School Breakfast Program: Elements of a Good Message

**Parental Responsibility**
Make SBP participation compatible with the ideal of good parenting.

Invite parents to join students for breakfast!

**Food Quality**
Parents want to know food served is healthy and fresh.

Provide menus and nutrition education messages!

**Cost and Timing**
Parents who think SBP is too expensive or don’t know when it’s served won’t participate.

Give time to eat and make it clear!

**Importance of a Good Breakfast**
Parents already know breakfast is important for their child’s academic and sports performance.

Focus messages elsewhere!

**Socialization and Friends**
Students who like to eat breakfast at school with friends participate more.

Focus messages on the student!