

MAKING THE MOST OF YOUR SCHOOL BREAKFAST PROGRAM



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NutriStudents K-12[®]
Menu Freedom. Tools for Success.



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 graduate 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 test scores
- Concentration
- Alertness
- Comprehension
- Memory
- Learning
- Cognitive function
- Participation
- Nutrition
- Sense of community

Decreased:

- Tardiness
- Behavioral issues
- Anxiety
- Depression
- Absenteeism



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	Revenue	Total annual revenue increase	\$39,600
40% participation	\$158,400	Annual revenue increase	
50% participation	\$198,000	per student/year:	\$396



DISCUSSION

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



Engage Key Stakeholders

School staff are crucial stakeholders. Their cooperation and support are 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



Custodial Staff

Potential concerns include:

- Additional workload
- Increased waste
- Classrooms will become messy



Teachers

Potential concerns include:

- Interference in instructional time
- Workload
- Classroom order
- Time commitment
- Classrooms will become messy



DISCUSSION

If you have a breakfast program,
how have you addressed objections
from administrators, teachers,
custodians?



Determine a Style That Works For You

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



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.



Grab and Go

Benefits:

- Popular with middle and high school students.
- Avoids the low-income stigma association with cafeteria-served 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





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!



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



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



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



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



Questions?

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For downloadable handout files, go to:

MenuFreedom.com/SNA-WI-2021