

Expanding Breakfast Participation in Your School



Why do we want to serve breakfast?

Many studies have shown feeding children a nutritious breakfast increases their school performance, nutrition intake, and overall health while decreasing obesity, discipline problems, and illnesses.



Nutritional Benefits

- Decreased daily intake of fat as a percentage of calories.
- Decreased stomachaches and headaches.
- Decreased obesity and blood cholesterol levels.
- Decreased risk for cardiovascular disease.



School Performance Benefits

- Increased cognitive function and school performance.
- Increased attention spans.
- Decreased discipline problems.
- Decreased absenteeism and tardiness.



Financial Benefits



- Bring additional funds into the school district.
- Create jobs or keep jobs.
- Increase overall financial stability of foodservice.

Participation over the years

1970 – 0.5 million children
1980 – 3.6 million children
1990 – 4.0 million children
2000 – 7.5 million children
2006 – 9.7 million children
2007 – 10.1 million children

- 8.1 million received their meals free or at a reduced-price.



Ending Childhood Hunger by 2015

President Obama has made a pledge to end childhood hunger by the year 2015 and the Secretary of Agriculture has repeated that commitment. No single government agency or federal program will be able to meet this challenge alone and we will all have to be a part of the solution.



Participation in the School Breakfast Program Can Help

Expanding breakfast in your school

- **Alternate Service Methods**

- Eliminating reduced price charges
- Breakfast in the classroom
- Breakfast after first period
- Grab 'n' go breakfast
- Breakfast carts

- **Marketing**

- Involve key stakeholders
- Market to customers

- **Results**

- Examples from schools

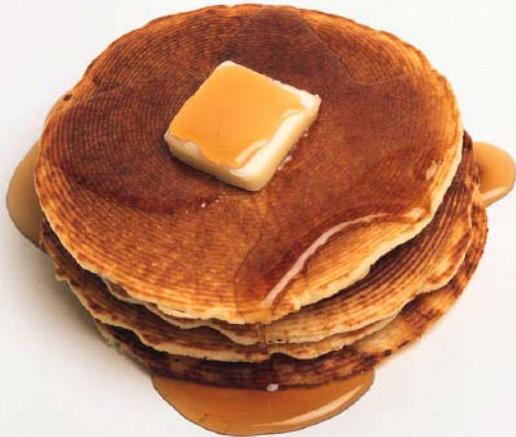


Alternate Service Methods



Eliminating reduced price charges

- Eliminate reduced price for breakfast and only offer two prices for breakfast.
- When you eliminate reduced price charges for breakfasts, more students eat breakfast.
- Offering breakfast at no charge to students that qualify for reduced price meals removes any financial barrier that these students may experience.
- The more students who eat breakfast the better their overall diet quality, attendance, tardiness, behavior and test scores.
- Even though the school only uses two categories for charging students, the school still receives federal reimbursement at the correct income category for each student.



More revenue will be generated by increasing overall participation.

Eliminating reduced price charges

When does eliminating reduced price charges work best?

Eliminating reduced price for breakfasts works well in schools with low breakfast participation from reduced price students. Here are some other qualities where eliminating reduced price breakfasts are likely to be successful:

- High free and reduced approval rate at school
- Additional staffing is not necessary to handle the increase in participation
- Breakfast is easily accessible to students
- Schools often see an increase in participation in the lunch program too.



Breakfast in the classroom

Breakfast in the classroom can be offered in several ways:

- Students can stop by the cafeteria and pick up their breakfast in grab 'n' go bags, along with milk and then go to class.
- Breakfast can be delivered to the classroom on carts.
- A student representative can go to the cafeteria, pick up the breakfasts for those students eating breakfast, and take it back to the class in a cart or wagon.



Breakfast in the classroom

When Does Breakfast in the Classroom Work Best?

Breakfast in the classroom works well in many different schools. Here are some qualities that make breakfast in the classroom successful:

- Students are in the same room at the start of each school day
- Buses arrive just before classes begin
- There is no space to serve breakfast
- The cafeteria is centrally located
- Can be challenging

(Training teachers to track and assure students get reimbursable meal)



Breakfast after first period

Also called a nutrition break or second chance breakfast. Students eat breakfast during a break in the morning, usually between 9:00 am and 10:00 am.



