



## Boosting Breakfast: Tips and Tactics for Increasing School Meal Participation

## Aumentando Participantes en el Desayuno: Consejos y Tácticas para Aumentar la Participación en las Comidas Escolares

Tuesday March 26th at 2pm EST

Speakers:

**Javier Vazquez**, Director Food and Nutrition Services, Orange County Public Schools, FL

**Rocio Madrigal**, Director of Food Services, Rio Hondo Independent School District, TX

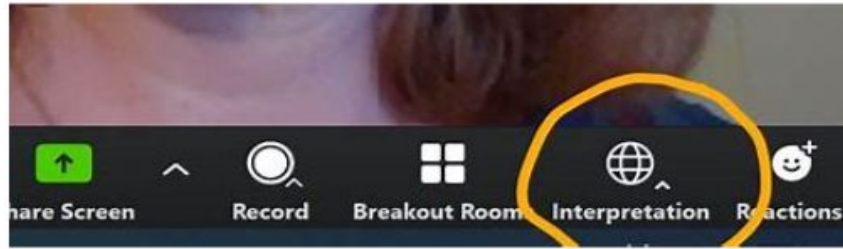
**Walter Campbell**, Retired Executive Director of Nutrition Services Charleston County School District, SC

**Moderator**, Jeannine Rios, Senior Program Manager, No Kid Hungry



## WELCOME TO OUR WEBINAR

- This webinar will be presented in English and Spanish please click on the interpretation icon at the bottom of your screen and choose your preferred language before we get started



- As we wait to get started please add your name and state/program in the chat!

## Housekeeping

- Webinar is being recorded
- Recording + Slides
  - Located on Center for Best Practices website
  - Follow-up email
- Put questions in Q&A box

## Agenda

Welcome

Introductions

Panelist present

Q & A

Wrap up



## No Kid Hungry



BREAKFAST



AFTERSCHOOL



NUTRITION  
PROGRAMS  
ALREADY EXIST  
TO FEED KIDS.



SUMMER MEALS



NUTRITION EDUCATION

No Kid Hungry collaborates with partners to make sure these programs reach more children with healthy meals every day.

# Common Barriers to Breakfast Participation

There are common barriers that prevent students from accessing school breakfast when it's served in the cafeteria before the start of the school day:

- Students don't arrive with enough time to eat before class starts.
- Stigma that school breakfast is for students from families with low-incomes.
- Middle and high school students may not be hungry first thing in the morning.
- The cafeteria location or set up is not convenient for or appealing to students.
- Students would rather socialize with their friends



## Making breakfast part of the school day:

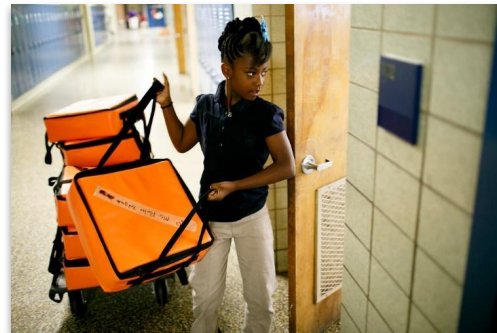
- Addresses the common barriers of traditional cafeteria breakfast.
- Ensures more students are able to start the day with a healthy meal.

**Breakfast After the Bell:** alternative service models that shift the time breakfast is served so that it's part of the school day and moves breakfast from the cafeteria to where students are, like classrooms and common areas:

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



# Breakfast in the Classroom





# Grab and Go



# Second Chance Breakfast



Grab and Go



Traditional Cafeteria



or

# Breakfast After the Bell

- Sets an equitable playing field by ensuring every student can access a nutritious breakfast – no matter how a student arrives at school, what a student had available at home, or when that student faces hunger in the morning hours.
- Meets the unique needs of the school building and culture by adapting to each school.
- Brings breakfast into the school day, so that like lunch, it can be an integral part of school culture and the daily schedule.







