



HOW TO BE A BREAKFAST NUDGER

WHAT

Breakfast Nudgers are known role models within the schools who stand in the hallways or near school entrances and deliver positive verbal encouragement to students to try breakfast.

WHO

Your best Nudgers may already be actively monitoring student traffic flow in the morning. Nudgers could be anyone from trusted Security Staff, Teachers, Principals or Assistant Principals, to Coaches, Para-Educators, to Counselors, or other staff. At the high school level, Nudgers could be student leaders.

HOW

Nudgers practice a technique known as “nudges.” Nudges are simply a way to prompt students toward the cafeteria with questions like, “Have you had breakfast yet?” (Nudgers take care not to force or require students to eat breakfast.) For maximum impact, find ways to incorporate nudges into their everyday morning routine throughout the year. At a minimum, practice nudges for 3-4 weeks.

Resources to help implement at your school:

- Template email to teachers recruiting Breakfast Nudgers to help implement nudges
- Ideas for teachers on how to incorporate nudges into morning warm ups

WHY

A simple prompt may be all it takes to convince a hungry child that breakfast is worth a try, and start the day off well-nourished and ready to learn.

BREAKFAST NUDGERS IN ACTION!

One school in southern Maryland borrowed fun aprons from staff and teachers to make sure their Breakfast Nudgers stood out. Each morning, whichever teachers and staff were on duty as Nudgers would go by the front office to pick up an apron to wear during the morning routine.