

# Webinar: School Breakfast

---

The webinar will start shortly. Connect to audio using your computer's microphone and speaker OR dial in on your phone to the number in the webinar control box.

---

“Because of the increasing rates of obesity, unhealthy eating habits, and physical inactivity, we may see the first generation that will be less healthy and have a shorter life expectancy than their parents.”

– Richard H. Carmona

*former U.S. Surgeon General, testimony before the U.S. Senate, 3/2/2004*  
<http://www.surgeongeneral.gov/news/testimony/childobesity03022004.html>



A photograph of children in a classroom with their arms raised, set against a chalkboard background. The image is partially obscured by a green curved banner at the bottom.

# School Breakfast: Making Breakfast Part of the School Day

March 23, 2017

Learn • Act • Transform

**ACTION** FOR  
HEALTHY  
KIDS 

# Today's Presenters



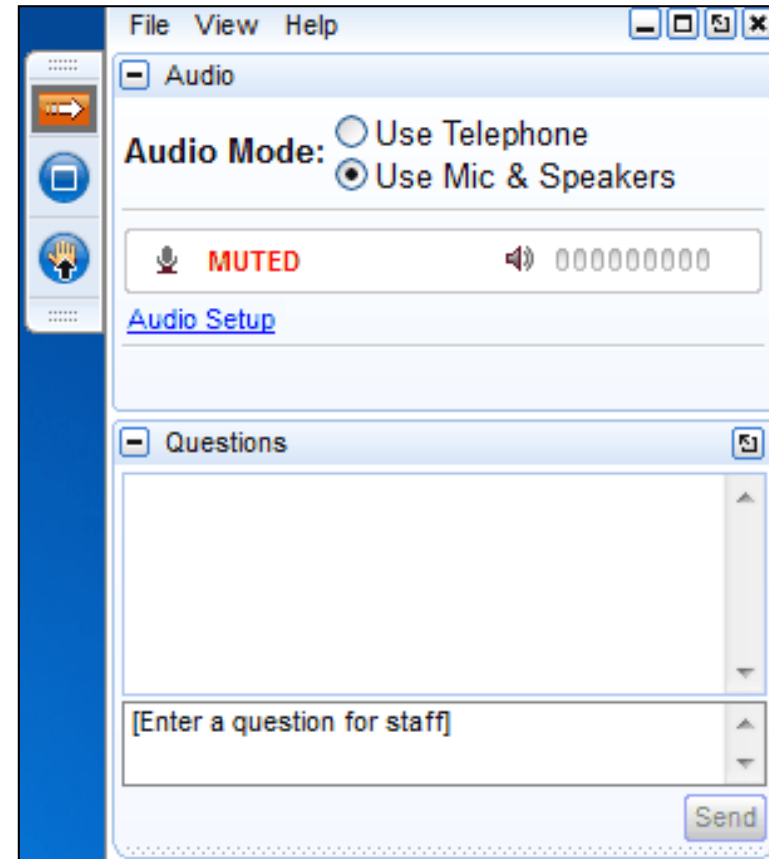
**Jessica Sankey**  
Director of Wellness  
Bellingham School District, WA

**Summer Kriegshauser**  
Program Manager  
Center for Best Practices  
Share Our Strength

**Ellen Dillon**  
Senior Manager, School  
Breakfast Programs  
Action for Healthy Kids

# Logistics

- Telephone or speakers
- Everyone is muted
- Submit a question
- This call is being recorded
- Link to recording and handouts will be sent out following the call



# Agenda

- Who We Are: Action for Healthy Kids
- Overview of Breakfast After the Bell
- One District's Story: Bellingham Public Schools
- Resources for Change
  - No Kid Hungry's Center for Best Practices
- Q and A



# Who Are We?



AFHK's vision is a world in which every kid is healthy, active and ready to learn.