**OCPS**

# **Boosting Breakfast**

Javier Vazquez



# Bring a Friend To Breakfast



## Bring a Friend to Breakfast

- o Marketing via morning announcement (Cool to eat breakfast week)
- o Pass out tickets before the event
- o Date of the event – Receive a snack with a ticket
- o Mystery Ticket- Trays with a special sticker get a prize
- o Morning announcement and talk about one of the breakfast item.
  - Quote of the day “breakfast is sweet when it is heartfelt”, last quote during the week “make it last forever”

## Breakfast from the breakfast cart in the hallways

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Breakfast from the breakfast cart in the hallways. They have tables for the students in the hallways for when they grab the meal they can seat and eat before going into the classroom which makes it convenient for all key stakeholders. Picture below:



# Breakfast Offered to all students that enter the Dining Room

Provides access to all students from the cafeteria however they are by the doors for all students to see and have the option as they enter the cafeteria.



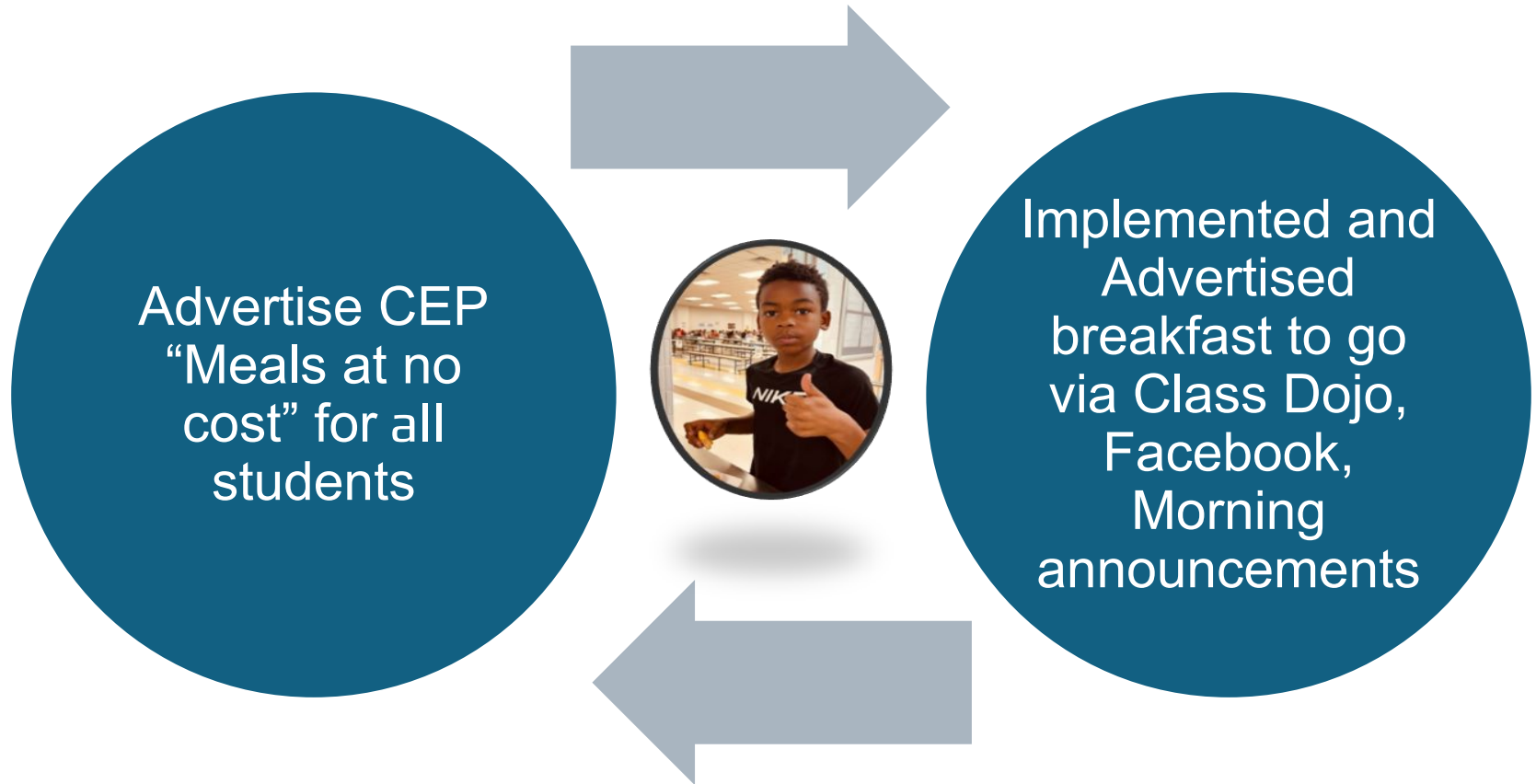
# Breakfast Samples

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Sampling specifically with students who do not participate and New Items to mix of patrons and non-patrons



