

WELCOME TO OUR WEBINAR

- Thank you for joining us!
- As we wait to get started, please add your name and state/program in the chat and add an emoji to describe your mood 😊!
- Visit our website to find more resources & webinars
<https://bestpractices.nokidhungry.org/>

Housekeeping

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

Upcoming Webinars

[Student Voices on the Menu: Leading the Conversation on School Meals](#)

Child nutrition programs often face challenges in engaging students. In this webinar, hear from inspiring student leaders who have worked with their schools to create successful programs where student voices are not only heard but valued. Learn how they've shaped initiatives that meet their needs and promote healthier, more inclusive meal options and more.

Speakers featured:

- Ezekiel from Sabinal ISD, TX
- Jada Curd, Burke County, Georgia. Sophomore at Vanderbilt University, Public Speaker
- Mel Jackson, Executive Director of The Josh Howard Foundation and student speaker
- Youth speakers from Fort Wayne Community Schools, Indiana

Register at: <https://bestpractices.nokidhungry.org/webinars>

No Kid Hungry Grant Funding Information

Inquiry form: <https://www.nokidhungry.org/grant-inquiry-information>

School Year 2024-2025 Granting priorities:

- Maximizing participation in the School Breakfast Program
- Expanding non-congregate feeding models in rural communities through the Summer Food Service Program (SFSP) or Seamless Summer Option (SSO)

How we prioritize grant funding:

<https://www.nokidhungry.org/no-kid-hungry-grants-how-we-prioritize-grant-funds>

No Kid Hungry is committed to addressing the systemic and structural inequities disproportionately impacting historically under-resourced communities. No Kid Hungry will prioritize funding to school districts in the following communities:

- Communities where 50% or more of the population identifies as Black/African-American, Hispanic/Latino, Native American or American Indian, Asian, Hawaiian Native or Pacific Islander
- Communities where at least 60% of students are eligible for free and reduced-price school meals
- Urban & Rural communities where schools/school districts face unique challenges in addressing hunger
- Communities experiencing extreme economic hardship, determined through multiple data points
- Communities where members experience intersecting social and environmental inequities



Boosting Breakfast Participation: Breakfast After the Bell and Other Strategies

Tuesday September 24th at 12:30 ET

Speakers:

Lindsey Bradley, Marketing
Specialist, Austin ISD Food Service, TX

Vickie Coffey, Nutrition Services & Healthy
Schools Director, RBB Edgewood Schools,
IN

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

Agenda

Welcome/Introductions

Panelist presentations

Q & A

Wrap up

No Kid Hungry



BREAKFAST



AFTERSCHOOL



SUMMER MEALS



NUTRITION EDUCATION

NUTRITION
PROGRAMS
ALREADY EXIST
TO FEED KIDS.

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



Boosting Breakfast Participation

At Austin ISD



AUSTIN
Independent School District

2024-25



About Austin ISD



- 72,000+ Students
- Supporting 100+ Languages
- 60% of Students Eligible for F/R Meals
- 114 On-Site Kitchens Serving 116 Schools
- 77 CEP Schools
- 550 Kitchen Employees
- Serving 10 Million+ Meals Annually
- Student Participation:
 - Serving 32% of Students at Breakfast
 - Serving 54% of Students at Lunch
- Focus Areas: Food Access, Meaningful Procurement, Scratch Cooking, Sustainability, Employee Wellness & Recognition



Breakfast Success at Austin ISD!





Breakfast at Austin ISD



Breakfast in the Classroom (BIC)



*Breakfast Carts/
Dispersed Dining*



*Traditional
Through-the-Line*

Breakfast in the Classroom (BIC)

