

FRAC Breakfast Matters “How to” Webinar Series

Piloting and Expanding Breakfast in the Classroom, Grab ‘n Go, and Second Chance Breakfast Programs



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Food Research and Action Center

Breakfast for Learning

Children who eat breakfast at school:

- Increase their math and reading scores
- Perform better on standardized tests
- Improve their speed and memory in cognitive tests



Over the past five years, significant new evidence has documented the link between eating breakfast and learning. Recent studies show that skipping breakfast is relatively common among children in the U.S. ...and is associated with quantifiable negative consequences for academic, cognitive, health, and mental health functioning.

J. Michael Murphy, EdD, Massachusetts General Hospital and Harvard Medical School, 2007¹⁹

Skipping breakfast and experiencing hunger impair children's ability to learn

- Children who skip breakfast are less able to differentiate among visual images, show increased errors, and have slower memory recall.¹
- Children experiencing hunger have lower math scores and are more likely to repeat a grade.²
- Behavioral, emotional and academic problems are more prevalent among children with hunger.³
- Children experiencing hunger are more likely to be hyperactive, absent and tardy, in addition to having behavioral and attention problems more often than other children.⁴
- Children who are undernourished have poorer cognitive functioning when they miss breakfast.⁵
- Teens experiencing hunger are more likely to have been suspended from school and have difficulty getting along with other children.⁶
- Children with hunger are more likely to have repeated a grade, received special education services, or received mental health counseling, than low-income children who do not experience hunger.⁷

Eating breakfast at school helps improve children's academic performance

- Children who eat a complete breakfast, versus a partial one, make fewer mistakes and work faster in math and number checking tests.⁸
- Children who eat breakfast at school – closer to class and test-taking time – perform better on standardized tests than those who skip breakfast or eat breakfast at home.⁹
- Providing breakfast to students at school improves their concentration, alertness, comprehension, memory, and learning.^{10, 11, 12}
- Children who eat breakfast show improved cognitive function, attention, and memory.¹³
- Participating in school breakfast is associated with improved math grades, attendance and punctuality.^{14, 15}
- Children perform better on tests of vocabulary and matching figures after eating breakfast.^{16, 17}
- Consuming breakfast improves children's performance on demanding mental tasks and reaction to frustration.¹⁸

School breakfast improves student behavior and learning environments

- Students who participate in school breakfast show improved attendance, behavior, standardized achievement test scores as well as decreased tardiness.¹⁹
- Children who increase their school breakfast participation as a result of a school breakfast program offered free to all students show greater improvements in math scores, attendance, punctuality, depression, anxiety, and hyperactivity than children whose participation remains unchanged or decreases.²⁰
- Providing students with breakfast in the classroom setting is associated with lower tardy rates and fewer disciplinary office referrals.²¹

Breakfast for Health

- School breakfast improves student behavior and reduces tardiness and absenteeism
- A healthy breakfast each day helps prevent obesity
- Children who eat school breakfast eat more fruits, drink more milk, and eat a wider variety of foods

FRAC | **Breakfast for Health**

Food Research and Action Center

Fall 2011

We also find that subsidized meals at school or day care are beneficial for children's weight status, and we argue that expanding access to subsidized meals may be the most effective tool to use in combating obesity in poor children. - Kimbro & Rigby, 2010

There is a large body of research on the strong links between school breakfast consumption and favorable dietary, health, and educational outcomes among children and adolescents.

School breakfast participation improves children's dietary intake.

- School breakfast participants are more likely to consume diets that are adequate or exceed standards for important vitamins and minerals (e.g., vitamin C, vitamin A, calcium, phosphorus).^{1,2,3}
- Children and adolescents who skip breakfast tend to have poorer nutrient intakes than those who eat breakfast.^{4,5,6} Eating breakfast regularly has been linked with greater intake of fiber, calcium, iron, vitamin C, and other vitamins and minerals, and lower intake of fat, cholesterol, and sodium.^{7,8}
- Children who participate in school breakfast are more likely to consume fruit and milk at breakfast.⁹
- Low-income children who eat school breakfast have better overall diet quality than those who eat breakfast elsewhere or skip breakfast.¹⁰ An improvement in dietary quality also may extend to the family members of children with access to the program.¹¹

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Barriers to Participation

- Cost
- Late bus schedules
- Urban transit
- Children want to socialize or play outside
- Stigmatized as a program “for poor kids”

How is it Served?