# Who Are We?



Our goal is to create school communities where children learn how to make healthy choices from the minute they walk in the front door to the minute they leave at the end of the school day.

# Why Schools?

- Schools reach most children and adolescents.
- Children spend around 1,200 hours per year in school.
- Teachers, school staff and parent volunteers are key role models.
- Curriculum standards for health include nutrition and physical education.
- School teach kids what we value and what is important in our community.





# Why Schools?

**55 MILLION SCHOOL KIDS**

Each one of us can help improve the eating and activity habits of the **55 MILLION** school kids in this country and, in the process, improve their health so they can succeed in the classroom.

**GOOD FOOD**

**PHYSICAL ACTIVITY SUPPORTS ACHIEVEMENT**  
Even moderate exercise, like walking, increases brain activity.

**ACTIVE BODIES**

**KIDS WHO EAT WELL, LEARN BETTER**  
Students who eat school breakfast have been shown, on average, to attend 1.5 more days of school per year and score 17.5% higher on standardized math tests.

**KIDS EQUIPPED FOR SUCCESS!**  
Kids who attend "healthy" schools have fewer absences, higher academic achievement and self-esteem and are more likely to graduate from high school.

**HEALTHIER PRACTICES CAN INCREASE SCHOOLS' BOTTOM LINES**  
Schools can get a financial boost by offering more nutritious meals & snacks. Students will buy and eat healthier foods and beverages.

**EVERY KID HEALTHY**

Visit [ActionforHealthyKids.org](http://ActionforHealthyKids.org), where you can read *The Learning Connection: What You Need to Know to Ensure Your Kids Are Healthy and Ready to Learn* and in under 1 minute, you can take the *Every Kid Healthy Pledge*. You'll have access to our free programs, volunteer opportunities and school grants.

## Healthy Kids Learn Better

Good Food + Active Bodies = Kids Equipped for Success

# Problems with Breakfast before Bell

## Traditional Breakfast Before School Bell

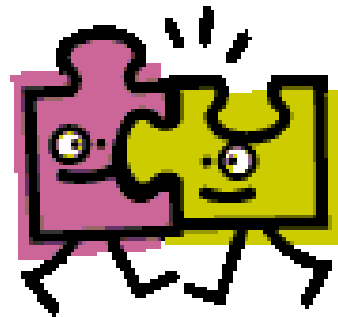


- Often in Cafeteria
  - Not able to house full student body
  - Not conveniently located
- Requires students to arrive in early
- Competing activities: friends & play priorities for students
- Stigma: only the ‘poor’ kids eat
- Time: not everyone wants to eat early in day

# Incorporating Breakfast in School Day

## What is Breakfast after the Bell?

Moves breakfast after the start of the school day.



# Making BAB Work

## Service times & locations that meet student needs

Model	Time	Location
Breakfast in the Classroom	Start of class	Classroom
Second Chance Breakfast	Mid-morning at recess or between classes	Cafeteria or multiple locations
Grab n' Go Breakfast	Before school and/or mid-morning	Multiple locations (e.g. service carts)

# Benefits of BAB

- Increased participation
- Eliminates the stigma
- Improved academic outcomes
  - Improved school attendance and reduced tardy students
  - Improved student focus and behavior
  - Better student Performance
- Fewer nurses visits due to hungry bellies
- Increased sense of community...especially with Breakfast in the Classroom



# Concerns over BAB

## Impacting Instruction Time?

- Actually, teachers find instructional time increases
- Use Breakfast in the Classroom to start academic day
- Many educational agencies support and have provided letters of support



# Middle and High School & Breakfast

## Not just for Elementary Students

- BAB has great impact at the middle and high school levels
- Schedules more flexible
- Barriers can be greater
  - Freedom of choice
  - Stigma
  - Weight conscious
  - Varying schedules



# State Efforts to Bring BAB to More Schools

State Legislation has made BAB mandatory in highest need schools

- CO
- IL
- NV
- WV
- DC

Other States writing in additional funding to support BAB in Governor's budgets

- CA
- PA
- VA



# Questions?

Questions? Let us know!