- Reimbursable breakfasts are individually packaged in grab 'n' go bags. Can be offered from mobile carts or tables located in high traffic areas .
- Many middle and high school students are not interested in eating breakfast first thing in the morning.
- Breakfasts can be hot or cold, depending on school facilities. Choose foods that are easy to eat or hand held are popular and more convenient.

Breakfast after first period

When Does Breakfast after first period work best?

Breakfast after first period works well in many different schools, the following qualities help make a breakfast after first period successful in schools:

- A milk break or other break in the morning already exists .
- Buses arrive just before classes begin.
- There is no time to serve breakfast before classes.
- Students already rely on vending machines for snacks in the morning.
- There is no space to serve breakfast .



Grab 'N' Go Breakfast

Grab 'N' Go breakfasts can be served first thing in the morning, between classes, or at a mid-morning break.

Food service staff pack reimbursable breakfasts into individual paper bags, usually the day before, or purchase prepackaged reimbursable breakfasts in boxes. These are served with milk the next morning. Breakfasts are usually cold, but can include hot items as well.

Bags can be served from mobile service carts located in high traffic areas such as the school entrance, cafeteria, hallways, or near the gym.



Many middle and high school students are not hungry first thing in the morning or they want to hang out with friends. Grab 'N' Go breakfasts allow students the flexibility and choice to eat breakfast where and when they want.

Grab 'N' Go Breakfast

When Does Grab 'N' Go breakfast work best?

Grab 'N' Go breakfasts work particularly well in middle and high schools because older students enjoy the flexibility and choice that Grab 'N' Go provides. Here are some other qualities where Grab 'N' Go breakfasts are likely to be successful:

- The cafeteria or gym is crowded or not available for breakfast
- A large number of students have to eat in a short amount of time
- Buses arrive just before the start of classes
- Teachers and custodial staff are supportive of breakfast and realize its importance to learning
- Students rely on ala carte and convenience foods from outside the school for breakfast
- The cafeteria isn't located where students enter the building or hang out
- The breakfast menu can easily offer Grab 'N' Go options

Breakfast Carts



- Instead of having the students come to the cafeteria for breakfast, breakfast is brought to students.
- Schools typically put their breakfast carts in high traffic areas such as the main entrance, hallway, or near the gymnasium.
- Schools find that by bringing breakfast to the students more students eat breakfast because they do not need to leave their friends to get breakfast.



Breakfast Carts

When does breakfast carts work best?

Using a breakfast cart works particularly well in middle and high schools, but it has also been successful in elementary schools. Here are some other qualities where using a breakfast cart is likely to be particularly successful:

- The cafeteria is located apart from where students hang out.
- Custodial staff are supportive of serving breakfast at school.
- There is one main area of the school where students tend to gather.
- The cafeteria tends to be congested or is too small to serve breakfast.

Marketing your product



Sell your product

Two part decision process:

- Involve key stakeholders
 - Administration
 - Parents
 - School Staff
- Market to customers

“You can have brilliant ideas,
but if you can not get them across,
your ideas will not get you anywhere”
- *Lee Iacocca*



Involving Key Stakeholders

Profitable School Breakfast Program

Support

Teachers

Better Learning
Improved academic scores
Fewer behavioral problems
No instructional time wasted
Less absenteeism and tardiness

Parents

Better learners—
Hungry children can't learn
Children often not hungry first thing in the morning, but hungry later on at school
Fewer behavioral problems

School Staff

Fewer behavioral problems
Work with custodians, teachers, school food service staff from the beginning.

School Administrators

Improved test scores
Less absenteeism
Less tardiness
Potential for increases in school revenue with higher participation rates
Fewer behavioral problems

Involving Key Stakeholders

Handouts to Help Promote New Ideas

PowerPoint for School Administrators

10 Reasons to Try Breakfast in the Classroom

1. No child should start the school day hungry - Studies show that children who skip breakfast are at an academic disadvantage: They have slower memory recall, make more errors and are more likely to repeat a grade.ⁱⁱ

2. Not all children are able to eat at home - Whether they come from a family with a tight budget, are too busy, or simply have a poor appetite in the morning, not all children get the energy and nutrients they need to get a healthy start to the morning.

3. Your school has a breakfast program! - Every day, meals are available to students that meet USDA guidelines. They provide ¾ of the Recommended Daily Value of protein, calcium, iron, vitamin A and vitamin C for the day, and less than 30 percent of calories from fat.