Traditional Model – In the cafeteria

Part of the School Day

- Breakfast in the Classroom
- Grab 'n Go
 - From cafeteria
 - From hallway



Breakfast in the Classroom

- Meals delivered to the classroom
- Students eat in the classroom after the morning bell



Grab 'N Go

Students pick up meals from carts or kiosks located in the....

Cafeteria

or

Hallway



Students eat breakfast in the classroom

Second Chance Breakfast

- Breakfast is provided after 1st period
- Meals are served from cafeteria or carts located in the hallway
- Middle & High Schools



Keys to Success

- Breakfast at No Charge
- Target Schools
 - High free- and reduced-price rate
 - Low school breakfast participation
- Stakeholder Engagement
- Community Support and Outreach

Thank You

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First Class Breakfast @ Houston ISD

Strategic Plan & Implementation



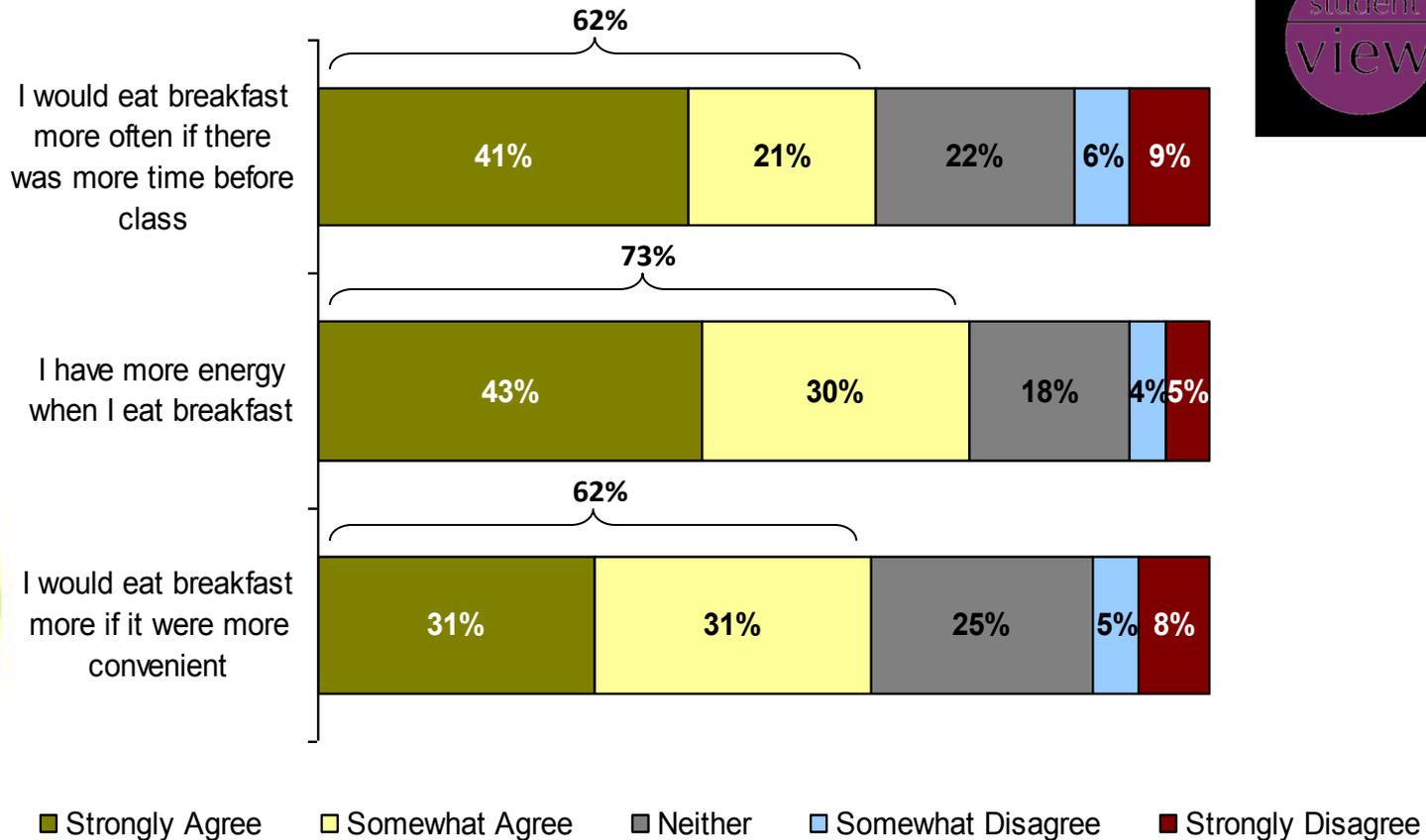
FIRST CLASS