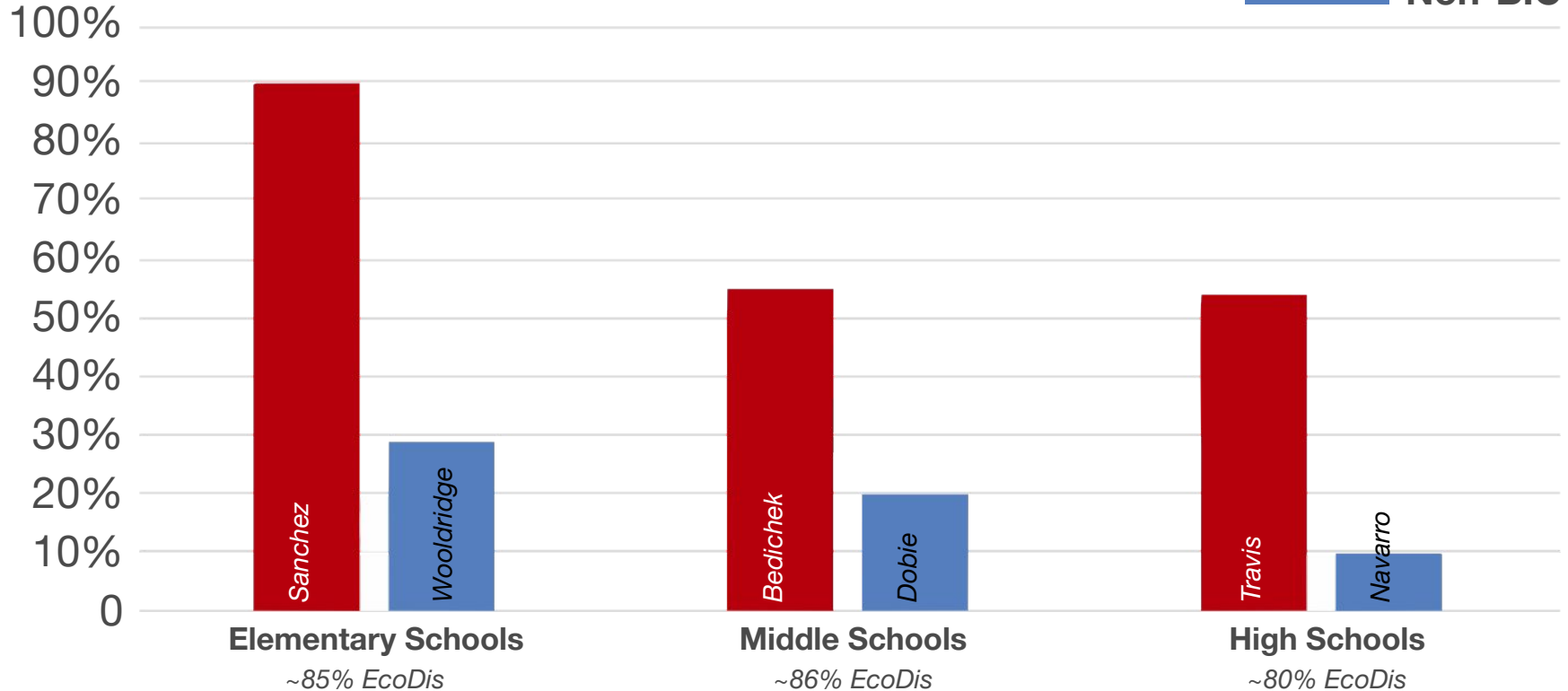
- 44 schools (2 HS; 2 MS; 40 Elementary)
- Began implementing in 2014-15 school year and increased gradually
- District-supported: Included in past strategic plan; part of the culture





Participation: BIC vs. Non-BIC

BIC
Non-BIC





Secondary BIC Success



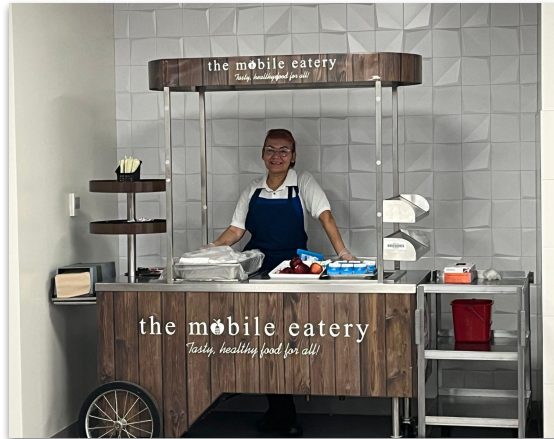
Akins Early College High School

Serving around 1,200 breakfast meals in the classroom each morning!