4. Breakfast in the classroom gets more students to participate - Bus schedules, limited time, and class distance from the cafeteria are all barriers to participation in school breakfast. There is also sometimes a stigma associated with school breakfast. Having breakfast in the classroom eliminates many of these barriers and reduces stigma by enabling more students to participate in breakfast.

5. Breakfast in the classroom requires minimal work...

A well-planned breakfast program runs smoothly. The teacher's role can be as easy as checking names off a roster and placing trash outside the classroom, and custodians need only pick up bags when breakfast is over. School food service staff can prepare meals the day before. Breakfast need only take 10-15 minutes and can be accomplished during routine activities.



6. ... and can have great payoffs!

Studies show that eating breakfast can help math, reading, and standardized test scores.ⁱⁱⁱ Breakfast also helps students pay attention in class, perform problem-solving tasks, and improves memory. Serving breakfast in the classroom can help reduce tardiness and absences, and help children behave better.^{iv}



Healthy Kids = Healthy Schools

- Improved behavior and concentration contributes to positive learning environment
- Helping students learn and perform better
- Promoting breakfast promotes school health
- Improving breakfast quality and participation can become a part of local wellness policies

- [The benefits of breakfast extend beyond the children who are receiving it and into their surrounding environment. Children who eat breakfast demonstrate improved behavior and concentration. When children are well-behaved in school, class time is more productive.
- Breakfast helps students learn and perform better, and when students are doing better, schools are expected to do better as well. This is the logic that goes into initiatives to ensure that students eat breakfast on test days - Why not give them the same boost for learning every day?
- Eating breakfast is a healthy habit to teach children beginning at a young age.
- Breakfast also can contribute to achieving nutrition goals that are established in schools' wellness policies.

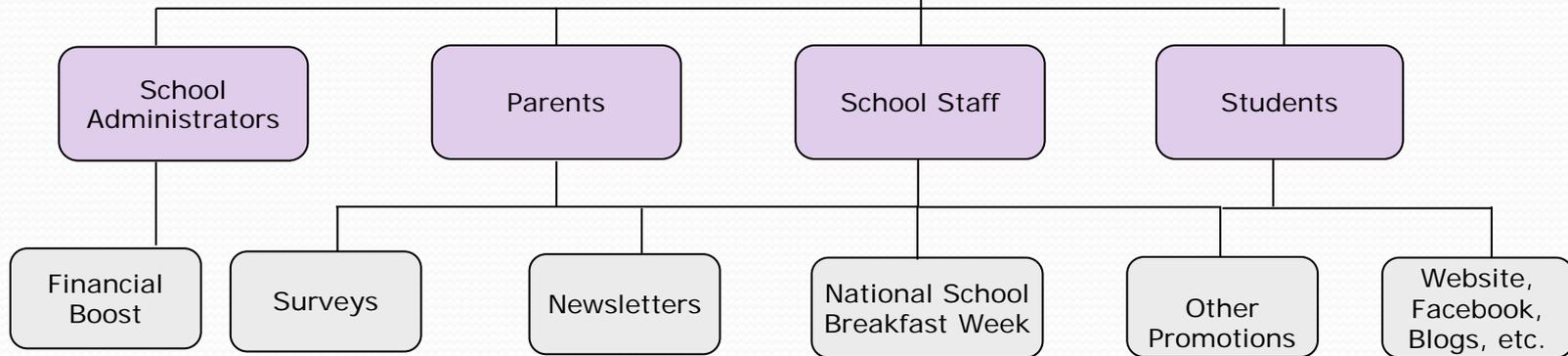
Speaker notes to help you with your presentation

Slides to explain why school breakfast is important

Market to your customers

Profitable School Breakfast Program

Marketing



* Potential for increases in school revenue with higher participation rates due to federal reimbursements

* Involve students in your marketing campaign

* Involve teachers

* Market to those that currently participate in the program.

* Market to those that need it the most.

Market to your customers

Low and No-Cost Celebration Ideas:

- Pajama Day
- Menu Cover Art Contest
- Invite Local Celebrities
- Invite School Mascots
- Recipe Contest
- Talent Show During Breakfast

If you're trying something new, let the students know about it.

Get the students involved. They'll tell you what they like and participate in a program they help to create.