BREAKFAST



helping students flourish™

Breakfast Program Background

HISD Student Perception of Breakfast



Result: Board Recommended Pilot Classroom Program

HISD Breakfast Program

IMPACT of First Class Breakfast Pilot



IMPACT of Classroom

Service:

- Breakfast in cafeteria at 261 campuses
 - Avg. 30% student participation
- First Class Breakfast (breakfast in classroom) at 36 HISD campuses
 - Avg. 81% student participation

Cafeteria

Service = 30%

Classroom

Service = 81%

HISD Board of Education Considerations

- HISD 80% Free & reduced eligibility
- Of student breakfast meals, less than 10% were full paid or reduced priced meals
- Board of Education removed stigma and wanted academic and student health benefits –

Offers Free Student Breakfasts

- Breakfast study showed academic performance improvement with pilot schools

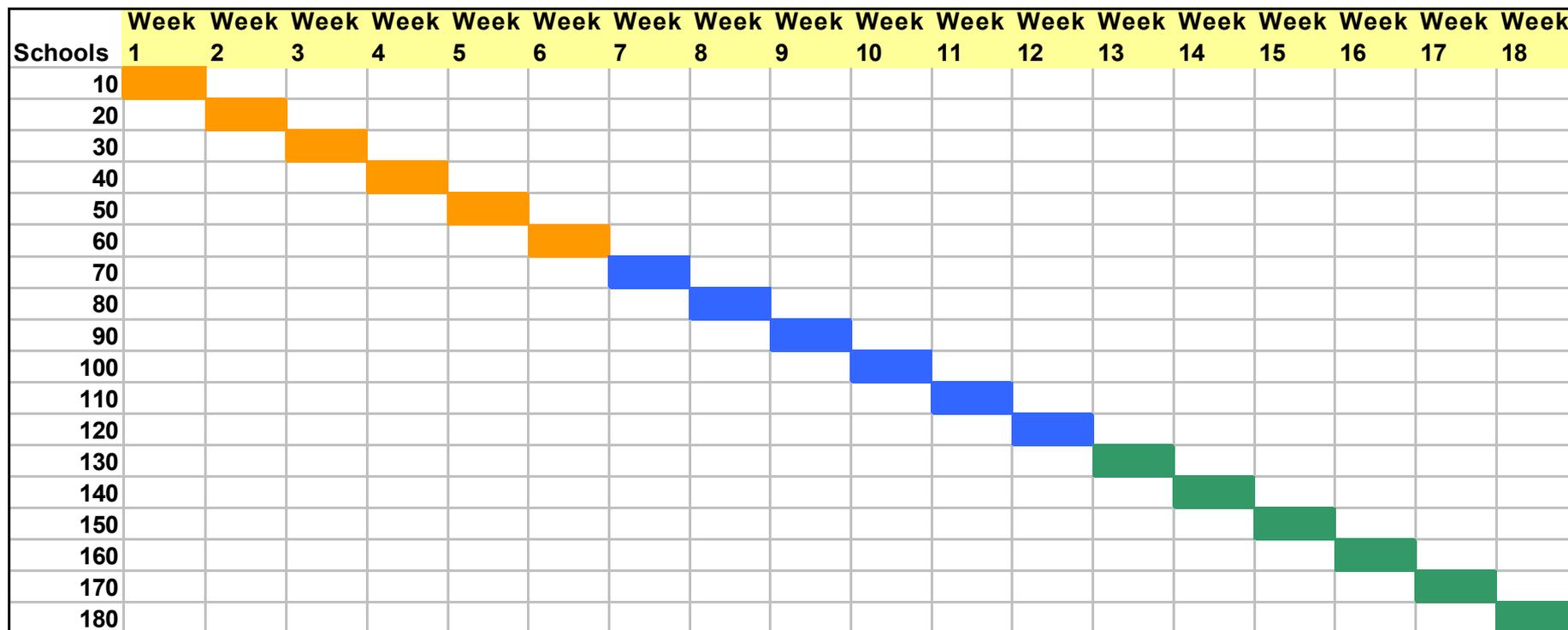
Mandated Classroom Breakfast All Elementary Schools

