



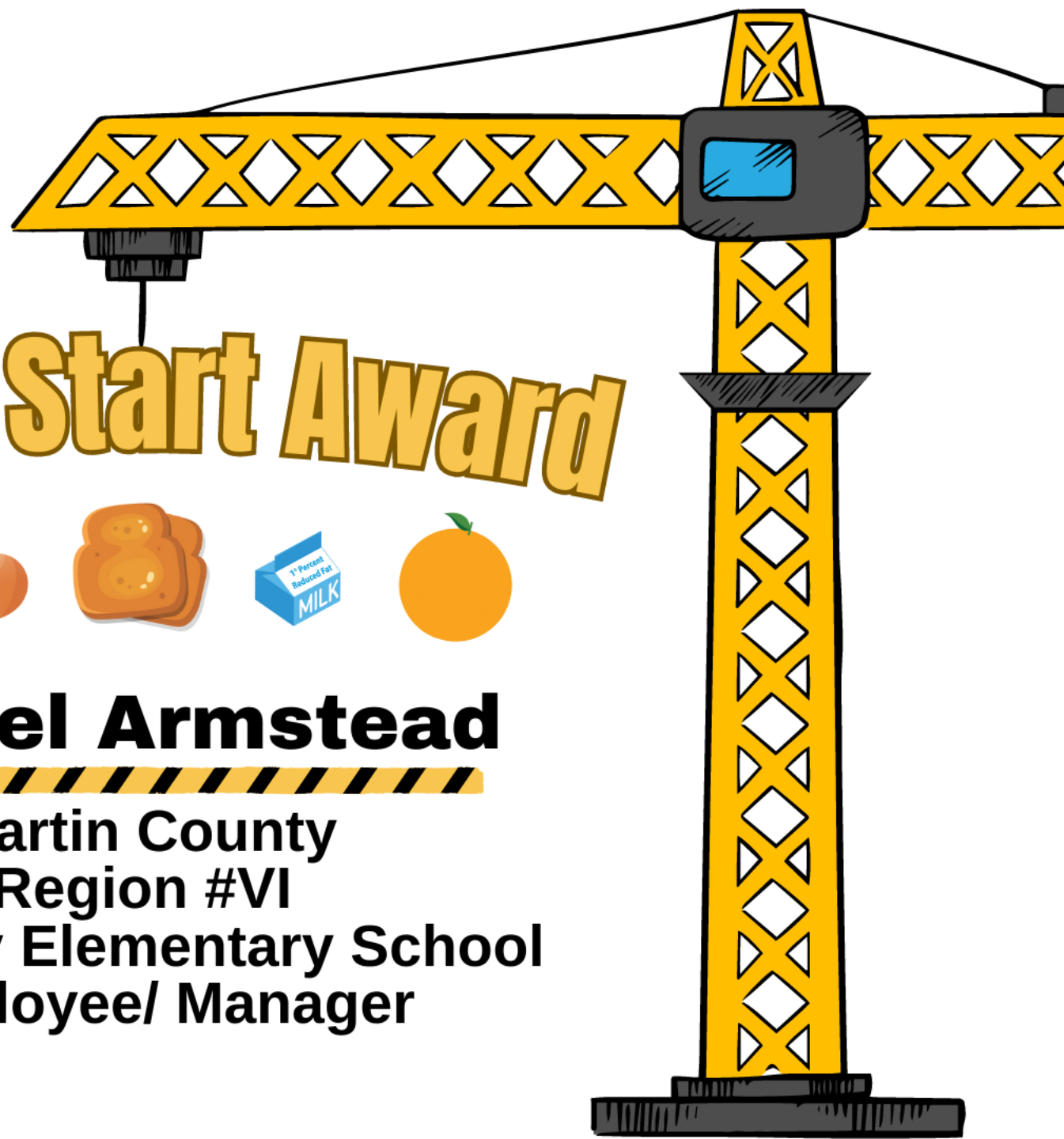
# Smart Start Award



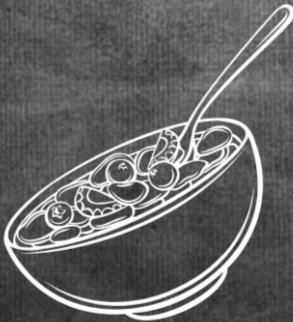
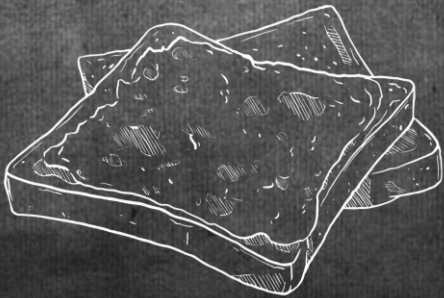
**Rachel Armstead**



Martin County  
Region #VI  
Palm City Elementary School  
Employee/ Manager



NSBW – Program Participation					
Total Breakfast Served During:	National School Breakfast Week		Week Prior to National School Breakfast Week		% Student participation increase
	Students	Adults	Students	Adults	
Monday	112	0	28	0	↑300 %
Tuesday	139	0	46	0	↑202 %
Wednesday	142	0	44	0	↑222 %
Thursday	123	0	56	0	↑120 %
Friday	129	0	46	0	↑180 %





# Media & Community Exposure

The school sent out a mass text to parents, staff, and administration announcing National School Breakfast Week, the dates, times, special menus, and prizes.