# Breakfast After the Bell: One District's Story

---

Welcome:

Jessica Sankey

Wellness Coordinator

Bellingham School District

Bellingham, WA

## BAB: District Highlights

---

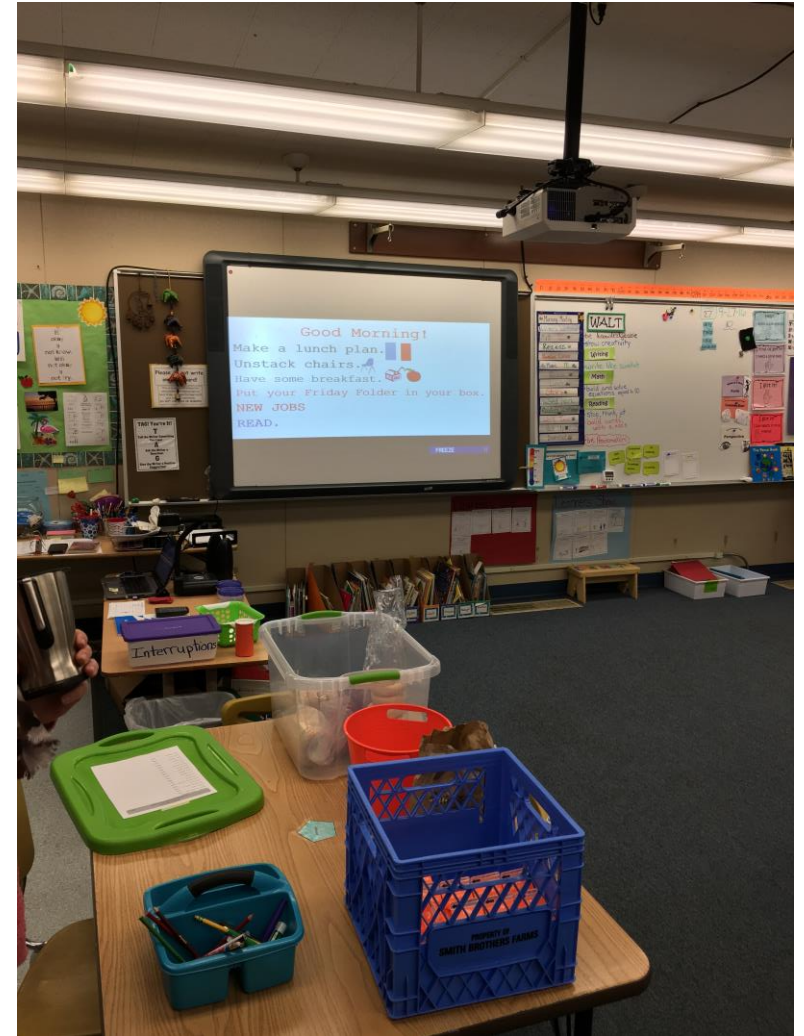
What was your district's history with school breakfast?

- Participation was low
- Varying levels of need
- Menu options not clean or best options

# BAB: District Highlights

## Why did your district move to BIC and Grab and Go?

- Feed more students
- Increase participation
- Best way to meet needs of students



# BAB: District Highlights

What special considerations did you need to include when planning?

- Waste/composting
- Building logistics: steps, elevators, other facility issues...
- Engage custodians
- Involve ALL stakeholders



# BAB: District Highlights

How did teachers react and how do they incorporate into school day?

- Positive
- Part of day
- Sense of community
- All students in class and not wandering around
- Student responsibilities



# BAB: District Highlights

Successes?

Feed more kids!

