

Welcome!

We'll get started soon. While we wait for other attendees to join, please answer this question in the chat box:

What stakeholder do you hope to learn more about today?



Rise and Shine: Breakfast After the Bell and the Power of Stakeholder Support

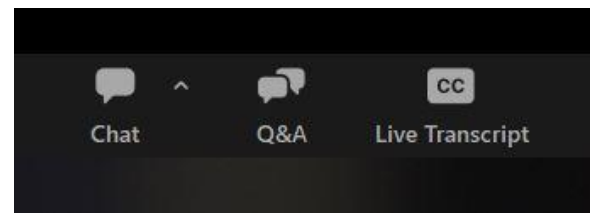
September 26, 2023





Things to Know as We Begin

- The slide deck will be shared via email after the webinar along with the recording.
- To engage with other attendees, please use the chat box.
- If you have questions for the speakers, please enter those into the Q&A box.
- Closed captioning is available.





Agenda

- Introductions & BAB
- Speakers
- Q&A

Introductions

Moderator: Summer Kriegshauser, Senior Program Manager, Share Our Strength

Speakers:

- ★ ***Deb Mackey***, Mechanicville City School District, NY (1300 students) – student, family and community buy-in
- ★ ***Fausat Rahman-Davies & Kristina Kraushaar***, Rialto Unified School District, CA (25,500 students) – principal buy-in

Breakfast After the Bell (BAB)

Alternative serving model(s) where breakfast is served after the official start of the school day and students are allowed to eat outside of the cafeteria

- Breakfast in the Classroom
- Grab and Go to the Classroom
- Second Chance Breakfast

Making Breakfast Part of the School Day...

- addresses the common barriers of traditional cafeteria breakfast, and
- ensures more students are able to start the day with a healthy meal.



Breakfast After the Bell

- ✓ **Sets an equitable playing field** - Ensures more children have access to a nutritious meal – no matter how a student arrived at school, what food a student had available at home, or when that student’s hunger comes on in the morning.
- ✓ **Meets the unique needs of the school building and culture** - Alternative models are adaptable to meet the unique goals of your school and classroom.
- ✓ **Brings school breakfast into the school day** - It can be an integral part of school culture and the daily schedule.

STUDENTS WHO DON'T EAT BREAKFAST = HANGRY STUDENTS!



Children who regularly do not get enough nutritious food to eat tend to have significantly higher levels of behavioral, emotional and academic problems, and tend to be more aggressive and anxious.

--HARVARD SCHOOL BREAKFAST RESEARCH SUMMARY



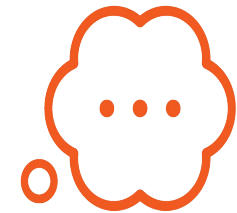
Children who struggle with hunger are likely to be sick more often, to recover from illness more slowly, and to be hospitalized more frequently.

--CHILDREN'S HEALTH WATCH



Children who struggle with hunger are likely to experience headaches, stomachaches, colds, ear infections, and fatigue.

--NATIONAL INSTITUTES OF HEALTH



The odds of achieving an above- average academic performance can be twice as high for students who eat breakfast, compared with those who did not.

--CARDIFF UNIVERSITY STUDY

FOOD

for thought

Mechanicville City School District - 2023

Deborah Mackey, Food Service Director, Mechanicville City School District
Education Specialist- The Office of Child Nutrition





Be Diverse

School Meals Are Changing

How to change perception and remove stigma



Coconut French Toast

1 Get the BUY-IN

Administration-principals, business official, superintendent, faculty even the BOE and especially the community!

2 Market your program

Social media can be your best friend. OR...your worst enemy
Choose how you market carefully

3 Think Diversity-Change-Inclusion

Kids want to feel like they belong and their opinions matter. Make those things YOUR priority



Make Food FUN

We all eat with our eyes

Think Presentation

Taste Everything

Don't do what you've always done and expect a different result

Change Parents & students perception of school meals

Serve quality meals that look and taste fantastic!!

The Numbers Tell The Story

Track your Progress

Each new month is a new challenge and adventure



1 Involve your students and educate them at every opportunity

Have a recipe making contest

Host a cooking challenge

Let your kids make a commercial for you

START a Student Food Forum



2 Everyday make and serve eye appealing and delicious tasting meals

Make your meals look like what one would expect to find in their favorite restaurant

Use the marketing ploys of the chains that kids are familiar with



3 Program participation will increase because kids will love your food!

If you listen and react to suggestions and wants it's a win-win for everyone

The STATS

Prior to the pandemic MCS D served 50,000+ breakfasts
And 64,000+ lunches
(total about 113,600)

During the pandemic when all meals were FREE

We served 71,000 +breakfast
And 103,000 lunches
(total about 174,500)

60, 900 MORE MEALS
when offered FREE

BEFORE & AFTER Covid. . .

