



BREAKFAST AFTER THE BELL PRE-IMPLEMENTATION CHECKLIST

Breakfast After the Bell (BAB) models, such as Breakfast in the Classroom, Grab and Go, and Second Chance Breakfast, can increase student participation, boost school meal revenues, and improve student performance. Robust planning for BAB implementation can make the transition from traditional cafeteria breakfast to BAB smoother, and foster the sustainability of a successful program. In preparing to implement BAB, there are several important steps to consider, as outlined below.

ASSEMBLE A SCHOOL BREAKFAST TEAM – Bring together multiple school/district stakeholders to focus on school breakfast expansion. The team will plan, troubleshoot and manage expectations of the new breakfast program.

- Assemble a team of stakeholders in the school and/or district that can devote time to planning BAB implementation.
- Include teachers, principals, food service staff, wellness coordinators, custodians, etc.
- Identify a project manager to lead the breakfast expansion work.
- Meet regularly leading up to the BAB launch date, and on an ad hoc basis after launch.

CONNECT WITH OTHER SCHOOLS – Schools that have already implemented BAB have a wealth of knowledge they can share about implementation, troubleshooting, logistics, and marketing.

- Identify schools in your area that have already implemented BAB. For help in finding a BAB school nearby, reach out to [No Kid Hungry](#), the School Nutrition Association or your state agency.
- Connect with nearby schools to visit and observe how their BAB program operates. Establish relationships with stakeholders at the nearby schools, as you may want another opportunity to share best practices.
- Learn from other schools' best practices and adopt best practices that are applicable to your school.

DEVELOP AN IMPLEMENTATION PLAN – Use input from the School Breakfast Team and best practices from other schools to create a BAB implementation plan. Include all the tasks that need to be completed before BAB launch, and identify who is responsible for each task.

- Formulate a BAB implementation timeline. Use No Kid Hungry's [Breakfast in the Classroom Rollout Timeline](#) and [Grab and Go Rollout Timeline](#) for guidance.
- Identify and purchase needed equipment and supplies. No Kid Hungry's [BAB Equipment Tip Sheet](#) can be helpful guidance.
- Create a minute-by-minute breakfast service schedule that will be used to ensure timely prep, delivery, and clean-up.
- Factor in time needed to engage and on-board all stakeholders that will be involved with the breakfast program.

❑ **PROVIDE TRAINING TO KEY STAKEHOLDERS** – Train staff who will be directly affected by BAB, such as cafeteria staff, teachers, custodians and students. Appropriate training will help avoid common pitfalls of BAB implementation and will help ensure program integrity. As the implementation process rolls out, additional trainings may be necessary.

- Identify stakeholders that will be responsible for any part of the program logistics, including meal preparation and delivery, record keeping and clean up.
- Develop and provide training for each stakeholder/stakeholder group.
- Hold a practice run prior to implementation and/or pilot with a few classes or grades for the first weeks to give time to refine processes.
- Retrain stakeholders as necessary.

❑ **PROMOTE THE NEW BREAKFAST PROGRAM** – Create a marketing strategy to engage students and parents, with the goal of increasing participation in the new breakfast program. Both students and parents should know about changes to the school breakfast program in advance of the BAB launch date.

- Identify school staff, such as the principal, coach or school nutrition staffers who will actively encourage breakfast participation as students arrive at school.
- Educate students about the logistics of the new breakfast program, and how it will affect their morning routine. No Kid Hungry's [School Breakfast Promotion Strategies](#) offers many tips on how to engage students.
- Train students that will play support roles in the breakfast program, such as kitchen helpers, or student clean-up crews.
- Communicate details of the new breakfast program to parents, including logistics, cost, and menu items. Use flyers, put ads in the local newspaper, make announcements at school events, put information on the school website, and conduct robo calls. No Kid Hungry's Breakfast FAQs for Parents ([customizable English](#) and [customizable Spanish](#)) provides all of the essential information for curious parents.
- Visit the Center For Best Practices [Engaging Stakeholders](#) webpage for more promotional resources.



For more breakfast information and resources, visit the [Center for Best Practices website](#).