

# Quick guide to

## promotion

### Parents/ carers

#### Remove any stigma

- Do **all** parents/ carers know where the free breakfast is and that it is open to **all** pupils daily?
- Community ambassadors: Ask parents/carers to advocate for breakfast.
- Reluctant/ proud parents are most likely to be convinced by their peers.
- Invite pupils to a booster group or specific activity, emphasising education.

#### Invite the parents in to strengthen community

- One-off or regular special family breakfast - monthly, each half term, or term; whole school, a key stage, a single class, or Dads or Grandparents. Invite younger siblings to the family breakfast too; make it easy for parents/carers.
- Breakfast with a book – shared reading time.

#### Use simple and visual adverts to overcome any language or literacy barrier

- Use our customisable templates at parents' evenings and new starter events.
- Display a banner/ posters outside school as a daily reminder.

#### Regular reminders

- Routine newsletter mentions are essential.
- Provide samples of breakfast whenever parents/carers are invited to school events.
- Highlight your breakfast provision on your website/ social media channels.



## Staff

### Staff engagement and involvement

- Are all staff aware of signs of hunger, from lack of energy to disruptive behaviour?
- Encourage proactive suggestions for children and young people to eat breakfast.
- Empower all adults. Office & support staff may be best placed to have a word with parents/carers.

### Boost staff understanding

- Emphasise benefits beyond punctuality and readiness to learn.
- What else would make breakfast invaluable to them?
- What pre-learning would really help their teaching?
- Can this be slotted into breakfast time?

## Children & young people

### Have a school-wide promotion

- How about Beanz Day, with a simple invitation to take home?
- Join in our annual 'Great Big Breakfast' celebration.
- Ensure pupils know what happens at the breakfast provision/s. Tailor the message to different ages and personalities. Will they value games, socialising, or having an older reading buddy?

**Ask their opinion** and action if possible. Pupils feel empowered when consulted.

### Use child ambassadors

- Make time for children and young people to share how much they love breakfast at school.
- Use breakfast time for the students to create their own promotional posters.
- Invite the whole friendship group. Targeting a social group often works better than a reluctant individual who doesn't know anyone at breakfast club.



## Social Media Guide for Schools

**Tone** Keep posts warm, friendly, positive, and non-partisan (in terms of political parties, religions and genders).

**Tagging** Remember to tag/include Magic Breakfast's handles so we can like/share.

Twitter: @magic\_breakfast

Facebook: @magicbreakfastuk

Instagram: @magicbreky

#FuelForLearning

Policy Campaign: #NoChildTooHungryToLearn

**Messaging** Align with Magic Breakfast's aims, emphasising healthy eating and no stigma. We can't interact with any social media that conflicts with our aims and policies, and which could bring the charity's name into disrepute.

**Photos** Follow photo policies, considering privacy and background content. Remember posts may be shared and are then out of your control. Please consider what is in the background of photos – we'd be grateful if:

- breakfast food is from our suppliers
- food complies with School Food Standards (e.g. no pots of chocolate spread)
- there is no information in the background that would breach GDPR (e.g. clearly visible photos and names of pupils on the wall).

Use creative alternatives if photo permission isn't possible. Possible photos include:

- an arm stretched out handing a bowl of porridge to a child's hand
- the back of a child's head (ensuring they can't be identified)
- a plate of beans on toast next to a pile of books etc.

Thank you so much for your social media support!



### Suggested Website content

(YOUR SCHOOL) is proud to be in partnership with Magic Breakfast, providing healthy breakfasts to our pupils so that they are settled and ready to learn.

Magic Breakfast provides (YOUR SCHOOL) with nutritious breakfast food to ensure children start their school day in the best possible way. Breakfast gives children the energy needed for the busy school morning, enabling them to focus on their lessons.

Here at (YOUR SCHOOL) ..... *feel free to add your own comment on commitment to ensuring no child is too hungry to learn.*

(YOUR SCHOOL) Magic Breakfast Offer (Delete as applicable)

Breakfast Club/ Playground Breakfast/ Grab and Go/ Classroom Breakfast

Brief Description:

Venue:

Time: Start-Finish

Cost for childcare: (if a charge please state free places may be available)

For more information on the Magic Breakfast provision or to discuss the criteria for free places please contact the school office.

Magic Breakfast Logos

Image taken from your own breakfast club and/or a MB stock image (please contact your EP for this)

Link to Magic Breakfast home page ([www.magicbreakfast.com](http://www.magicbreakfast.com))

