MAKING THE MOST OF YOUR SCHOOL BREAKFAST PROGRAM



Presented by: Jeanne Hopkins, RD SNA-WI 2021 Annual Conference



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Breakfast Fuels Achievement

- Students who eat breakfast achieve an average 17.5% higher scores on standardized math test and attend 1.5 more days of school.
- Students who attend school regularly are 20% more likely to graduated from high school.

Source: Share Our Strength and Deloitte. 2015. Ending Childhood Hunger: A Social Impact Analysis





School Breakfast & Student Behavior

- School breakfast participation, especially breakfast offered at no cost to students, positively impacts children's mental health, including reductions in hyperactivity, anxiety, and depression.
- Providing students with breakfast in the classroom is associated with:
 - Fewer disciplinary office referrals
 - Lower tardy rates
 - Improved attendance rates

Source: Food Research and Action Council (FRAC)







School Breakfast Benefits

Increased:

- Standardized tests scores
- Concentration
- Alertness
- Comprehension
- Memory
- Learning
- Cognitive function
- Participation
- Nutrition
- Sense of community

Decreased:

- Tardiness
- Behavioral issues
- Anxiety
- Depression
- Absenteeism



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Offering Breakfast Makes Cents

True, breakfast adds additional cost. However, student participation is high often enough to support the program and boost revenue, keeping you out of the red!

In a "severe need" school/district of 1,000 students, increasing participation 10% would yield \$39,600 in additional revenue in just one school year:

1,000 student district/building

(Assuming 180 days @\$2.20/breakfast)

Participation rate 40% participation 50% participation

Total annual revenue increase Annual revenue increase per student/year:

\$396

\$39,600







DISCUSSION

What challenges or barriers have you faced with offering a school breakfast program?







Engage Key Stakeholders

School staff are crucial stakeholders. Their cooperation and support is integral to a school breakfast program's success.

Be considerate of stakeholders:

- Principals
- Custodial staff
- Teachers









Principals and Administrators

Potential concerns include:

- Scheduling
- Additional food, labor costs
- Lack of resources
- Low participation



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Custodial Staff

Potential concerns include:

- Additional workload
- Increased waste
- Classrooms will become messy



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Teachers

Potential concerns include:

- Interference in instructional time
- Workload
- Classroom order
- Time commitment







DISCUSSION

If you have a breakfast program, what are some of your successes?



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Determine a Style That Works For You

- Cafeteria Service
- Grab and Go (GNG)
- Breakfast in the Classroom (BIC)



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Cafeteria Service

Benefits:

 Wider variety of foods can be offered, including heated options such as burritos or breakfast sandwiches.

Challenges:

- Must be served before the bell.
- More foodservice staff needed to prepare, serve, clean up.
- Students eating in cafeteria may be perceived as low income by their peers.



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Grab and Go

Benefits:

- Popular with middle and high school students.
- Avoids the low-income stigma association with cafeteriaserved breakfast.

Challenges:

- Requires moveable breakfast carts and/or display racks.
- Often limited to fruits and packaged foods (yogurt, cereal bars).







Breakfast in the Classroom

Benefits:

- Offered after the bell, so especially good for students arriving late.
- Great for elementary schools that qualify for the Community Eligibility Provision (free meals for all students).

Challenges:

 Concerns it will burden classroom teachers and result in messy classrooms.







Breakfast in the Classroom







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What to Serve?

- USDA guidelines require four components be offered daily:
 - 1 and 2 whole-grain rich equivalent items
 - Fruit
 - Milk
 - Protein items
- Students are required to take a fruit or vegetable and two other components to qualify for reimbursement.
- Vary your menus and include kid-friendly options to keep students interested and eating.







Offer Versus Serve The 3 Meal Components for Breakfast



You must choose at least 3 items

One must be 1/2 cup fruit, juice or vegetable
And at least two other items







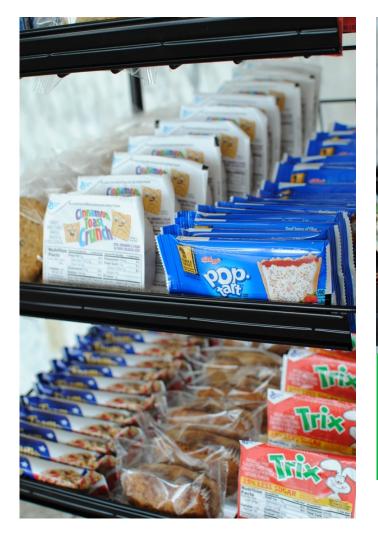
Presentation Matters

- Hallways provide easy access.
- Use racks and serving bowls to present a variety of items in a visually appealing manner.
- Salad bars make great breakfast bars!



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A breakfast rack is a perfect option for cafeteria or hallway breakfast. Presenting components in a visually appealing manner can help build participation!



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Breakfast totes with grains, fruit offerings and milk can be prepped before students arrive and distributed to classrooms.





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Incorporate proteins such as yogurt and cheese sticks in your breakfast planning.





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Marketing

USDA requires promotion of your School Breakfast Program. How to get the word out?

- Post details on district website
- Use district-wide communication channels email, social media
- Participate in National School Breakfast Week in March
- Share the NutriStudents K-12 Cafeteria Connection "breakfast" edition
- Engage students
 - Ask for student input on menu choices and decision making
 - Involve students in responsibilities (i.e. cleaning up after BIC)





Funding Your Breakfast Program

Seek out grants to offset costs associated with changing the service style of your breakfast program:

- Action for Healthy Kids
- Fuel Up to Play 60
- Food Research and Action Council
- Partners for Breakfast in the Classroom