Results: DATA speaks

- 6 schools: currently averaging 85% participation
- Increased from: 31% in 2015



# Questions?

Questions? Let us know!







center for BEST  
PRACTICES

## School Breakfast Resource Deep Dive

**Summer Kriegshauser**  
Program Manager, Center for Best Practices

# NO KID HUNGRY

1. **INCREASING ACCESS** to and participation in federal nutrition programs currently available to children In-need, including school breakfast, summer meals and afterschool meals/snacks.

2. **EMPOWERING FAMILIES** through Cooking Matters courses and grocery tours with skills to stretch their food budgets and prepare nutritious meals on a limited budget for over 20 years.

3. **DRIVING AWARENESS OF CHILD HUNGER** and No Kid Hungry at the national, state and local levels by engaging the public around this critical issue.

## ENDING CHILDHOOD HUNGER

---



ACCESS



EDUCATION



AWARENESS

# No Kid Hungry Center for Best Practices



# CENTER FOR BEST PRACTICES WEBSITE



The screenshot shows the website header with the NOKID HUNGRY logo and 'center for BEST PRACTICES' text. A navigation menu includes 'Home | About | Events' and a search bar. A secondary menu lists categories like 'SCHOOL BREAKFAST', 'SUMMER MEALS', 'AFTERSCHOOL', 'EARLY CHILDHOOD', 'SNAP', 'FOOD SKILLS EDUCATION', and 'SPONSOR CENTER'. The main content area features a 'School Breakfast' section with a list of links on the left, a photo of children eating, and a 'School Breakfast Program' description. A 'Resources' sidebar on the right lists 'Reports/Case Studies' and 'Guides/Toolkits'. A red circle highlights the 'Subscribe' button in the top right corner, with a red arrow pointing to it from the text on the right.



Subscribe to the Center for Best Practices monthly e-newsletter



# Implementing Breakfast After the Bell



# BREAKFAST AFTER THE BELL 101 VIDEOS

- Two Videos:
  - [Breakfast in the Classroom](#)
  - [Grab and Go to the Classroom](#)
- Geared towards teachers and principals
- Outlines how BAB
  - benefits students and classrooms
  - can be a seamless part of the instructional day



**Stakeholder: Principals, Teachers**

# PRE-IMPLEMENTATION CHECKLIST

- Mapped out list of action steps a school can take to prepare for BAB implementation
- Action steps are based on suggestions from school stakeholders that have already implemented BAB
- Completed checklist was vetted by School Nutrition Directors to ensure that the information contained in it was useful

**Stakeholder: SNS, Principals**



NoKidHungry.org



## BREAKFAST AFTER THE BELL

### PRE-IMPLEMENTATION PREP

Recognizing the importance of school breakfast in ensuring student health, well-being and academic success, schools across the country are increasingly making breakfast a part of the school day. Although Breakfast After the Bell programs can increase participation, school revenues and student performance, implementing such programs can also present some initial challenges. Preparing for implementation can make the transition from traditional cafeteria breakfast to Breakfast After the Bell smoother and increase the chances of maintaining a successful breakfast program. Each school has its own unique needs, and adaptability during early implementation can help you refine and improve your program. In preparing to implement a Breakfast After the Bell program in your school, there are several important steps discussed below.

### ASSEMBLE A SCHOOL BREAKFAST TEAM

Assemble a team of stakeholders in the school and/or district that can help plan the Breakfast After the Bell implementation. The team may include teachers, principals, food service staff, wellness coordinators and custodians. Engaging stakeholders provides an opportunity to educate them about the importance of expanding access to school breakfast, address concerns, and inform them about how the new model may alter their morning routine. You can convene the team regularly or on an ad hoc basis to facilitate planning, troubleshoot and manage expectations of the breakfast program. Team members can also be powerful advocates for promoting the program to their peers.