# Marketing





# Golf Carts

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Access to Breakfast on campus

Provide a Hot or Cold meal at any location on campus







Outlet ONLY for the POS

Foldable Shelf for the POS





# Rio Hondo ISD

## Desayuno en salón de clases



- ❑ Para Rio Hondo ISD la Alimentación de los Estudiante es muy Importante es por eso que cada día nos Aseguramos de que cada Estudiante reciba sus Alimentos. Rio Hondo ISD cuenta con tres Escuelas: Elementary, Middle School y High School
- ❑ Cada tres meses tenemos junta con padres de familia y tambien estan presentes Directores ,Maestros y Estudiantes
- ❑ Ahi discutimos diferentes puntos y tambien hacemos cambios en beneficio para los estudiantes
- ❑ los cambios se hacen de inmediato como en una junta anterior se sugierio que si podiamos ofrecer botellas de agua de 6 onzas para los Estudiantes de Elementary por el motivo de que ellos no tienen un dispenser de agua el cambio se hizo de inmediato
- ❑ Hacemos encuestas 2 veces al año de esa manera sabemos si seguimos adelante o hacemos cambio en los Menus





# Rio Hondo ISD

# Breakfast in the Classroom



- ❑ For Rio Hondo ISD, student nutrition is very important, which is why we make sure each student receives their food every day. Rio Hondo ISD has 3 schools: Elementary, Middle School, and High School
- ❑ Every three months, we have a meeting with parents, principals, teachers, and students. In the meetings, we discuss different topics and also make changes to benefit the students
- ❑ The changes are made immediately - in a previous meeting it was suggested that we could 6 ounce water bottles for elementary students because they didn't have a water dispenser and the change was made immediately
- ❑ We do surveys twice a year so we know if we should continue or make changes to the menus

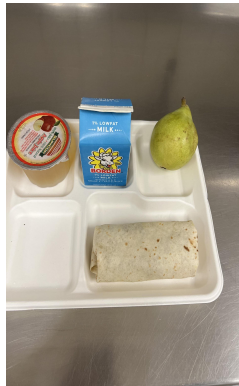






## Rio Hondo Elementary

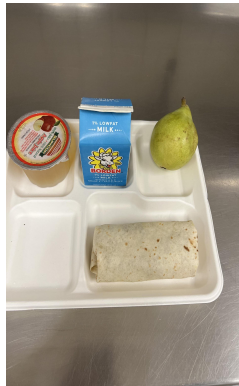
- ❑ En Elementary tiene Desayuno en Clases se les entrega desayuno a 586 Estudiantes Empieza de Pre – Kinder , Kinder, 1,2,3,4,
- ❑ El Desayuno empieza 7:30 a 8:15
- ❑ Aseguramos de que el desayuno este listo para cuando llega el primer Estudiante y Recogemos la hieleras hasta 8:30 am.
- ❑ Cuando recogemos las hieleras checamos una por una para asegurarnos de que los Estudiantes si, recibieron sus alimentos y si miramos que una hielera viene para atras con todo vamos para con la maestra a verificar cual fue el motivo porque los niños no comieron y tratamos de corregir el error ese mismo momento asi de esa manera los Los Estudiantes van a tener energia para seguir adelante su dia.





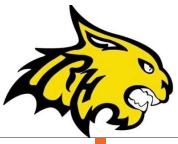
## Rio Hondo Elementary

- ❑ In the Elementary school, they have Breakfast in the Classroom and we deliver breakfast to 586 students
  - ❑ We start with Pre-Kindergarten, then Kindergarten, 1st, 2nd, 3rd, and 4th
- ❑ Breakfast starts at 7:30am and goes until 8:15am
- ❑ We make sure that breakfast is ready for when the first student arrives and we pick up the coolers at 8:30am
- ❑ When we collect the coolers, we check one by one to make sure that the students did receive their food and if we see that a cooler is coming back with everything, we go to the teacher to check why the students didn't eat and we try to correct the error in the same moment so that way the students will have energy to continue their days









# Rio Hondo Middle School

- ❑ In middle school, we have breakfast in the cafeteria for 5th and 6th grade and in the classroom for 7th and 8th grade
- ❑ Breakfast for the middle school starts at 7:30am and goes until 8:15am
- ❑ As is the same in all of the schools, we make sure that all the students receive their food
- ❑ In middle school, we have 2 TVs for the students. This strategy was implemented as a motivation for the students to see what they are going to receive for food that day.