Rollout Schedule



After-pilot: All remaining Elementary -10 schools per week

- Prioritized based on high opportunity schools
- Completed 180 schools in 18 weeks
- The next fall began implementation in all middle schools



60 Schools during Weeks 1 - 6

60 Schools during Weeks 7- 12

60 Schools during Weeks 13 - 18

Process Implementation



Preparation



Daily Implementation



Communication Toolkits



Principals

- Introductory Letter
- Power Point
- Program Brochure
- Video
- FAQs

Teachers, Administration, Custodians

- Program Brochure
- Power Point
- Video
- FAQs

Parents, Students, Community

- Introductory Letters
- Program Brochure
- Ads
- Events



helping students flourish

Obstacles & Solutions



- Accountability
 - Solution: no manual rosters, food service handles all accountability steps, use id card collection and remote POS
- Parents not wanting student(s) to participate
 - Solution: Parents fill out an “opt out” form
- Interruption of classroom time
 - Solution: Use breakfast time to do “housekeeping” tasks normally done throughout school day
- Food Waste
 - Solution: Implement Offer vs. Serve option for interested campuses, limit service of juice & milk together

Benefits

- HISD First Class Breakfast (FCB) Study reveals:
 - ✓ Attendance rates increased in campuses with classroom program
 - ✓ Significant increase in Math state testing passing rates amongst FCB schools
 - ✓ A decrease in disciplinary actions at elementary schools with FCB
- Continued financial solvency
- Kids love breakfast – participation increase
- Creates staffing opportunity
- Creates positive campus/parent visibility and engagement for Food Services



FIRST CLASS

BREAKFAST

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Breakfast to Go

St. Paul Public Schools

Jean Ronnei, SNS

Director, Nutrition & Custodial Services

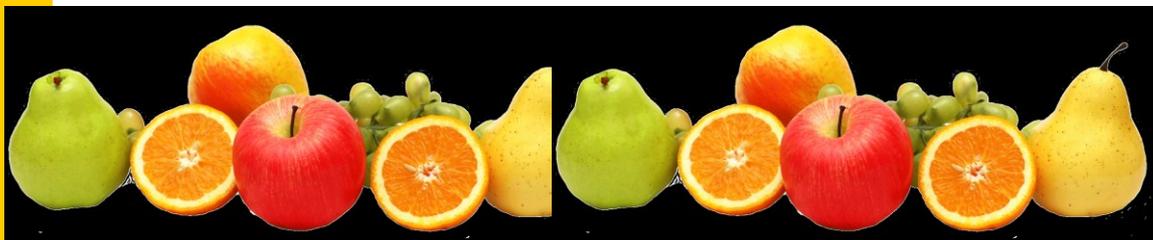


Saint Paul Public Schools

- 39,000 students
 - 70 sites
 - 100+ languages/dialects
 - 73% F/R eligible
- Participation
 - 62% breakfast (32% before B2G)
 - 79% lunch
- Cook/Chill Operation
- SFSP
- After School Snack Program
- Farm2School Initiatives
- FFVP - 28 schools



