



START YOUR ENGINES!   TM

#NSBW19



Between busy mornings and trying to get ready for the work day, making sure your child gets a balanced, nutritious breakfast can be a challenge. The USDA School Breakfast Program was started in 1975 to make it easier on the parents while providing a nutritious breakfast for their children. Since its start, the program has served over 14 million students.

The National School Breakfast Week was established in 1989 to help encourage students around the country to participate in the School Breakfast Program. Every day, millions of meals are provided to students that meet federal nutrition standards such as, limiting calories, fat, and sodium. Each program also encourages a variety of fruits, vegetables, legumes, and whole grains for the students to choose from. “Breakfast is such an important meal, not only for adults, but especially for growing students,” says current SDSU Dietetic Intern, Gabby Nowicki. “When we go without eating for a long period of time, like a night’s rest, our body runs out of glucose and resorts to our glycogen stores. This means when we wake up, our body needs food to refuel. Eating a balanced breakfast with carbohydrates, proteins, and fats will keep us full and fueled for the morning.”

According to a 2015 survey, school nutrition directors reported a 96% increase in the School Breakfast Program during the National School Breakfast Week. “A healthy breakfast at



Benefits of Breakfast:

- ✓ Helps score higher on standardized tests
- ✓ Strengthens concentration and memory
- ✓ Helps maintain a healthy weight
- ✓ Helps reach higher levels of achievement in reading and math
- ✓ Increases alertness during the school day

the start of the day is one way to ensure students are getting the best education they can,” says Sandi Kramer, Child Nutrition Director for the Yankton School District. “National School Breakfast Week helps us educate parents and students about all the healthy, great tasting, and appealing choices we offer”.

This year’s theme is “Start Your Engines”. During the week there will be prizes and activities to coincide with breakfast. The “Start Your Engines” campaign is made possible by the School Nutrition Association and Kellogg’s®.

Parents and students can follow the fun on [Facebook.com/TrayTalk](https://www.facebook.com/TrayTalk) using the hashtag #NSBW19