### IDENTIFY AND PURCHASE NEEDED EQUIPMENT & SUPPLIES

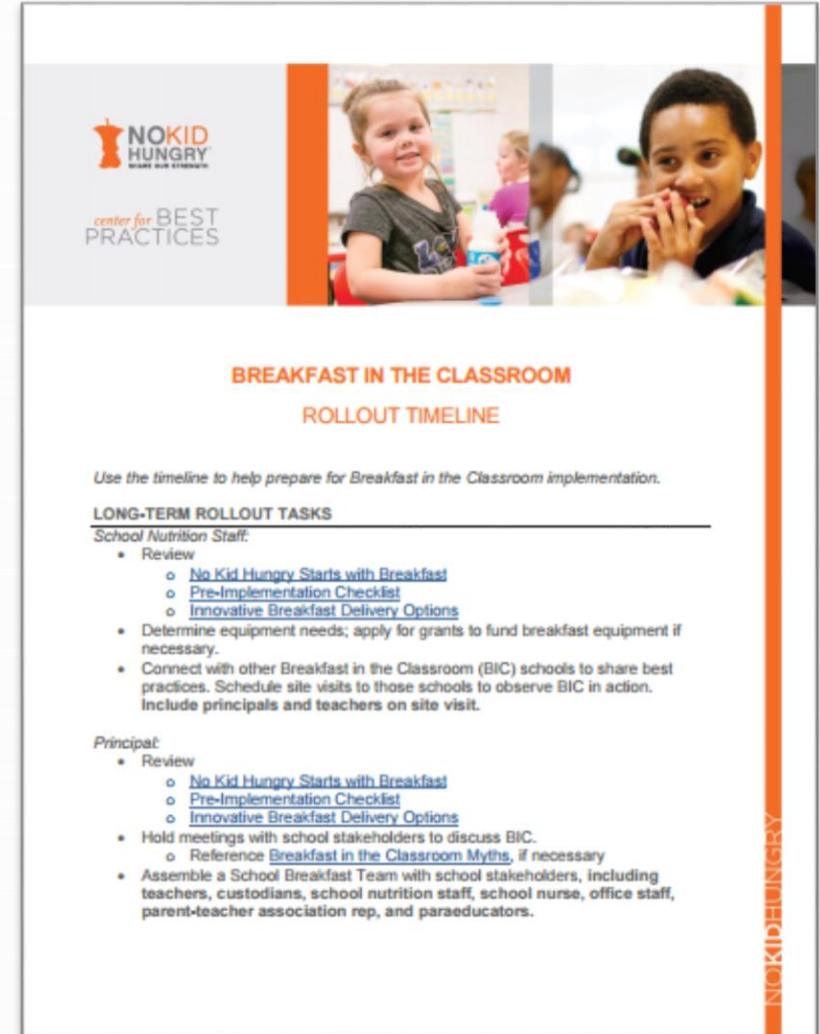
Using input from the School Breakfast Team, create a list of any equipment and supplies that your school or district will need to successfully implement the program. Different breakfast models will require different equipment. Consider key factors such as whether you are delivering meals directly to the classroom, serving from stations throughout the school, implementing offer versus serve and if you will need a point of service machine. If you expect large growth in breakfast participation, you may need additional storage space or more frequent food deliveries. Consulting with other schools that have implemented a similar breakfast

NOKIDHUNGRY

# BREAKFAST AFTER THE BELL ROLLOUT TIMELINES

- In-depth prep for BAB launch
- Outlines action steps for school stakeholders
- Long-term and short-term action steps
  - LT: several months before BAB launch
  - ST: counts down each week until launch starting at 8 weeks prior to launch
- Two Versions
  - [Breakfast in the Classroom Rollout Timeline](#)
  - [Grab and Go to the Classroom Rollout Timeline](#)

**Stakeholder: Principals, SNS, Teachers, Nurses, Custodians, Paraeducators**



The image shows a document titled "BREAKFAST IN THE CLASSROOM ROLLOUT TIMELINE". At the top left is the "NOKID HUNGRY" logo and "center for BEST PRACTICES". To the right is a photograph of two young children, a girl and a boy, sitting at a table and eating breakfast. Below the photo, the title "BREAKFAST IN THE CLASSROOM ROLLOUT TIMELINE" is centered. Underneath, it says "Use the timeline to help prepare for Breakfast in the Classroom implementation." followed by "LONG-TERM ROLLOUT TASKS". The tasks are divided into "School Nutrition Staff" and "Principal".