Breakfast to Go Program



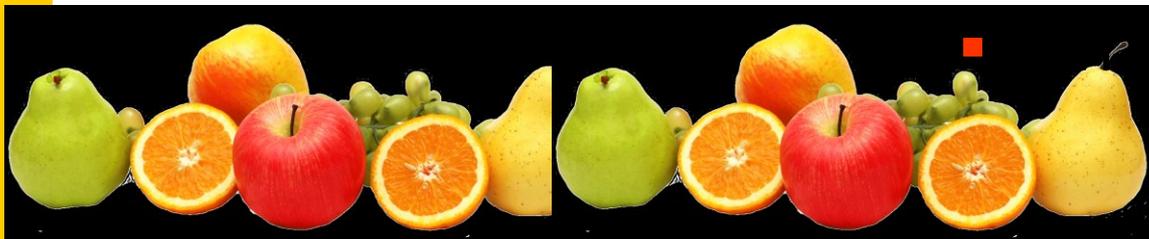
B2G Style – Plan for Success

Questions:

- Is there School District Leadership buy-in?
- Charge vs. universal? At what point can you afford universal?
- Breakfast in the classroom? Grab & Go?

Be Sure to:

- Involve all stakeholders in planning
- Develop marketing plan
- Pilot at a school w/ support
- Adjust plan
- Remain flexible
- Celebrate successes



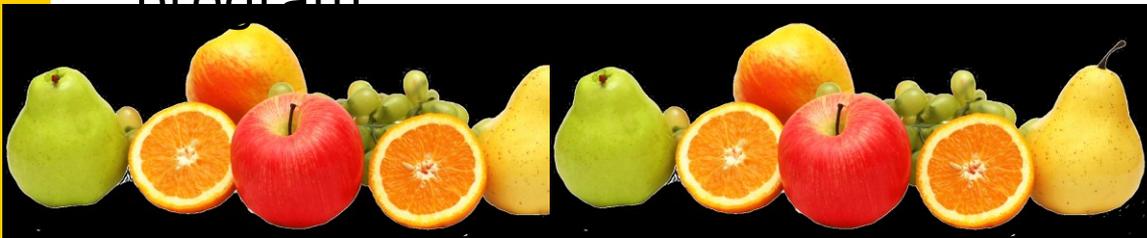
Support for B2G- SPPS Success Strategies



- Deputy Supt was our high level champion (now our Supt)
- First pilot at 4 schools w/ 90+ F/R, now at all schools. Expanding down
- We analyzed financials often
- Created fun video for kids and staff
- B2G team met w/ key school staff (principal, HE, teacher(s) Café Mgr)
- Communicated w/ parents, kids, teachers, community
- Time spent on training = successful program



Head Engineer



Anticipating Obstacles

- Pushback from some teachers, parents & administrators: *assessed and adjusted – especially at super resistant schools*
- Cost/time/labor – *consider all when planning*
- Food allergies & Special diets – *use PINs & symbols*



