

# **Marketing for FAMILIES**



## **Smarter Lunchrooms marketing strategies for families**

Families can help their children eat healthy meals like school breakfast

## **Talk It Up: talk with your kids about school breakfast**

### **Tasty**

- Read menu together, circle favorite foods so they look forward to eating them
- Post menu in prominent place: refrigerator, front door or homework area
- In the evenings, ask how breakfast was – start a conversation!

### **Healthy**

- Compare balanced nutrition of school meals vs. competitive foods (fast foods, coffee shop drinks and treats, handheld pastries from supermarket, etc.)
- Discuss: a healthy breakfast improves health, focus and academic achievement

### **Fun**

- School breakfast lets kids eat with their friends!

## **Quick and Easy: school breakfast is convenient**

### **Sign up for programs that make payment quick and easy**

- Swipe cards, online payment, free and reduced meals service
- Help is available – contact your school for more information

### **Make it inconvenient to “cheat” with fast foods and other less healthy options**

- Avoid fast food restaurants, quick marts and coffee shops on the way to school (taking the bus helps)
- Do not keep competitive foods (pastries, candy, handheld snacks) in the house

## **Get Involved: if you care, so will they**

### **In school**

- If you can, offer to help with service, monitoring, taste tests, making or hanging signs. Ask your PTA or lunchroom supervisor for ideas on how to help.

### **At home**

- Make breakfast as important as lunch or dinner. Talk about it, share ideas, show you care!