

## FRAC Breakfast Matters “How to” Webinar Series

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



Eyang N. Garrison  
Food Research and Action Center

**FRAC**  
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



**FRAC**  
Food Research and Action Center

---

---

---

---

---

---

---

---

## 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**  
Food Research and Action Center

---

---

---

---

---

---

---

---

## 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

**FRAC**  
Food Research and Action Center

---

---

---

---

---

---

---

---

## Second Chance Breakfast

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



**FRAC**  
Food Research and Action Center

---

---

---

---

---

---

---

---

## 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

**FRAC**  
Food Research and Action Center

---

---

---

---

---

---

---

---

## Thank You

**Eyang Garrison**

Food Research and Action Center

202.986.2200 x3934

[egarrison@frac.org](mailto:egarrison@frac.org)

[www.frac.org](http://www.frac.org)




---

---

---

---

---

---

---

---

## First Class Breakfast @ Houston ISD

Strategic Plan & Implementation




---

---

---

---

---

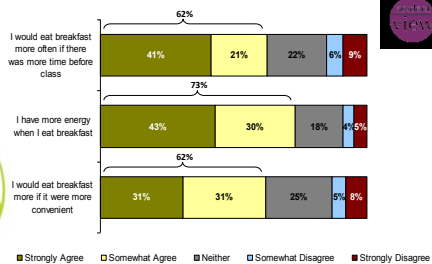
---

---

---

## 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%**



helping students flourish

---

---

---

---

---

---

---

---


## 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**



helping students flourish

---

---

---

---

---

---

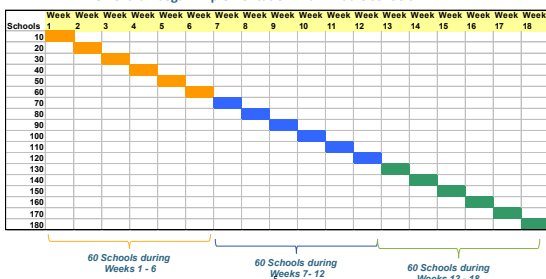
---

---

## 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




---

---

---

---

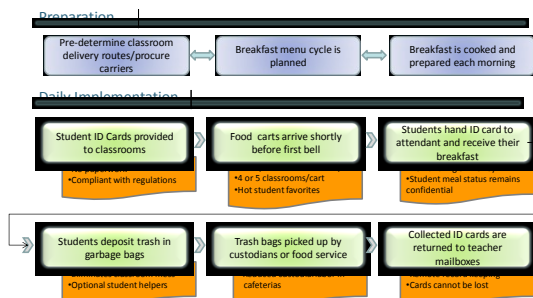
---

---

---

---

## Process Implementation



6

## Communication Toolkits



helping students flourish

17



## 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

helping students flourish

18



## 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



19



Mark Welch  
General Manager of Operations  
Houston ISD  
Phone: 713-491-5849  
Email: Mwelch@Houstonisd.org

helping students flourish

## 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



re successes

---

---

---

---

---

---

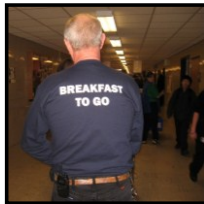
---

---

## 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*




---

---

---

---

---

---

---

---

## 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




---

---

---

---

---

---

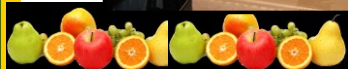
---

---

## Breakfast to Go or B2G



Bag Pickup




---

---

---

---

---

---

---

---

## B2G Lines - Hallway




---

---

---

---

---

---

---

---

## 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
Gallier	95%	81%	14%	Amber
Nakomis	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%  
Red: 16% or  
more gap




---

---

---

---

---

---

---

---

---

---

## Jean Ronnei

Director, Nutrition & Custodial Services

651.603.4958

[jean.ronnei@spps.org](mailto:jean.ronnei@spps.org)

[ns.spps.org](http://ns.spps.org)

*Recipes, menus, nutritional analysis,*

*B2G Video*




---

---

---

---

---

---

---

---

---

---



## Breakfast in the Classroom

Local NEA Affiliate Perspective

Elizabeth Foster – President, Guilford County Association of Educators

[ef.ayuh@gmail.com](mailto:ef.ayuh@gmail.com) \* 336-299-9601




---

---

---

---

---

---

---

---

---

---

## 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




---

---

---

---

---

---

---

Elizabeth Foster  
President  
Guilford County Association of Educators  
336-299-9601  
[ef.ayuh@gmail.com](mailto:ef.ayuh@gmail.com)

---

---

---

---

---

---

---