USDA United States Department of Agriculture
Food and Nutrition Service

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School Breakfast Program

Marketing Ideas

- Celebrate National School Breakfast Week
- Invite Parents to Breakfast
- Contests
- Celebrity Day
- Theme Days
- Serve Breakfast at Lunch
- Menu Ideas
- Web Site
- Flyers
- Announcements
- Student Advisory Group
- Taste Tests
- Breakfast Giveaways
- Public Service Announcements
- Automated Messages
- Press Releases
- Existing Forums
- Involve Advocates
- Ask for Input

See Also

- Assessing School Breakfast Potential
- Strategies for Program Expansion
- Involving Key Stakeholders
- Marketing

Celebrate National School Breakfast Week
One of the easiest ways to promote breakfast is to celebrate National School Breakfast Week held annually during the month of March. Events such as a Breakfast Dress-up Day or a School Breakfast poster contest can be simple or elaborate. Be creative and do what works for your school!

Results – Success Stories

Here are a few examples of what schools across the nation have done to expand their breakfast participation.



Success Stories

North Pocono School District, Moscow, Pa.

Free/reduced rate: 6%

Previous method: *Traditional Breakfast*

Alternate method: *Breakfast in the classroom*



Implementation: *In 2001, Pocono started with Breakfast in the classroom for the elementary schools. Today, they are in their first year of breakfast at the high school. They are offering breakfast at normal hours, as well as serving breakfast to the first two study hall periods. The periods are grade rotating which allows them the opportunity to capture all of the students at one point or another. They are also in the process of having the Shop Class build picnic tables to have breakfast on the patio next school year.*

Impact: *Participation is 16%, an excellent rate for a district with a very low free and reduced student population. At the high school alone, 210 breakfasts are served every day during the rotating Study Hall period.*

Success Stories

Marietta City Schools, Marietta, Ga.

Free/reduced rate: 62%

Previous method: *Traditional Breakfast*

Alternate method: *Breakfast in the classroom*



Implementation: *Each teacher provides a breakfast count to the cafeteria one day in advance. The staff assembles hot breakfasts in the morning and insulated rolling coolers are used to transport the food to the classroom. A typical breakfast may include a chicken or sausage biscuit, fruit, and milk or orange juice. Breakfast is served to the students during morning announcements and trash is disposed of in plastic bags and placed outside the classroom for custodial staff to retrieve.*

Impact: *Teachers, students, and school nutrition staff have all responded very positively to the breakfast programs. The teachers have noticed better class participation and attentiveness from the students. The average daily participation for breakfast has increased 27% since implementation.*

Success Stories

Seabrook School District, Seabrook, N.H.

Free/reduced rate: 25%

Previous method: *Traditional Breakfast*

Alternate method: *Grab 'N' Go breakfast*



Implementation: *The buses drop off students by the café where they pick up breakfast in a bag, for quick and easy breakfast service. Then they head off to the classroom to eat. Teachers welcome the students, and set rules and structure for eating at their desks. The school district has been able to hold the price of breakfast at 75¢ assuring everyone from free to paying students can eat breakfast daily.*

Impact: *Breakfast participation increased from 50 breakfasts per day for the traditional cafeteria meal to 230 a day for the grab 'n' go breakfast. This is an increase of 360% and an impressive ADP of 44% for breakfast.*

Success Stories

Jay School District, Jay, Maine

Free/reduced rate: 5%

Previous method: *Traditional Breakfast*

Alternate method: *Breakfast after 1st Period*



Implementation: *The food service staff planned to pilot the Breakfast after 1st period for a few months. From 9:20 to 9:33 a self-service breakfast was available in the café, staffed with 2 cashiers and a line person. Breakfast could easily be eaten in 13 minutes. At one window, called “breakfast express” students could purchase a 75¢ breakfast, including meals like cereal, muffins, milk and juice, or hot breakfast sausage muffins, milk and juice. Another window was a la carte, including menu items like yogurt parfaits, 16 oz milk jugs, cinnamon rolls, and cheese omelets.*

Impact: *During the pilot, participation at breakfast went from 15 to 135 per day. When the administration saw there were no problems, the program became permanent. Here is a quote from the asst principal, “Students are expected to get up early, get on buses and often arrive at school with nothing in their stomachs. This is unhealthy for the changing teenager body. We used to have less than 2% of our students eat before school, and now we have 35 to 40%.”*

