

National School Breakfast Week

March 7 – 11, 2016

Morning Announcement Scripts for Elementary Schools

Morning Announcements for Friday, March 4

- Good morning _____ [school name]!
- Next week is National School Breakfast Week. Each day, we will remind you to “Wake Up to School Breakfast!”
- At our school, we have school breakfast available every day
in _____ [location]
at _____ [time].
- On Monday, the breakfast menu includes

_____ [list the breakfast menu items].
- Yum! That sounds delicious!
- Did you know that when we eat a healthy breakfast we do better on tests, are less likely to get a cold, and are better able to concentrate?
- Get ready to *Wake up to School Breakfast* next week!



Morning Announcements for Monday, March 7

- Good morning _____ [school name]!
- Today is Monday, March 7th and this week is National School Breakfast Week.
- When you wake up in the morning, it has been between 8 and 12 hours since you last ate dinner or had a snack! Even though you may not think you're doing anything while you sleep, your body is using energy to keep you healthy and strong. That's why you need a boost from the nutrients in school breakfast foods.
- Breakfast helps us concentrate at school so we can learn new things.
- Today's breakfast menu includes _____ [list today's menu].
- And tomorrow, the breakfast menu includes _____ [list the breakfast menu items].
- On Thursday, all of us here at [school name], and in all the schools around Maryland, will *Hear the Maryland Crunch!*
- At exactly [9:15am or other time: _____], our whole school will bite into an apple together. We are going to make a crunch so loud, the whole county will hear us!
- We are participating in this event because we believe that every student in Maryland should have access to a healthy breakfast every day.
- Get ready to *Hear the Maryland Crunch* on Thursday morning!



Morning Announcements for Tuesday, March 8

- Good morning _____ [school name]!
- Today is Tuesday, March 8, the second day of National School Breakfast Week.
- A healthy school breakfast is the perfect way to start your day.
- Tomorrow, Wednesday,
_____ [name of cafeteria staff person]
is going to make _____ and
_____ [list the breakfast menu items] for breakfast.
- Sounds delicious!
- In just two days, we will *Hear the Maryland Crunch!* On Thursday morning, we will all crunch an apple at the same time!
- Our loud crunch will help to spread the word about the School Breakfast Program, and how a healthy breakfast helps us to succeed in school.
- Get ready to *Hear the Maryland Crunch* on Thursday morning!

Morning Announcements for Wednesday, March 9

- Good morning _____ [school name]!
- Today is Wednesday, March 9, and we are half-way through National School Breakfast Week.
- Tomorrow, we will *Hear the Maryland Crunch!*
- Tomorrow morning at [9:15am or other time: _____], we will all crunch an apple together to help spread the word about the importance of the School Breakfast Program!
- Did you know that students who eat breakfast at school have better attention and memory?
- Tomorrow, Thursday, our breakfast menu includes

_____ [list the breakfast menu items]

and, of course, *apples!*

- Get ready to *Hear the Maryland Crunch* - tomorrow morning!



Morning Announcements for Thursday, March 10

- Good morning _____ [school name]!
- The day is finally here, March 10th! Time to celebrate by *Hearing the Maryland Crunch!*
- At [9:15am or other time: _____] today, we will all bite an apple at the same time, making a crunch to be heard all across the state.
- Every student should have access to a healthy breakfast every day, and by spreading the crunch, we will be spreading this message!
- Some of our favorite food to eat for breakfast are:

[List a few examples of your favorite healthy school breakfast foods.]

- Get ready to hear the crunch at [9:15am or other time: _____]!



Hear the Maryland Crunch Countdown

Note: Read this script on Thursday, March 10 at 9:10 am to celebrate *Hear the Maryland Crunch!* This synchronized apple crunch aims to ensure that all students have access to a nutritious breakfast at school every day. Apples are on the breakfast menu today so that all students can participate.