~ 50% of enrollment

Breakfast Carts

- 10 Mobile/Dispersed Dining Options (5 MS; 5 HS)
- CEP and Non-CEP
- Various styles
- New grant-funded and repurposed carts





Breakfast Carts - *Take it Outside!*

- Campus support and flexibility
- Creating a welcome environment
- Meeting students where they are, before the bell
- Grab-and-go as they head into school

Webb Middle School
~20% Increase in
Breakfast Participation
After Adding 1 Cart



Menu

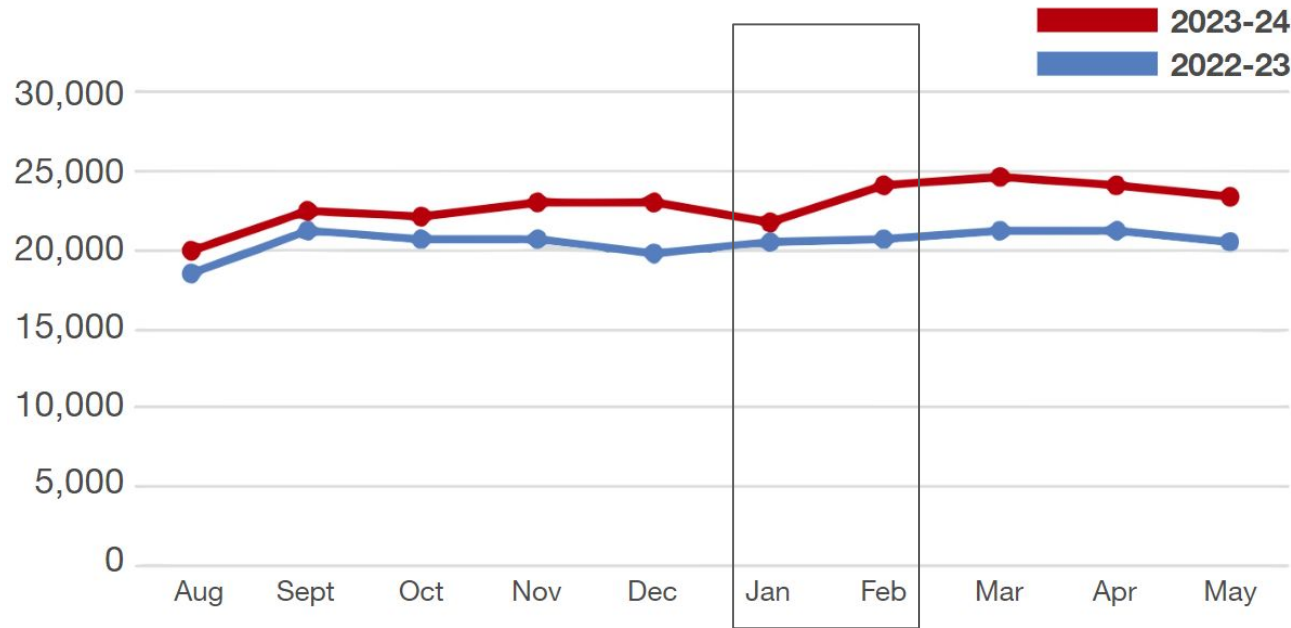
All menus are seasonal (Fall, Winter, Spring); Breakfast is a two-week cycle

- Mix of student favorites, scratch/speed-scratch items
- Prioritize protein
- Vegetarian options daily
- Cereal every day at all schools
- Trial-and-error: Monitoring take-rates and reevaluating products
- Branding and retail-like packaging/products





Expanded Menus = Success!



What happened in January?