Average- but NOT Outstanding



*Students
LOVE
Choices*

BE Flexible

- Product shortages force menu changes
- Diversion is NOT mandatory
- Start more scratch cooking
- Think Budget Constraints
- Think Time management strategies
- Look for Ala Carte revenue
- To BOOST participation- get creative
- Make students feel welcome – involve them!
- Eliminate the stigma that school lunches are Just for poor kids
- * Take advantage of any CN waivers that help you serve

Find your Passion



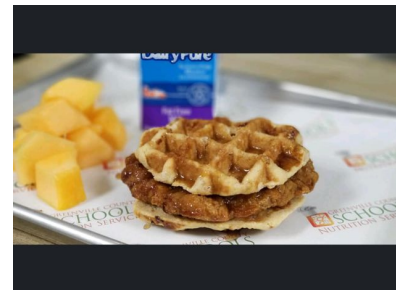
1 Fresh Fruit Presentation doesn't need to be average. . . make it OUTSTANDING!



2 Fruit & Yogurt Parfaits can look (and taste) Amazing!



3 A warm WG Buttermilk Biscuit could be filled with sausage, egg & cheese



4 Chicken and Waffles don't have to be just for lunch anymore!

Empower Your Staff

Own IT!

Think Fast! Be Ready For The Unexpected and RUN with IT!

Staff Pride

- Competence
- Confidence
- Desire to Learn
- Focus on Customer Service
- And . . . ALWAYS strive for improvement

Your program will only grow and improve if you're willing to grow with it.

BE Innovative & Brave- Don't be afraid of failure



Host Some Contests

Get your students & the community involved

Add time and number of servings



Be Creative

Find a reason to engage your students

Once you get some momentum-stay on an even keel
Change takes time . . . Slow and Steady will win

Involve Teachers, Administrators & The Community

Our coworkers, staff, parents and the community will be proud supporters of the work we're doing because it's inspiring!

Food should be FUN !

Stay Involved - Ask for Input - Be Responsive

Try some of these ideas!

Think outside the norm



Social Media

Instagram & Facebook can be your best options OR your worst enemy. Use these platforms to your advantage

Engage in Farm2School Activities

Host Harvest of the month activities

Do Taste Test OR Try-It Tuesdays

Invite your local farmers to come serve

Conduct Surveys

Ask Students

Ask Parents

Ask Staff

Ask Administration

Market on Bulletin Boards – take advantage of café signage

Make your boards interactive

Encourage your business officials, principals, nurses, coaches and superintendents to eat in your cafe

Get your students and community involved in your Wellness initiatives



How to get the BUY-IN
from your students

Treat them like the SPECIAL customers they are

Let your kids LOVE you!

AND. . .let your supporters love you too! Teachers, Classroom Aides
Principals, Secretaries, Nurses,
Guidance Counselors, Athletic
Directors, Social Workers,
Psychologists, Bus Drivers,
Building & Grounds Staff,
Superintendents and ALL Food Service
Staff



1 Get to know them – REALLY know them
By name!



2 Get them involved in menu planning
Make a suggestion box



Invite a Broker to come for a meal service and offer a NEW product Make it FUN!

Go to the classroom

Educate your students on healthy choices and good nutrition

3 Host some fun interactive activities

- Iron Chef
- Cupcake War
- * Gingerbread House Contest



Start a Food Forum

Make your customers # 1!

Keep in mind. . . .

- Greet Your customers with a smile
- Make every encounter be the BEST encounter
- Act like you REALLY care
- Make every accommodation you can (allergies, special diets and yes, even preferences)
- Incorporate celebrations, holidays and anything out of the ordinary
- Make meal time relaxing and fun

Add nutritional information



1 A little Dr Seuss Fun



2 Students asked for Rainbow Pancakes and we gave them!



3 Halloween ghosts (rice Krispy treats)



4 Thanksgiving breakfast treat

Make the Cut!

Add time and number of servings



Remove negativity from the workplace

Remove the “old school thoughts” about school meals

Remove the preconceived notions about our customers

“they wouldn't know good food anyway”

“they won't eat that, we tried it”

“kids don't eat breakfast”

“kids only want junk food”

It's ALL up to YOU!



Rialto Unified School District

Fausat Rahman-Davies, Lead Child Nutrition Agent

Kristina Kraushaar, Program Innovator

- ❖ serving approximately 25,500 students
- ❖ three comprehensive high schools
- ❖ one alternative/adult education school
- ❖ one continuation high school
- ❖ five middle schools
- ❖ 19 elementary schools
- ❖ 20 preschools (on elementary campuses)



RIALTO
UNIFIED SCHOOL DISTRICT
BRIDGING FUTURES THROUGH INNOVATION





Q&A





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Your Feedback is Appreciated!

At the conclusion of this webinar, a 5-question survey will open in your browser window.

Please take a moment to complete it.





Thank You for Attending!

Summer Kriegshauser

No Kid Hungry | Center for Best Practices

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