearThePACrunch by:

▶ Posting a photo/video of you crunching an apple at 10am!

▶ Captioning the photo:

Today, I/we join @FeedingPA's #HearThePACrunch campaign to help raise awareness around the importance of school breakfast. Together, we can help Pennsylvania's children stay full and stay focused. Take Action: (LINK TO SALSA LINK - Coming Soon!) Happy Crunchin'! #NSBW22

#SchoolBreakfast

▶ Tagging @feedingpa

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GET INVOLVED

The easiest way to spread the message is through social media! Help us promote National School Breakfast Week every from March 7th - 11th! Use the sample captions and photo library in your own social channels so you can amplify our mission too! Make sure to tag @feedingpa so we can share!

SAMPLE SOCIAL MESSAGES:

- ▶ Research shows that eating breakfast helps children concentrate and learn while in school. Students who eat school breakfast perform better on tests, have better health, and are less likely to be absent from school. #NSBW22 #HearthePACrunch @feedingpa
- ▶ Instagram is full of beautifully plated food, but for many in our communities this empty plate could be the reality. School breakfast is a critical support for struggling families trying to stretch limited resources and provides children a significant portion of the nutrition they need to learn and be healthy. What can't you do on an empty stomach? #NSBW22 #HearthePACrunch @feedingpa
- ▶ Countless children across the state depend on school meal programs as their only source of balanced, nutritious meals. #NSBW22 #HearthePACrunch @feedingpa