

MARCH 2021 National Peanut Month

MONTHLONG EVENTS

- » American Red Cross Month
- » Irish American Heritage Month
- » **Music In Our Schools Month**
- » NCAA March Madness
- » National Caffeine Awareness Month
- » National Craft Month
- » **National Ethics Awareness Month**
- » National Noodle Month
- » **National Nutrition Month**
- » National Peanut Month
- » Women's History Month
- » **Youth Art Month**

SINGLE-DAY EVENTS

- » Birthday of the Peace Corps (Mar. 1)
- » **Dr. Seuss' Birthday (Mar. 2)**
- » George "Mule" Suttles Birthday (Mar. 2)
- » Read Across America Day (Mar. 2)
- » National Grammar Day (Mar. 4)
- » Employee Appreciation Day (Mar. 5)
- » International Women's Day (Mar. 8)
- » Harriet Tubman Day (Mar. 10)
- » Registered Dietitian Day (Mar. 10)
- » Bobby Marshall's Birthday (Mar. 12)
- » Girl Scouts of America Anniversary (Mar. 12)
- » Pi Day (Mar. 14)
- » Daylight Savings Time Begins (Mar. 14)
- » Ides of March (Mar. 15)
- » St. Patrick's Day (Mar. 17)
- » Spring Equinox—First Day of Spring (Mar. 20)
- » **National Quilting Day (Mar. 20)**
- » Johann Sebastian Bach's Birthday (Mar. 21)
- » World Water Day (Mar. 22)
- » Harry Houdini's Birthday (Mar. 24)
- » American Diabetes Alert Day (Mar. 24)
- » Aretha Franklin's Birthday (Mar. 25)
- » National Spinach Day (Mar. 26)
- » Tennessee William's Birthday (Mar. 26)
- » World Theatre Day (Mar. 27)
- » **Holi (Mar. 28)**

WEEKLONG/MULTI-DAY EVENTS

- » **National School Breakfast Week (Mar. 1-5)**
- » National Sleep Awareness Week (Mar. 2-9)



MARCH 2021

WHAT

National Nutrition Month

The purpose of this annual campaign created by the Academy of Nutrition and Dietetics is to raise awareness of the importance of good nutrition and healthy eating habits. Each year there is a different theme that promotes the importance of a balanced and nutrient dense diet, with educational activities and resources, to help spread the word about healthy eating habits. Learn more at eatright.org.



WHAT

Youth Art Month

Art education helps develop a child's motor, language, social, decision-making and risk-taking skills. But unfortunately, millions of students of all ages go

without this critical education component as art classes are often removed from school schedules. When used to teach other disciplines like math or science, it can reach students who may otherwise not engage in this classwork. When exposed to art, a child can develop a global appreciation and restructure how they view the world. Whether in the classroom or in the home, art matters!

WHAT

Music In Our Schools Month

March is the time of year when music education becomes the focus of schools across the nation. For more than 30 years, it has been officially designated by the National Association for Music Education (NAfME) for the observance of Music In Our Schools Month (MIOSM). The purpose of MIOSM is to raise awareness of the importance of music education for all children – and to remind citizens that school is where all children should have access to music. NAfME hopes that teachers, students and music supporters alike will find ways to join in on the celebration through creative activities and advocacy.



WHAT

National Ethics Awareness Month

Today's consumers expect a lot! From exemplary customer service to spotless service areas to quality taste and nutrition of the meals you serve, it is important to keep each and every ball flawlessly in the air. Another necessary item of performance? High ethical standards. While you should be considering the importance of ethics in your operations year-round, use this month as a reason to highlight its importance and reinforce the factors of ethical decision-making. To that end, SNA has numerous resources to assist you on the path to strengthen your program's ethical performance, including the online course, "What Should You Do? Ethical Decision-Making in School Nutrition." Access this interactive, fun module at www.schoolnutrition.org/education/ethics.



WHAT

National School Breakfast Week (Mar. 1-5)

You can score a big win with breakfast! The USDA School Breakfast Program currently serves more than 14 million students every day and now is your chance to preach the meal's importance to your student customers. The theme of this year's NSBW is *Score Big With School Breakfast*—paving the way for great lessons on how a healthy breakfast every morning can help any student achieve academic and athletic success. Fun celebration ideas can be found at www.schoolnutrition.org/nsbw.



WHO

Dr. Seuss' Birthday (Mar. 2)

You can read them on a couch. You can read them when you slouch. You could read them with a bear. You could read them anywhere! Upending children's literature in the 1950s with his popular children's books, Theodor Seuss Geisel—more commonly known by the moniker Dr. Seuss—taught readers of all ages important lessons on the



environment, kindness and believing in our limitless potential. The legacy of these classic books lives on today as many children use his books to learn how to read. Whether your staff don red-and-white hats or you serve up a variation of green eggs and ham for breakfast for lunch, be sure to celebrate these whimsical tales!

IDEA

National Quilting Day (Mar. 20)

While a quilt is defined by Webster's Dictionary as "a cover or garment made by putting wool, cotton or other substance between two cloths and sewing them together," anyone who has ever made or owned a quilt knows that it is so much more. A quilt is a piece of art, history and, often, love—usually sewn as a gift and celebrated on this day since 1991. Promote this day by having student customers decorate 5x5 paper squares and creating your own "school quilt," or by partnering with the library to display related literature (*Keeping Quilt* by Patricia Polacco; *The Kindness Quilt* by Nancy Elizabeth Wallace; *Sweet Clara and the Freedom Quilt* by Deborah Hopkinson).



WHAT

Holi (Mar. 28)

The exuberant, color-abundant Hindu festival of Holi marks not only the beginning of Spring, but also a day to forget and forgive past errors and conflicts. Though many stories are told to explain the origins of the festival, the most widely accepted is that of Krishna and his bride, Radha. Feeling self-conscious about his blue skin, he playfully smeared paint on Radha's face. Thus, the colored powder, or *gula*, used during Rangwali Holi—the day following the burning of sacred bonfires—is blue, yellow, green and red. **Blue** is for Krishna and serves as a reminder that evil exists but can be contained through courage and good deeds. **Yellow** is used for its long association with deities like Lord Vishnu and Krishna, as they are almost always artistically depicted as wearing sunshine yellow garb. **Green** symbolizes nature and happiness and **red** is the color of weddings, life and festivals.