**BREAKFAST MENU  
MARCH 18-22**

Monday	Tuesday	Wednesday	Thursday	Friday
18-Mar	19-Mar	20-Mar	21-Mar	22-Mar
<b>Entrée</b> Cereal, Froot Loops Oatmeal French Toast Sticks	<b>Entrée</b> Donut Goodyring Cereal, Cinnamon Toast Crunch	<b>Entrée</b> Mini Pancakes Maple Cereal, Lucky Charms	<b>Entrée</b> Chorizo & Potato Taco Cereal, Cinnamon Toast Crunch	<b>Entrée</b> Banana Bread, Slice Cereal, Cocoa Puffs

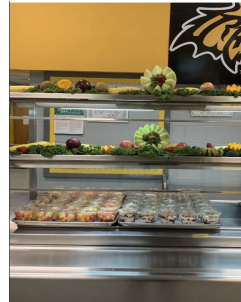





















# Rio Hondo High School

- ❑ En High School tenemos Desayuno Grab and go a como van llegando los Estudiantes
- ❑ El desayuno empieza a 7:15 a 9:00 am si acaso el estudiante no recibio su desayuno lo puede recoger en Cafeteria
- ❑ Se implemento esta extrategia porque antes teniamos desayuno nada mas en cafeteria y los estudiantes se quedaban centados y no recogian su desayuno y de esa manera nos aseguramos que los estudiantes reciban su desayuno
- ❑ Al igual que Middle School tambien se Implemento el Sistema de televisiones como motivacion de esa manera ellos van a saber que van a comer toda la semana
- ❑ Rio hondo High School cuenta con 485 Estudiantes



### BREAKFAST MENU MARCH 18-22

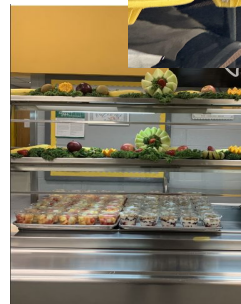
Monday	Tuesday	Wednesday	Thursday	Friday
18-Mar	19-Mar	20-Mar	21-Mar	22-Mar
<b>Entrée</b> Cereal, Froot Loops Oatmeal French Toast Sticks	<b>Entrée</b> Donut GoodyRing Cereal, Cinnamon Toast Crunch	<b>Entrée</b> Cereal, Lucky Charms Breakfast Pizza, Sausage	<b>Entrée</b> Chorizo & Potatoe Taco Cereal, Cinnamon Toast Crunch	<b>Entrée</b> Cereal, Cocoa Puffs Cinnamon Roll
				
				
				





# Rio Hondo High School

- ❑ In high school, we have Grab and Go breakfast as the students arrive
- ❑ Breakfast starts at 7:15am and goes until 9am and in the case that a student doesn't receive their breakfast, they can pick it up in the cafeteria
- ❑ This strategy was implemented because before, when we only had breakfast in the cafeteria, the students would stay seated and didn't pick up their breakfast and with the new model, we make sure that the students receive their breakfast
- ❑ Like the middle school, the television systems were also implemented as motivation for the students to see what they're going to eat during the week
- ❑ Rio Hondo High School has 485 students



## BREAKFAST MENU MARCH 18-22

	Monday 18-Mar	Tuesday 19-Mar	Wednesday 20-Mar	Thursday 21-Mar	Friday 22-Mar
<b>Entrée</b>	Donut Goody Ring	Donut Goody Ring	Cereal, Lucky Chams	Ghorizo & Potatoe Taco	Entrée
Cereal	Froot Loops	Cereal, Cinnamon Toast Crunch	Breakfast Pizza, Sausage	Cereal, Cinnamon Toast Crunch	Cereal, Cocoa Puffs
Oatmeal	French Toast Sticks			Cinnamon Roll	

Charleston > excellence is our standard  
County SCHOOL DISTRICT



Retired Executive  
Director of Charleston  
County School District





“Success is not a goal to reach or a finish line to cross. It is a system to improve, an endless processes to refine.”  
James Clear