Rachel also sent flyers home & had them posted on social media.

Breakfast is the most important meal of the day, here's why; eating a balanced breakfast replenishes your energy and can help you to be more productive in school work and play. During the week, let's construct a healthy body with a delicious breakfast!

**Fri** Monday is the first day of National School Breakfast Week. Dig into breakfast with dairy. Dairy such as milk and yogurt are great sources of calcium. Calcium is a mineral important for bone growth and strength. Join us on Monday for a breakfast rich in calcium and other energy building foods.

**Mon** Get better test scores with iron! Whole grain cereals and bread, dark leafy vegetables and meat are great sources of iron. Iron is a mineral that helps to build your blood. Your blood transports nutrients to organs like the brain for improved concentration. Pick up some yummy whole grain French toast for breakfast tomorrow and learn more.

**Tues** Did you know that red bell peppers have more vitamin C than an orange? Vitamin C helps to build your immune system which helps to fight germs. Power up and fight germs with the strawberries and pineapples inside the yummy banana split toolbox on Wednesday.

**Wed** Protein for breakfast? Yes please. Protein builds, maintains and repairs muscles. You can get protein from animal sources like chicken, eggs and yogurt and from plant sources such as beans and rice, nuts, whole grains and tofu. Build a better body with the bacon, cheese and egg excavator on Thursday.

**Thurs** Tomorrow is the last day of National School Breakfast week. Join us for breakfast on Friday as we close the week with prizes. Continue to nourish your body with a balanced breakfast everyday with protein, grains, fruit and dairy. Your body will thank you for it. Grow, fight, build, concentrate and learn better with breakfast.



Two (2) weeks prior to **National School Breakfast Week**, Rachel displayed NSBW flyers on each serving line & hung decor on the walls around the cafeteria. She also made daily announcements during lunch!



## Media & Community Exposure

**Dig into School Breakfast**

**Menu Highlights**

**Mon**  
Rocky Banana Road

**Tues**  
Lumber Jack Toast

**Wed**  
Banana Split Tool Box

**Thurs**  
Bacon, egg and cheese  
Excavator

**Fri**  
Biscuit Boulders and  
Sausage Blocks



**Wednesday**  
**Banana Split Tool box**  
Screws in the lagoon Cereal  
Painted Plank Tarts



**Tuesday**  
**Lumber Jack Toast**  
Screws in the Lagoon Cereal  
Spoon Digger Yogurt and Flat Tops





# Getting Students Excited

Rachel ordered construction themed decorations to add some fun. This helped to create a very colorful and playful atmosphere [*orange & black balloons, safety cones, construction trucks, and road signs*]. She also used construction themed books, trucks, and toys!



- Rachel ordered fidget toys in addition to construction themed giveaways. Enough were ordered so that every student who participated received a prize.
- Additionally, she provided construction themed games for each grade level.. [*Name the construction truck, common building materials quiz, and famous buildings*].
- And - she raffled a grand prize to the 50th & 100th guest of the day!

# Getting Students Excited







# Getting Students Excited

**The students really responded well to the promotion!**

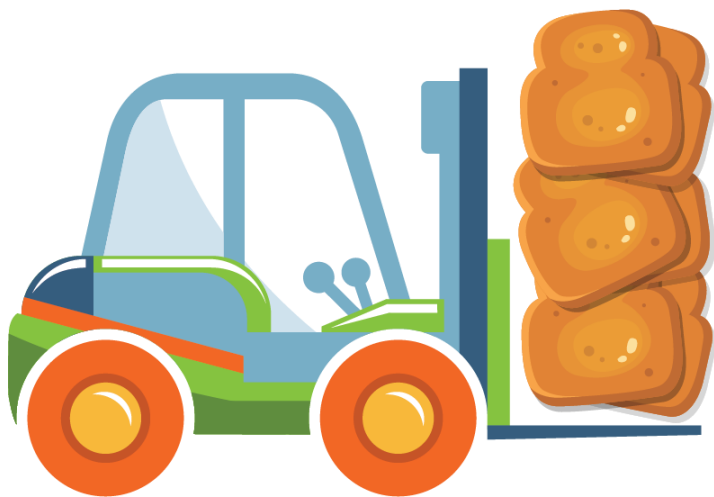
During the week of NSBW, Rachel and her staff dressed the part with construction hats, vests, clothes, and a beard. Typically, PCE Cafe was serving approximately 25-30 breakfasts per day. They reached 100 plus during NSBW! Since NSBW, and moving into the new school, she has kept her participation high and is serving on average 50-60 students.

# Special Guests

- The school administration including Mrs. Martinez, Mrs. Carbellano, and Mrs. Atkinson (Vice Principal) attended breakfast and helped to celebrate NSBW.
- A Keiser University Dietetic Intern dressed the part of a construction worker and ate with the students.
- Food & Nutrition office staff attended the event to take photos and share the event with the district and community through social media posts.







Thank you!