Milk



Egg



Shellfish



Fish



Tree Nuts



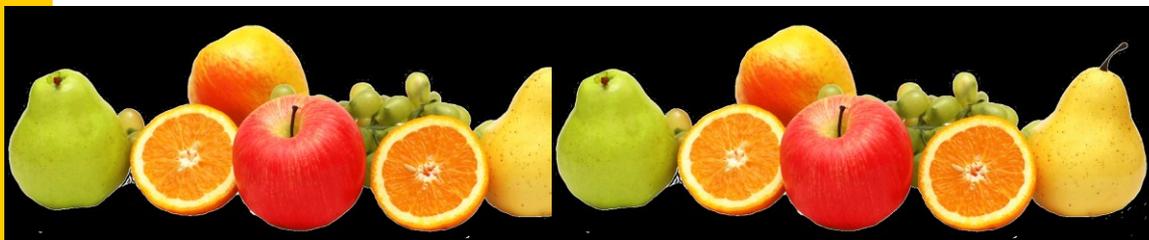
Wheat



Peanut



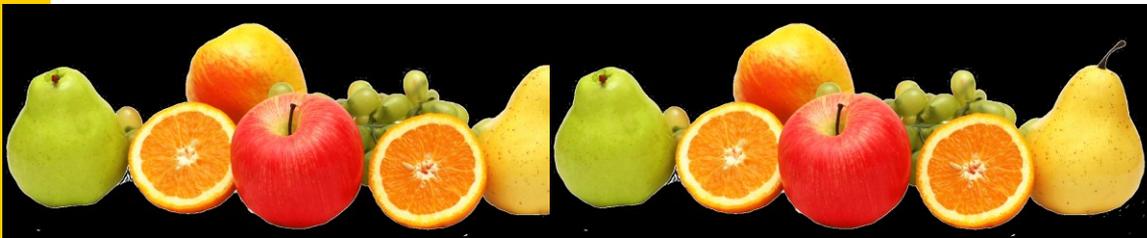
Soybean



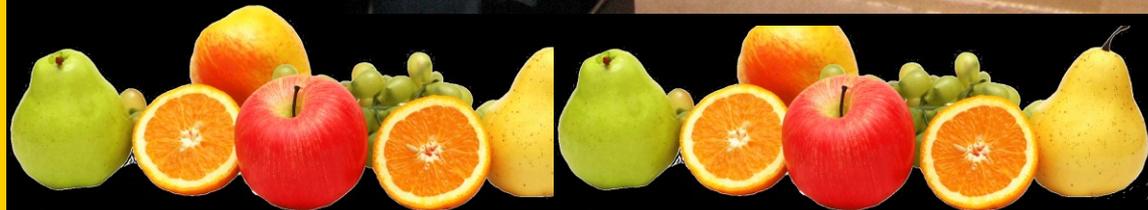
Meet New Breakfast Standards & Control Costs



- Analyze labor through piloting – many of our employees went to benefit earning, another selling point!
- Pre-packed speeds service
- Offer limited choices --
 - Whole grain, low sugar cereals
 - Offer fruit and juice, start w/ lower cost
 - Do wraps w/ whole grain tortillas
 - Purchase or make smaller size muffins or use breakfast breads – add in carrots, whole wheat, flax
 - Protein rich items – eggs, yogurt



Breakfast to Go or B2G

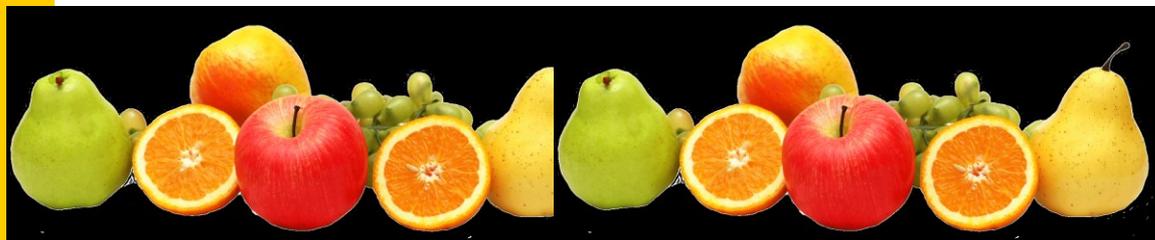


Bag Pickup



real choices
Eating healthy never tasted so good.

B2G Lines - Hallway





real choices
Eating healthy never tasted so good.

Bus Drop Off Point

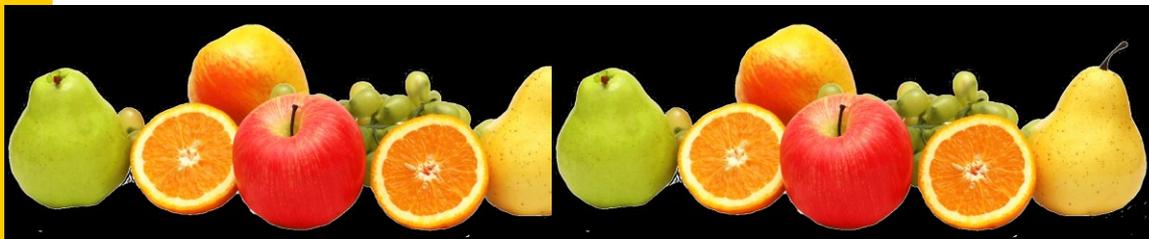


Café Pick Up



Share Data Up & Down

- Nutrition Services Staff make or break programs
 - Let staff know how they are doing each month towards goal (meet or exceed # of F/R eligible)
 - Recognize achievement
- Administration influences participation
 - Start w/ super stars
 - Share data w/ administration