Success Stories

New Lisbon School District, Lisbon, WI

Free/reduced rate: 52%

Previous method: *Traditional Breakfast*

Alternate method: *Breakfast in the classroom for pre k to 3rd grade*



Implementation: *Breakfast participation was low especially in with the younger students (pre k to 3rd grade) due to the fact that the cafeteria was far away from their classrooms. The buses dropped the students off by the classrooms and the students must go to their homeroom class immediately. The school staff thought by bringing breakfast to the classroom, students would be able to eat breakfast with minimal interruptions to the daily schedule. The 4th and 5th grade students can continue to eat in the cafeteria as that was already their established morning meeting place.*

Impact: *Participation increased from 30 students a day to over 250 students a day. School administrators report that since implementation of breakfast in the classroom, there has been less nurse visits and fewer behavioral problems.*



Expanding Breakfast Video

Made by the National Dairy Council and the Child Nutrition Foundation.

This video shows how various operators have successfully implemented an alternate breakfast service.

Denver Public Schools



Grab and Go

Several schools have reimbursable cold food vending machines.



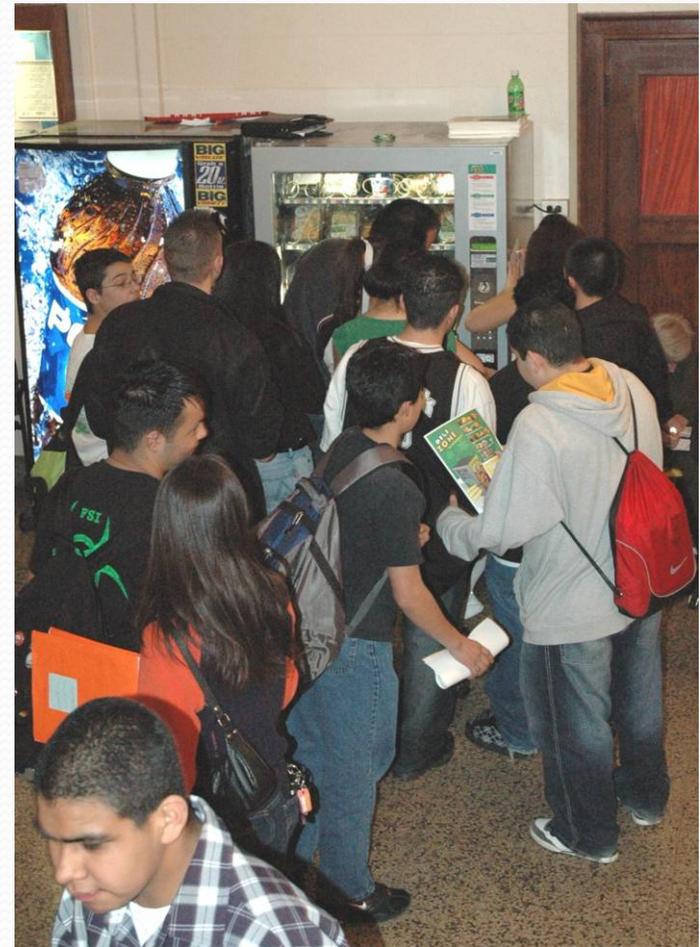
The machines offer cold, healthy breakfast, lunch or snacks.

- Charge students per their status
- Send information right to POS
(no second meals)
- Will vend as a reimbursable meal or ala cart
- Dispense change



Grab and Go

- At one high school the average daily participation has increased by 90 reimbursable meals.
- Approximately 50% of the meals served are after the normal breakfast hours from the vending machines.



Breakfast Carts

DPS always struggled with high school participation.

This year they started serving where the students were, by setting up breakfast carts that are able to serve reimbursable breakfast meals to students in the main hallways.

All high schools that are serving out of the breakfast carts have seen an increase of at least 25% in ADP.



Denver Public Schools Marketing



Elementary Marketing



Start Smart, Eat School Breakfast Everyday!
Kids, be sure to turn in your breakfast superhero drawing before February 6th so you can be eligible to win a ride to school breakfast in a limo with a famous Denver sports star during school breakfast week, March 2nd-6th!

Parents, fill out the information below and have your child return this card to their lunchroom manager by February 6th so your child can be entered to win a Razor Scooter during breakfast week!

