



# Smart Start Award – National School Breakfast Week

## All FSNA Award Submissions are due May 1<sup>st</sup>

Each year, FSNA honors members who have successfully promoted the school food service nutrition program during National School Breakfast Week with the *Smart Start* Award. It recognizes a school center (elementary and secondary) for their outstanding promotional activities during NSBW.

### To apply, you must be a(n):

- Foodservice Employee/Manager: someone who is assigned to one school or a central kitchen that serves more than one school.
- Active SNA Member
- Active FSNA Member (you have to be a member of both organizations)

### How to Apply:

- Complete the Entry Form (pg 2). Must be submitted as a Microsoft Word document or PDF.
- Assemble an Award Presentation. Must be submitted as a Microsoft PowerPoint Presentation and follow these guidelines:
  - The first slide of the PowerPoint Presentation must include: The name of the Award, the name of the applicant, County Name, FSNA Region Number, the school name and the school level—elementary or secondary.
  - Presentation should not exceed 15 slides.
  - Slide transitions should be set at the appropriate speed to be able to understand what is being presented.
  - A brief video and/or pictures are encouraged.
- Upload both files (and up to three supporting files) to the FSNA Dropbox:  
<https://www.dropbox.com/request/Fnl7c7R07u3FSRZkArRp>
  - Please save your documents as “Award Name and Level\_Nominee Name”
  - eg – “Smart Start Elementary Level\_Jane Doe”.
  - If you have multiple documents you may add a number at the end of the name, eg “Smart Start Elementary Level\_Jane Doe1” and “Smart Start Elementary Level\_Jane Doe2”

### Judging

Judging will be done by members of the FSNA Scholarships and Awards Committee. Judging will be based on the following criteria:

1. Official forms used and all sections completed
2. Creative use of the theme for NSBW this year
3. Quality of content
4. Presentation Quality (length, transitions, design, spelling & grammar, etc.)
5. Documentation
  - a. Program Participation Information
  - b. Report of Media Coverage
  - c. Special Guests
  - d. Involvement of stakeholders (students, parents, community, etc.)
6. Promotion of nutrition and wellness using the NSBW theme

### Recognition

Winners (one (1) for an elementary school and one (1) from a secondary school) shall receive recognition and an engraved plaque at the FSNA Annual Conference & Expo. All eligible nominees will receive a nomination certificate. All presentations and submissions including photos and videos may be shown at any FSNA Event and/or on the FSNA Website and/or used in any FSNA publication.

# Smart Start Award – National School Breakfast Week Entry Form:

You must use this form—other forms will not be accepted and your entry will be disqualified. Please fill out carefully and completely. The information on this form will be used to create the FSNA awards presentation, and nominee certificates, and winner plaques.

Name of Applicant: \_\_\_\_\_

Email: \_\_\_\_\_

School Name: \_\_\_\_\_

County: \_\_\_\_\_ FSNA Region #: \_\_\_\_\_

School Level: **(MUST CIRCLE ONE)**      **ELEMENTARY**      **SECONDARY**

Schools that are K-12; K-8; K-6 or have a similar set up where there are secondary school students in the same facility as elementary students must submit this award in the Elementary School Level Category.

By completing this form and submitting the award, you are attesting that the above information as well as the award entry information and documentation are accurate and true to the best of your knowledge.

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## Tools to Help You Complete Your Award Presentation

Highlight the activities from the current school year that were planned and conducted in your school. Show documentation—you can use the chart below in your presentation. You must use the dates provided by SNA for National School Breakfast Week.

**Program Participation:**

| TOTAL BREAKFAST SERVED DURING: | NATIONAL SCHOOL BREAKFAST WEEK |        | WEEK PRIOR TO NATIONAL SCHOOL BREAKFAST WEEK |        |
|--------------------------------|--------------------------------|--------|--|--------|
|                                | Students                       | Adults | Students                                     | Adults |
| Monday                         |                                |        |  |        |
| Tuesday                        |                                |        |  |        |
| Wednesday                      |                                |        |  |        |
| Thursday                       |                                |        |  |        |
| Friday                         |                                |        |  |        |

**Report of Media Coverage:**

Briefly describe and show documentation when available. Remember, you can imbed a video into your PowerPoint Presentation.

1. News Releases or Newspaper Article
2. Radio/T.V. Coverage (give station’s call letters)
3. Other

**Special Guest(s):**

List names of all special guest(s) and their title participating in NSBW activities. Show pictures or other documentation of guests’ participation if available.