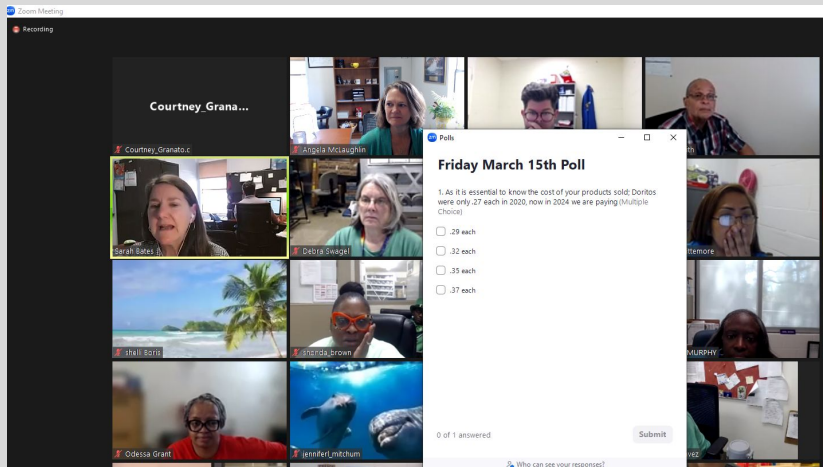
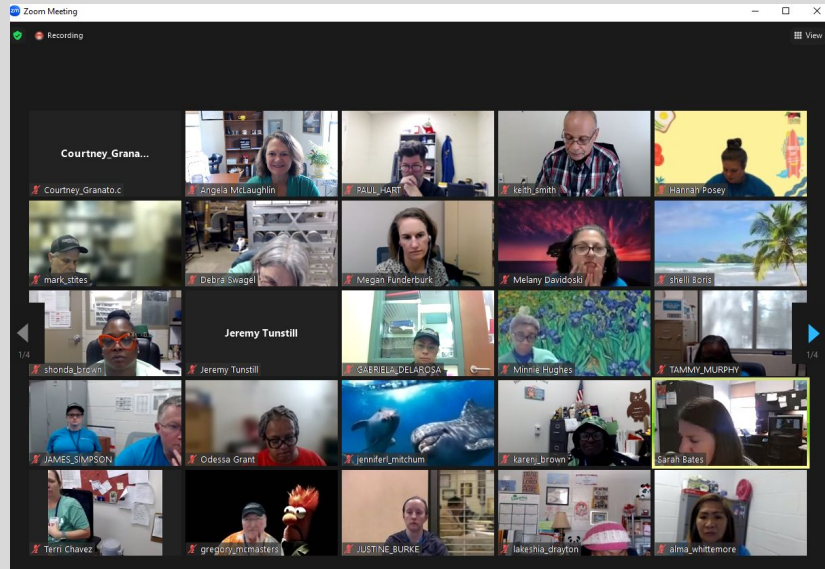
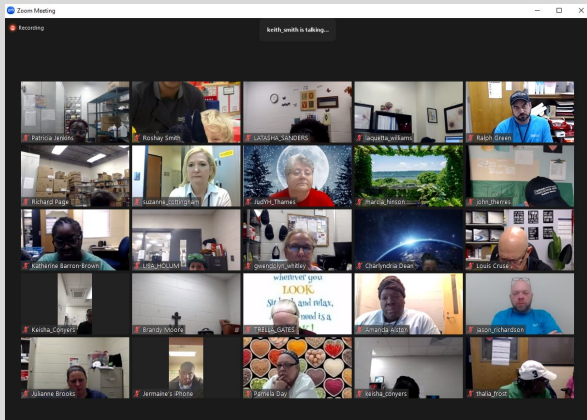
# Participation

31,100 Lunches per day  
Increase of 1,500 lunches per day  
Increase of 30 lunches in 50 out  
of 80 schools  
Increase of 10 lunches per day in  
each middle school grade  
Increase of 2 meals per class in  
each grade level.