- Today is Thursday, March 10th, and all of us here at _____ [school name] are celebrating National School Breakfast Week by participating in *Hear the Maryland Crunch!*
- Thousands of Marylanders will join us today in biting into an apple and hearing the crunch to spread the message that every student should have access to a healthy breakfast at school.
- Maryland has helped to lead the way with its breakfast programs, and it has made a difference. Students who eat breakfast are healthier, better students, and even have better attendance. That's why we'll celebrate today by crunching together.
- [If your school has [Maryland Meals for Achievement \(MMFA\)](#) funding for breakfast in the classroom]¹ →
 - We are proud that [school name] has breakfast in the classroom. We are thankful to be able to participate in this program, called Maryland Meals for Achievement, which allows us to provide breakfast to all students so they can start their school day off on the right track! Thanks to Maryland Meals for Achievement, all students at [school name] have access to a healthy breakfast at school every day!
- [If your school participates in the [Community Eligibility Provision \(CEP\)](#), the program that allows school to provide free breakfast and lunch to all students]² →
 - We are proud that [school name] is a Hunger-Free School! All students at [school name] have access to a free healthy breakfast AND lunch at school every day thanks to the Community Eligibility Provision.
- Now, I need your help! Let's wake up with a call and response.
 - When I say "breakfast," you say "yum."
 - Caller: "Ready? Breakfast!" Students: "Yum!" [repeat]
 - Caller: "When I say Maryland, you say Crunch."
 - Caller: "Maryland!" Students: "Crunch!" [repeat]
- [Just before 9:15am] Great job! Now, get your apple ready, it's time to *Hear the Maryland Crunch!* Help me count down from ten - then we will all bite our apples together.
- We're going to make a crunch so loud, the whole state will hear us!
- Ready? From ten. 10-9-8-7-6-5-4-3-2-1- Crunch! (bite)
- We did it! Wow! That was really loud! Great work [school name]!



¹ To check the list of schools participating in Maryland Meals for Achievement, click here to go to the Maryland State Department of Education's website:

<http://marylandpublicschools.org/msde/programs/schoolnutrition/doc/ParticipatingSchools1516SY.pdf>. For a list of schools that are eligible (>40% free and reduced price eligible students), but **not** participating in MMFA, see page 38 of this report: http://mdhungersolutions.org/pdf/MD_schoolbreakfastreportcard_2015.pdf

² For a list of schools using the Community Eligibility Provision (CEP) to be a Hunger-Free School, click here:

<http://mdhungersolutions.org/pdf/hunger-free-schools-maryland.pdf>

For a list of schools that are CEP-eligible, but **not** participating, see page 42:

http://mdhungersolutions.org/pdf/MD_schoolbreakfastreportcard_2015.pdf

Morning Announcement for Friday, March 11

- Good morning _____ [school name]!
- Today is Friday, March 11 and it is the last day of National School Breakfast Week.
- We had a lot of fun yesterday morning when we participated in *Hear the Maryland Crunch!*
- [If you have [Maryland Meals for Achievement \(MMFA\)](#) funding for Breakfast in the Classroom]³ →
 - We are proud that [school name] has breakfast in the classroom.
 - We are thankful to be able to participate in this program, called Maryland Meals for Achievement, which allows us to provide breakfast to all students so they can start their school day off on the right track!
 - Thanks to Maryland Meals for Achievement, all students at [school name] have access to a healthy breakfast at school every day!
- [If you have the [Community Eligibility Provision \(CEP\)](#), the program that allows school to provide free breakfast and lunch to all students]⁴ →
 - We are proud that [school name] is a Hunger-Free School!
 - All students at [school name] have access to a free healthy breakfast AND lunch at school every day thanks to the Community Eligibility Provision.
- Although today is the last day of National School Breakfast Week, we hope that all students at [school name] will continue to join us for breakfast. Next week, we are going to have [list several breakfast menu items for next week]! Sounds great!
- Remember, school breakfast is available every day
in _____ [location]
at _____ [time].
- Make it a great day _____ [school name]!

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<http://marylandpublicschools.org/msde/programs/schoolnutrition/doc/ParticipatingSchools1516SY.pdf>. For a list of schools that are eligible (>40% free and reduced price eligible students), but **not** participating in MMFA, see page 38 of this report: http://mdhungersolutions.org/pdf/MD_schoolbreakfastreportcard_2015.pdf

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