**BREAKFAST IN THE CLASSROOM  
ROLLOUT TIMELINE**

*Use the timeline to help prepare for Breakfast in the Classroom implementation.*

**LONG-TERM ROLLOUT TASKS**

**School Nutrition Staff:**

- Review
  - [No Kid Hungry Starts with Breakfast](#)
  - [Pre-Implementation Checklist](#)
  - [Innovative Breakfast Delivery Options](#)
- Determine equipment needs; apply for grants to fund breakfast equipment if necessary.
- Connect with other Breakfast in the Classroom (BIC) schools to share best practices. Schedule site visits to those schools to observe BIC in action. Include principals and teachers on site visit.

**Principal:**

- Review
  - [No Kid Hungry Starts with Breakfast](#)
  - [Pre-Implementation Checklist](#)
  - [Innovative Breakfast Delivery Options](#)
- Hold meetings with school stakeholders to discuss BIC.
  - Reference [Breakfast in the Classroom Myths](#), if necessary
- Assemble a School Breakfast Team with school stakeholders, including teachers, custodians, school nutrition staff, school nurse, office staff, parent-teacher association rep, and paraeducators.



# MAKING BAB WORK IN MIDDLE AND HIGH SCHOOLS

- Showcases best practices for middle/high schools
- Best practices are from schools across the country that have high breakfast participation
- Examples of best practices:
  - Offer Second Chance Breakfast
  - Solicit student feedback for menu items
  - Utilize peer influence

**Stakeholder: SNS, Principals**



### MAKING BREAKFAST AFTER THE BELL WORK IN MIDDLE AND HIGH SCHOOLS

An estimated 6.8 million young people ages 10 to 17 struggle with having enough to eat, including 2.9 million who experience very low food security.<sup>1</sup> School nutrition programs can help ensure that these youth have access to the food they need to learn and thrive. School breakfast programs have a positive and lasting impact on kids, including contributing to higher test scores, improved attendance, and fewer behavior problems. Despite the benefits of breakfast, for a variety of reasons, many kids are not able to eat a healthy breakfast at home.

One of the most effective ways to boost school breakfast participation is to make it a part of the school day. Traditional school breakfast programs that offer breakfast in the cafeteria before the start of the school day often operate too early for students to participate, particularly if bus or carpool schedules do not allow them to get there on time. Some middle and high school students end up skipping breakfast because they are not hungry first thing in the morning; or, socializing with friends is more appealing than eating breakfast in the cafeteria before school. Breakfast After the Bell serving models can overcome these barriers. Initially more common in elementary schools, an increasing number of secondary schools across the country are implementing successful Breakfast After the Bell Programs.

#### Choose a Breakfast After the Bell Model that Works for Your School

- **Allow Grab and Go to the classroom.** Students pick up convenient pre-packaged breakfasts from mobile carts in high traffic areas, such as hallways, entryways or cafeterias. No Kid Hungry research indicates that when middle and high school students take those breakfasts back to their classrooms, participation is 15 percentage points higher than when they eat in common areas.<sup>2</sup>

1

NOKID HUNGRY


# BREAKFAST FAQs FOR PARENTS



- Customizable!
  - [English Version](#)
  - [Spanish Version](#)
- Answers FAQs from parents:
  - Why breakfast is important
  - Logistics of the school's Breakfast After the Bell program
  - Quality of the breakfast food


Stakeholder: SNS, Principals, Parents

**BREAKFAST AFTER THE BELL**  
Frequently Asked Questions



Insert School Logo Here

**XXX SCHOOL** is committed to ensuring that all of our students start the day with a healthy breakfast. Kids who eat breakfast tend to perform better in school, have better attendance rates, and display fewer behavior problems. We know that morning routines can be hectic and many kids aren't hungry when they wake up and that is exactly why we provide breakfast every morning in a way that allows all students to participate, even after the bell.



