

Montana Families Call to Action: Breakfast: Every Child, Every Day

Research shows one in every five children in Montana live in a household that struggles with hunger and many teachers report having students who regularly come to school hungry. Did you know that many Montana children do not eat breakfast? Sometimes families do not have enough food; others do not have enough time in morning. Eating breakfast every day is an investment in children's health, behavior and school success. Children who regularly eat breakfast:

- ✓ Are happier, healthier and less likely to be overweight
- ✓ Behave better in school and are tardy or absent less often
- ✓ Score higher in math, reading and standardized tests
- ✓ Are more likely to graduate from high school

Simply put, eating breakfast can change children's lives. Montana Action for Healthy Kids (MT AFHK) is committed to ensuring that all Montana children have access to breakfast. MT AFHK, with the partners listed below, has created eight 30-second Breakfast PSAs (Public Service Announcements) for use across Montana. The PSA clips (audio and text files) can be used in multiple ways in your community. All **Breakfast: Every Child, Every Day** PSAs are available for free download at www.mfhn.org/breakfast

How can you use them? **Six Super Ways to use the Breakfast: Every Child, Every Day PSAs**

1. Send the PSAs to your local radio stations where each of the files can be played as is to spread the word about the benefits of Breakfast: Every Child, Every Day.
2. Arrange for a local VIP, celebrity, or school champion to record the PSAs at a local radio station. These 'custom' recordings can be used to promote breakfast programs in your community.
3. Share the PSAs with programs such as child care centers, food banks, health departments, and hospitals. Make sure families know how and where to access local breakfast programs.
4. Distribute the PSAs to schools where they can be used in multiple ways. The PSAs can be played or read during morning announcements, open houses, and parent-teacher conferences. They can be printed in newsletters or on monthly menus.
5. Share the PSAs with Summer Food Service Programs. Eating breakfast every day helps kids feel and perform their best. When school is out, summer feeding programs are in!
6. Check the 'When to Play Timeline' for tips to promote breakfast during key months throughout the year.

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