- Middle Schools expanded menu from 3 featured entrée options + cereal to **5-6 featured entrées + cereal**
- High Schools expanded menu from 3 featured entrée options + cereal to **7 featured entrées + cereal**



Sample Menus

Elem Breakfast - Fall W/3 - Wednesday

Wednesday's Breakfast Menu
Menú de desayuno del miércoles

Peach Smoothie
with Granola
Batido de duraznos con granola

Cereal
with Whole Wheat Toast
Cereal con pan tostado

Fruit Low Fat & Fat Free Milk
Fruta La leche baja en grasa y sin azúcares

Menu is subject to change. El menú está sujeto a cambios.
AISD is an equal opportunity provider. AISD es un proveedor de igualdad de oportunidades.

HS Fall Weeks 1, 2, 3, 4

Friday's Breakfast Menu
Menú de desayuno del viernes

French Toast Sticks
Palitos de Pan Tostado Francés

Bacon, Egg, & Cheese Taco
Taco de tocino, huevo y queso

Bean & Cheese Taco
Taco de frijoles y queso

Wild Blueberry Waffle
Waffle de arándano azul silvestre

Sweet Cinnamon Waffle
Waffle de canela dulce

Blueberry Pomegranate Granola Bar
Barrita de granola horneada con arándanos y granadas

Chocolate Cherry Granola Bar
Barrita de granola horneada con chocolate y cerezas

Blueberry Chex

Reduced-Sugar Cinnamon Toast Crunch

Honey Cheerios

Reduced-Sugar Cocoa Puffs

Cereal served with Whole Wheat Toast
cereal servido con Tostadas Integrales

Entrées Served with your choice of fruit, juice, and milk.
Platos principales servido con su elección de frutas, jugo y leche.

Menu is subject to change. El menú está sujeto a cambios.
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HS Fall Weeks 1 & 3

Monday's Breakfast Menu
Menú de desayuno del lunes

Honey Chicken Biscuit
Galleta de pollo con miel

Bacon, Egg, & Cheese Taco
Taco de tocino, huevo y queso

Bean & Cheese Taco
Taco de frijoles y queso

Strawberry Yogurt Parfait
Parfait de yogurt de fresas

Nighty Muffins

Granola Bake Bars
Barritas de granola horneada

Waffles

Blueberry Chex

Reduced-Sugar Cinnamon Toast Crunch

Honey Cheerios

Reduced-Sugar Cocoa Puffs

Cereal served with Whole Wheat Toast
cereal servido con Tostadas Integrales

Entrées Served with your choice of fruit, juice, and milk.
Platos principales servido con su elección de frutas, jugo y leche.

Menu is subject to change. El menú está sujeto a cambios.
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Promotions

- Build and maintain excitement around school breakfast
- Encourage more students and staff to eat school breakfast
- Introduce students and families to menus and foods





Back-to-School Nights

- Required participation for all kitchen teams
- Provide samples of breakfast and lunch items
- Educate families on availability and healthfulness of meals





Free Iced Coffee at High Schools

IN CELEBRATION OF NATIONAL SCHOOL BREAKFAST WEEK

FREE ICED MOCHA

WITH A STUDENT OR ADULT BREAKFAST MEAL



TUESDAY, MARCH 5
THURSDAY, MARCH 7

WHILE SUPPLIES LAST.

National School Breakfast Week
March 2024

FUEL FOR FINALS

FREE VANILLA COLD BREW

WITH A STUDENT OR ADULT BREAKFAST MEAL

MAY 20-23



CAFÉ FRÍO CON VAINILLA GRATIS
CON UNA COMIDA DE ESTUDIANTE O ADULTO

20-23 DE MAYO

Finals Week
May 2024

FREE COLD BREW

WITH A STUDENT OR ADULT
BREAKFAST MEAL



**AUGUST
20-23**

WHILE SUPPLIES LAST

@AUSTINISDFOOD

First Week of School
August 2024



Limited-Time Offers



Limited Time Breakfast Promotion



Trix



WEDNESDAYS IN APRIL
APRIL 3, 17, & 24

- Formulated specifically for schools following federal nutrition guidelines.
- Whole grain rich.
- Contains 25% less sugar than original Trix.
- Contains no artificial colors, flavors, gelatin, or corn syrup.
- Prepared using natural color extract from blueberries, purple carrots, and turmeric.