Students Name: _____

ID#: _____

Parent's Signature: _____



How many times a week does your son/daughter eat breakfast at school? 0 1 2 3 4 5



DPS & The Western Dairy Council teamed up to send out post cards to every elementary student in the district two times a year.

They both share a common interest in promoting breakfast and milk, so the postcards always promote the breakfast program and the consumption of milk.



Walk to School Day

Each year, DPS sponsors walk to school day.

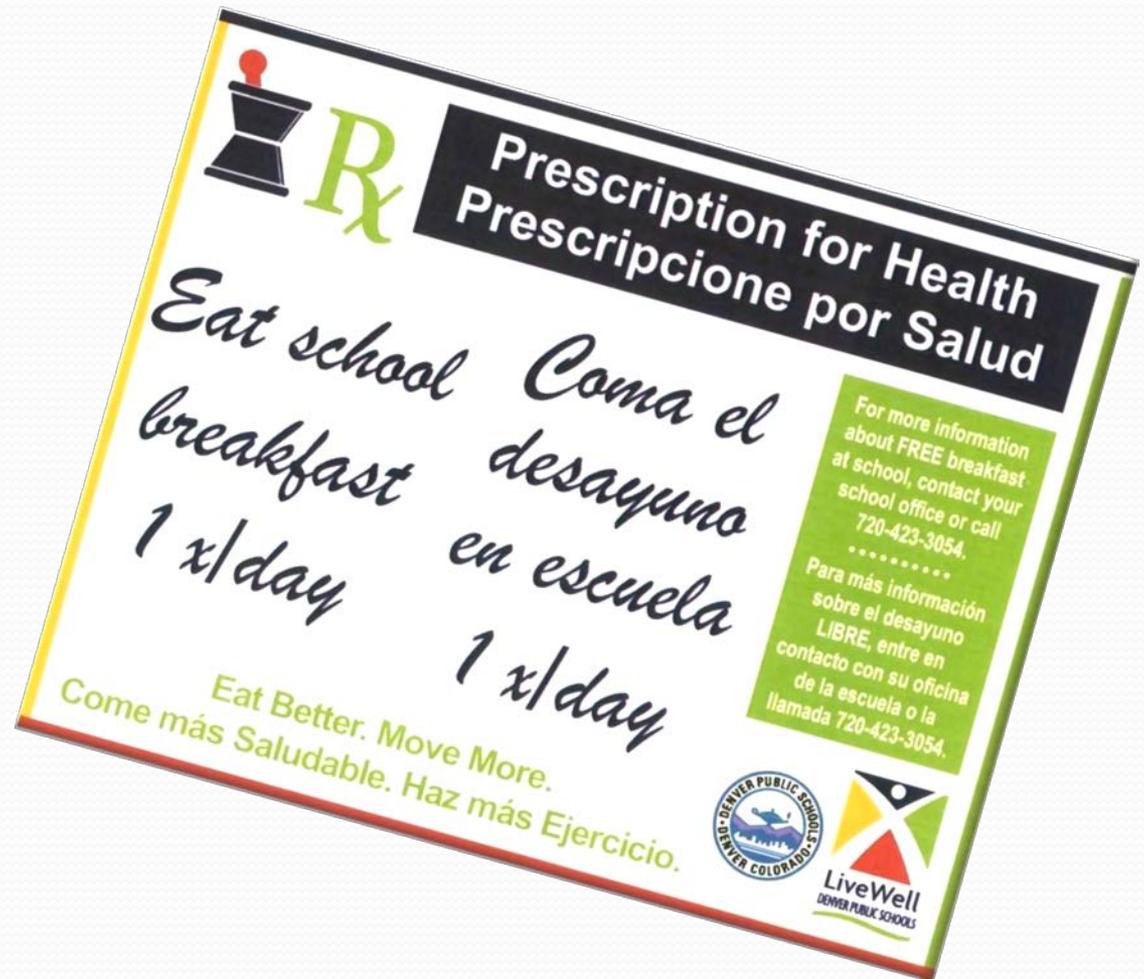
Walk to school day encourages parents to walk to school with their kids.

Parents who do so can eat a school breakfast with their child at no charge.