**XXX SCHOOL** serves breakfast in a way that is accessible to students. Pick which breakfast model your school is doing:

**Breakfast in the Classroom** – breakfast is served to students after the start of the school day in their classrooms. Students have an opportunity during the first 15 minutes of class to eat breakfast with their classmates and get the fuel they need to be ready to learn. Teachers will begin lessons as usual during breakfast time.

**Grab and Go to the Classroom** – students pick up breakfasts from mobile carts on the way to their classrooms. Students have an opportunity during the first 10 minutes of class to eat breakfast with their classmates and get the fuel they need to be ready to learn.

**Second Chance to the Classroom** – students eat breakfast during a break in the morning, often after first period or midway between breakfast and lunch, and students eat in the classroom. Second Chance breakfast is ideal for students who are not hungry first thing in the morning.

There are many great things about our improved breakfast program. In addition to having access to a nutritious breakfast, eating with classmates every morning creates a community experience, and it takes pressure off of parents and caretakers to provide breakfast in the morning. The **No Kid Hungry Starts with Breakfast** resource is a great way to find out more about the benefits of breakfast, including how kids who eat breakfast do better in math, miss fewer days of school, and are more likely to graduate high school than their peers who don't eat breakfast regularly.

Insert School Picture Here

Insert School Picture Here



# TIME FOR BREAKFAST ILLINOIS – SB 2393

---



## SB 2393 – WHAT IT DOES



- Schools where at least 70% of students are eligible for free or reduced price meals would be **required** to offer breakfast after the start of the school day.
- Schools have the flexibility to choose the model they'd like for serving breakfast after the bell, such as Breakfast in the Classroom, Grab and Go, or Second Chance Breakfast.
- School districts can petition to opt out if:
  - They already have reached 70% participation in school breakfast
  - Reimbursements will not cover the full cost to implement and operate the program
- To have opt-out approved, school districts must:
  - Submit a cost analysis to the district board of education;
  - The board of education holds a public hearing on the request; and
  - The board of education passes a resolution that the district cannot afford the program.
- The State Board of Education has to collect information on the breakfast after the bell delivery models implemented and make publicly available.
- The State Board of Education, with the help of the nonprofit community, must also create, post, and distribute a list of grant opportunities that support school breakfast programs



**Summer Kriegshauser**

Program Manager, Center for Best Practices

No Kid Hungry

202-734-3570

[skriegshauser@strength.org](mailto:skriegshauser@strength.org)

# Questions?

Questions? Let us know!



# Additional AFHK Resources

- School Grant for Healthy Kids
  - Applications Currently Open until April 7<sup>th</sup>!
  - <http://www.actionforhealthykids.org/tools-for-schools/apply-for-grants>
  - Breakfast grants to support 1 school or an entire district
  - Up to \$3,000/school in funding available
  - Grants available in all states



# Follow Us for More Resources

**EVERY KID HEALTHY** Action for Healthy Kids shared a link.  
Posted by Jacqueline Perlman (?) · December 14 ·

Spice up your classroom and play the Game On! 12 Days of Fitness Challenge. #SmilesAllAround



12 Days of Fitness  
www.actionforhealthykids.org



Stay up to date on Success Stories, health tips, physical activity games, fun recipes, volunteer opportunities, and ideas for action!



Healthy and Fun Snack Ideas



Edit

Healthy Treats for Kids



Edit







School Programs ♦ Tools and Resources ♦ Expert Partners  
Volunteer Opportunities ♦ School Grants

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