Free/Reduced Student Breakfast Participation

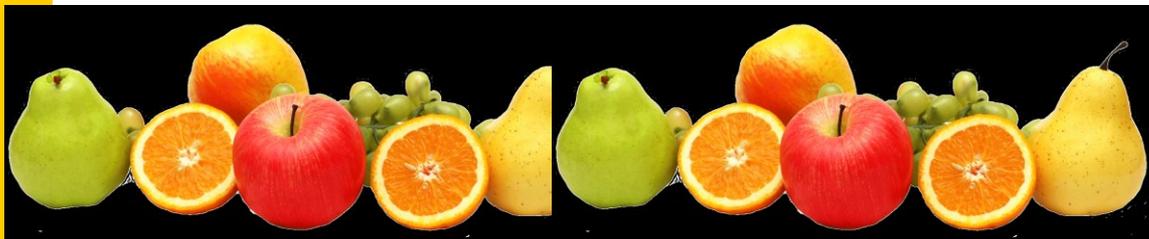
January 2013



	2012-13 F/R %	Jan 2013 Brk Part %	Gap	Status (red, amber, green)
Hancock	93%	70%	23%	Red
Crossroads	76%	53%	23%	Red
Ben Mays	86%	62%	23%	Red
Mississippi	96%	77%	19%	Red
Como Elem	91%	74%	17%	Red
Obama	94%	77%	17%	Red
Galtier	95%	81%	14%	Amber
Nokomis	55%	51%	4%	Amber
Four Seasons	75%	72%	3%	Amber
St. Anthony Park	24%	26%	-2%	Green
Chelsea	48%	51%	-3%	Green
Mann	20%	25%	-5%	Green
J J Hill	30%	38%	-7%	Green
Expo	35%	43%	-8%	Green
Groveland	36%	49%	-14%	Green
Highland Elementary	51%	65%	-14%	Green
Randolph Hts	23%	40%	-17%	Green

Status Legend

Green 0% or less
Amber 1%-15%
gap
Red 16% or
more gap



Jean Ronnei

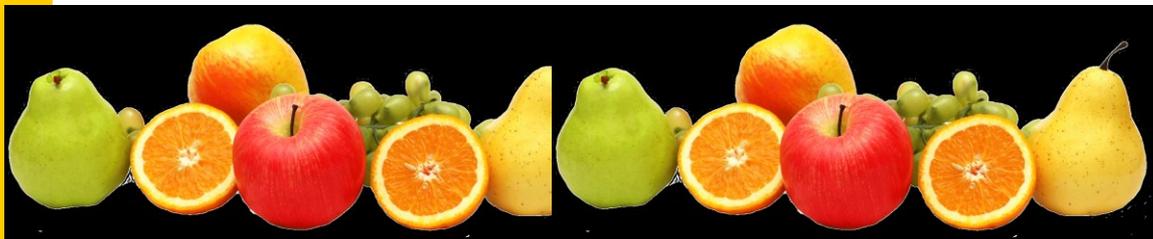
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*Recipes, menus, nutritional analysis,
B2G Video*





Breakfast in the Classroom

Local NEA Affiliate Perspective

Elizabeth Foster – President, Guilford County Association of Educators

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Beginning Steps

- Always Say “Yes”
- Do Local Research
- NEA HIN as Collaborative Partner
- Strategic Plan

Support

- Executive Board
- School District Support from Top Down
- Partners Meet as Often as Possible
- Use Administrative Members
- Create Buzz

Local Affiliate Role

- Attend All Planning Meetings
- Ensure Voice
- Strategize Potential Issues Prior to Training
- Location of Training
- Fill the Room

Media, Media, Media

- Link Local Affiliate to Community
- Local Affiliate Partnership
- Name Drop
- Use Everything You've Got

After Implementation

- Media Coverage
- Recruitment
- Identify Issues
- Suggest Improvements
- Feeding Children



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