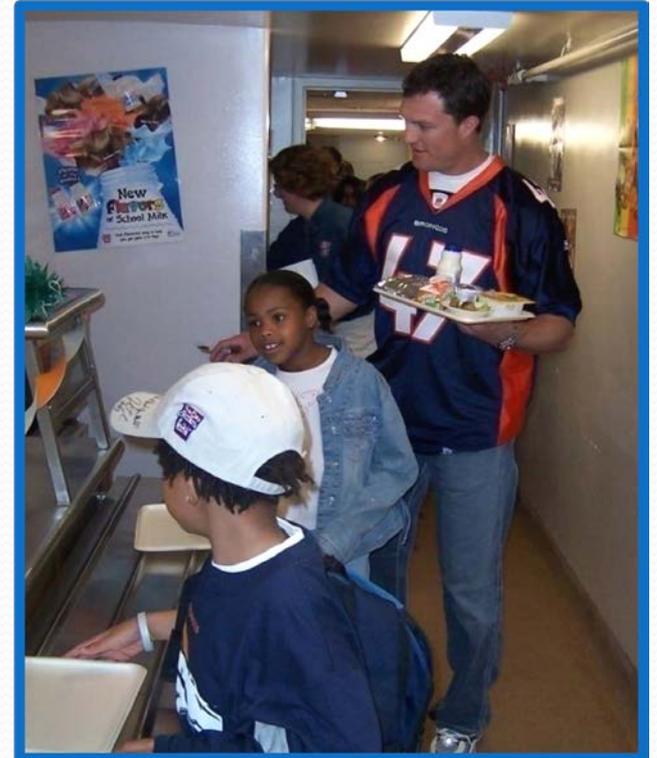


Prescription For Health

During the 08 -09 school year when a student went to the nurses office complaining of a stomachache due to being hungry, a refrigerator magnet was sent home with the student to remind parents the importance of eating breakfast.