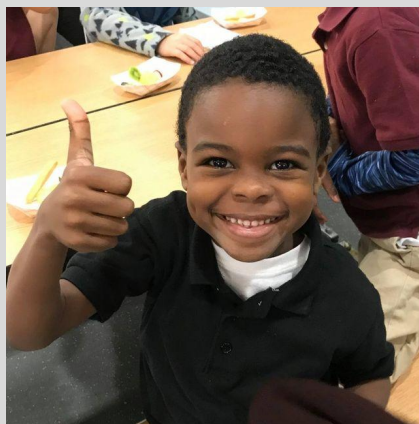
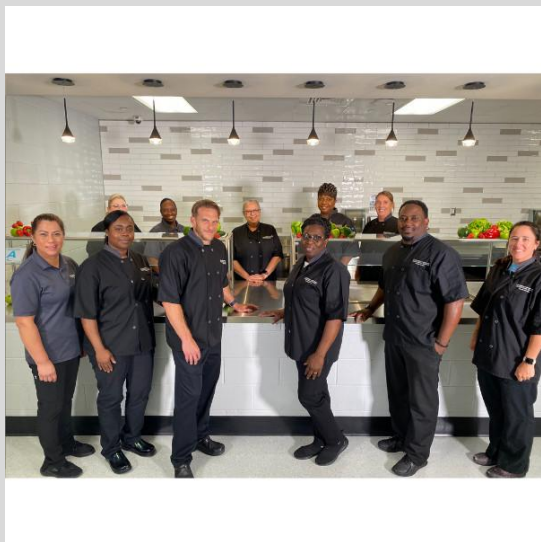




# ZOOM IN to an increase in participation



“Having the right people in the right places can and will impact participation”







# **TOMATO BASIL SOUP & TEXAS TOAST GRILLED CHEESE**



**AVAILABLE EVERY OTHER  
MONDAY OR TUESDAY  
STARTING OCTOBER 25TH**



# BONELESS WINGS

Teriyaki  
or  
Buffalo

Available Every Thursday

This institution is an equal opportunity provider.

⋮  
⋮  
⋮  
@ccsdnutritionservices

# Louisiana Chicken

Tomorrow in all Middle/High Schools.  
Served with scratch made pickles and  
assorted chips.



## Coming Soon!

February 27, 2024

Served on Tuesdays & Thursdays

## HOT HAM AND CHEESE BREAKFAST BISCUIT



SOFT, FLAKY BISCUIT WITH  
SAVORY HAM AND  
MELTY AMERICAN CHEESE

THIS INSTITUTION IS AN EQUAL OPPORTUNITY PROVIDER

# CHICKEN & VEGETABLE POTSTICKERS WITH HOMEMADE FRIED RICE



Available in  
all schools  
Wednesday  
October  
12th



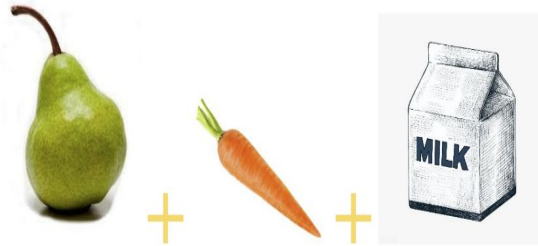
NOKID  
HUNGRY

SHARE OUR STRENGTH

# Pick 3

Do you bring your  
lunch from home?

*Complement your meal by adding  
a fruit, veggie and milk?*



## Pick 3



*Did you bring a lunchbox from home?*

Complement your meal by adding a *fruit*, *veggie* and *milk*







# Charlie Sauce

*The Sauce you'll want to put on Everything!*

This Institution is an Equal Opportunity Provider



1. Adding choices impact participation - maybe as simple as offering two different sauces in pasta
2. Speed up service - kids do not want to wait in line - be in your schools and observe speed of service
3. Meet with your students regularly to discuss the menu and customer service
4. Have a celebrity server - could be the local weather person, the Principal, or the football team
5. Engage parents at a PTA meeting - have samples
6. Look at packaging - are you meals packaged professionally
7. Customer service training - if you lose a kindergarten student the first week they attend school that is over 2100 lunches lost - and it happens
8. Improve the atmosphere in the cafeteria - from the lighting , to the tables, to the postings of information - please do not use hand written signs -





Do not under any circumstances think you have a captive audience just because the students are already in the building ! You don't !





# Thank you





Questions?





## Resources

- [Our What's New Newsletter](#)
- [Study on Chronic Absenteeism and Breakfast After the Bell](#) (micro-report)
- [Breakfast After the Bell: Myths vs. Facts](#)
- [Innovative Breakfast Delivery Options](#)
- [School Breakfast Promotion Strategies](#)
- [Strategies for Increasing Breakfast Participation at Middle and High Schools](#)





THANK YOU

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