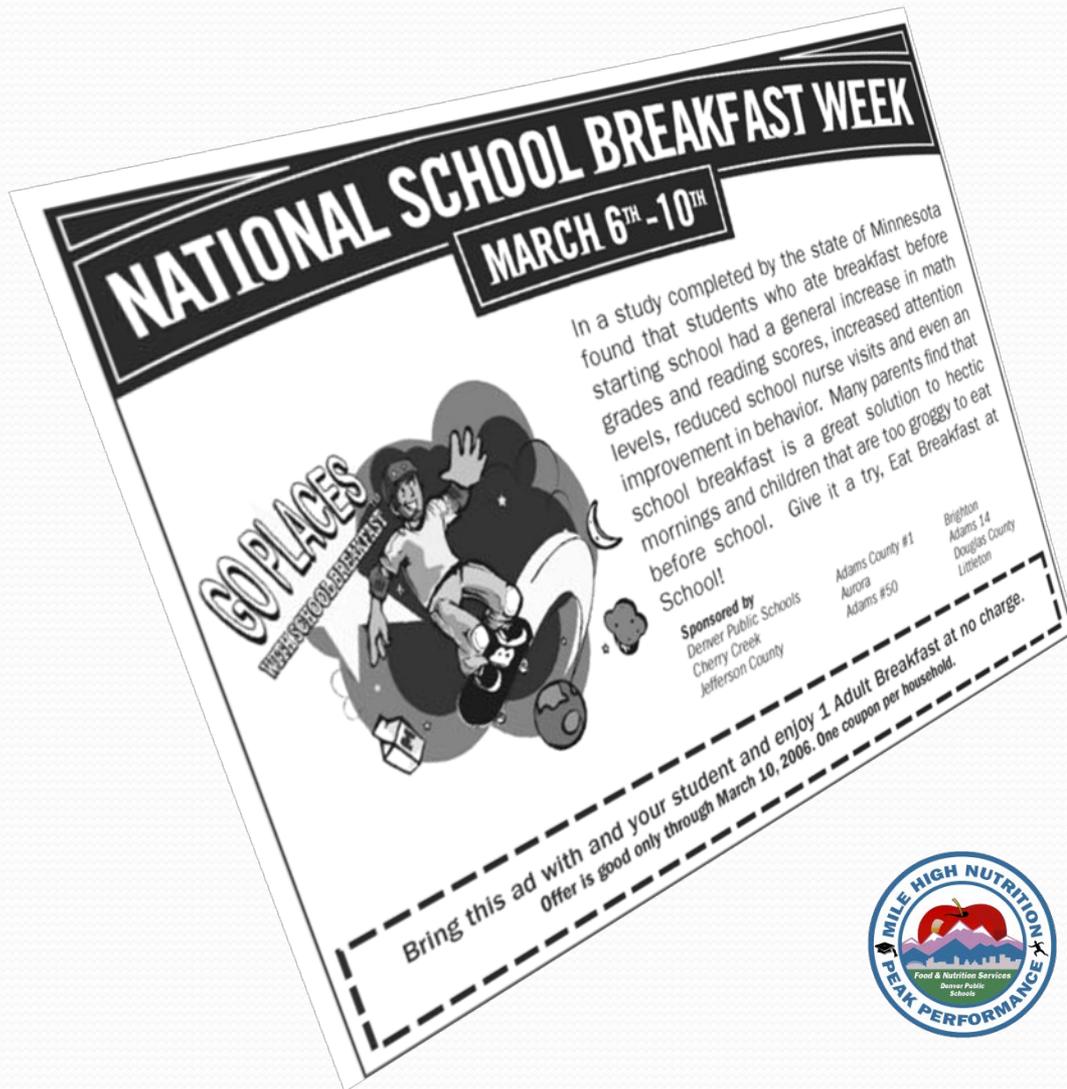


Special Visits



There are the “surprise” visits by John Lynch & Miles of the Denver Broncos to eat school breakfast!

Newspaper ad



NATIONAL SCHOOL BREAKFAST WEEK
MARCH 6TH - 10TH

GO PLACES
WITH SCHOOL BREAKFAST

In a study completed by the state of Minnesota found that students who ate breakfast before starting school had a general increase in math grades and reading scores, increased attention levels, reduced school nurse visits and even an improvement in behavior. Many parents find that school breakfast is a great solution to hectic mornings and children that are too groggy to eat before school. Give it a try, Eat Breakfast at School!

Sponsored by
Denver Public Schools
Cherry Creek
Jefferson County

Adams County #1
Aurora
Adams #50

Brighton
Adams 14
Douglas County
Littleton

Bring this ad with and your student and enjoy 1 Adult Breakfast at no charge.
Offer is good only through March 10, 2006. One coupon per household.

DPS teamed up with other local school districts they were able to advertise National School Breakfast Week in the local paper.



High Schools

The high schools have set up a monthly breakfast competition.

The school that has the highest percentage increase from the previous month wins a prize.

Congratulations!

Winners of the January Breakfast contest are:
 Montbello High School - participation increased 13%
 East High School - participation increased 22%

On Friday, February 8
 between 10:00 - 10:45 AM
 Black Jack Pizza will deliver
 BBQ & Hot Wings
 for Bill, Marlene and their crews.

What is our goal?
 200 & 300 breakfast meals served
 in one day. We missed that goal
 this month so will yours be the
 ⇒ small high school to serve 200?
 ⇒ large high school to serve 300?

Who will be the winners in
 February's
 Breakfast - ADP Percentage
 Increase Contest?
 It could be you!
 More great prizes await the
 winning schools.

	December ADP	December High Count	January ADP	January High Count	January Percent Increase
Montbello	183	209	186	219	13
North	130	194	137	171	0
Lincoln	184	220	202	247	10
West	132	162	144	161	9

	December ADP	December High Count	January ADP	January High Count	January Percent Increase
East	80	82	73	96	22
O' Wash	112	140	122	166	9
Jeff	63	110	106	123	19
South	88	117	39	137	0
Marion	29	30	21	34	0
CHA	23	70	06	77	7



What resources are out there?

- Dairy Council
 - <http://www.stldairyCouncil.org>
 - <http://www.midwestdairy.com>
 - <http://www.nutritionexplorations.org>
 - <http://www.nationaldairyCouncil.org>
- USDA
 - <http://www.fns.usda.gov/cnd/breakfast/>
- Action for Healthy Kids
 - <http://www.actionforhealthykids.org/>
- School Nutrition Association
 - <http://schoolnutrition.org/>
 - <http://www.schoolbreakfast.org/>
- Colleges and Universities
- Legislators
- State agencies (D.E.S.E., Dept. of Health, etc.)



Thank You!



Josh Winters
josh.winters@dese.mo.gov
573-526-1850