WHILE SUPPLIES LAST.





AUSTIN

Food Service
Independent School District

Texas Fruit and Vegetable Day - Friday, April 5

• In 2023, the Texas Legislature established the first Friday in April as a day to promote the health benefits of fruits and vegetables.
• We encourage students to fill their trays with fruits and vegetables on this day, and every day at Austin ISD!
• A school lunch for K-12 students includes up to two fruits and two vegetables.

CELEBRATE EARTH WEEK
APRIL 22-26



EAT SUSTAINABLY
CROSS SCHOOL MEALS

Special Organic Fresh Strawberries
Food Processing/Health Co. - Spicewood, TX

Chia Bars
Lax Bakery - San Antonio, TX

Bread, Burger Buns, Dinner Rolls
New World Bakery - Kyle, TX

Milk
Dole Farms Dairy - San Antonio, TX

Tamale
Pudrón Foods - Irving, TX

Tortillas
Fiesta Tortilla - Austin, TX

Limited Time Promotion
Reduced-Sugar Trix Cereal
Wednesdays in April

Just like all the cereal served at Austin ISD, our Trix is formulated specifically for schools, following federal nutrition guidelines. Whole grain rich.

Contains 25% less sugar than original Trix.
Contains no artificial colors, flavors, gelatin, or corn syrup.

Prepared using natural color extract from blueberries, purple carrots, and turmeric.

Menu Notes

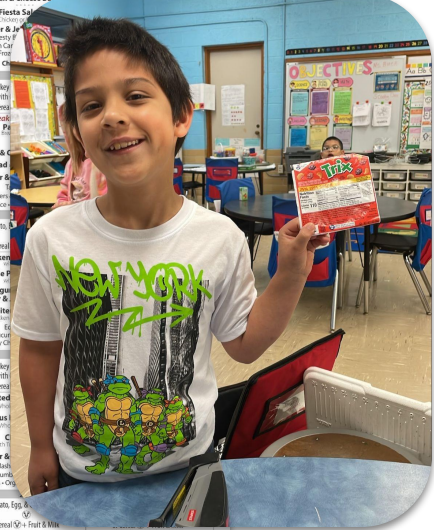
We offer low fat and fat free milk daily at breakfast and lunch. K-12 students are not required to take milk.

Per federal guidelines, Pre-K students receive a set plate of vegetables, fruit, an unadorned milk, and a choice of entrée. Contact your school's café manager for dietary questions. The icon (🍴) used on the menu to the right identifies daily Pre-K selections.

In addition to our nutritious meals, we also offer a variety of snacks available for purchase as a special treat or to accompany a student's meal. The single-serving snacks we offer are formulated for K-12 students following the Smart Snack guidelines set by the Department of Agriculture. Caregivers may set a carte snack restrictions on their SchoolCafe account. View full prices lists at www.austinsd.org/nutrition-food-services/applications-payments.

🌿 Vegetarian
🌱 Vegan
🍞 GF Gluten free
📍 Local
🍴 Pre-K Selections

| April 2024 - Elementary Breakfast & Lunch Menu | | | | |
|---|---|---|---|---|
| Monday | Tuesday | Wednesday | Thursday | Friday |
| Cooper Street Bakery Pomegranate Granola Bake Eat 🍴 or Cereal 🍴 + Fruit & Milk | Banana Muffin with Yogurt 🍴 or Cereal 🍴 + Fruit & Milk | Peach Smoothie 🍴 with Granola or Cereal 🍴 + Fruit & Milk | Potato, Egg & Cheese Taco 🍴 or Cereal 🍴 + Fruit & Milk | Fresh Toast Sides 🍴 or Cereal 🍴 + Fruit & Milk |
| Chicken Burger 🍴 | Macaroni & Cheese 🍴 with Broccoli Florets 🍴 | Turkey Hot Dog 🍴 with Gravy Sauce | Chicken Enchilada 🍴 with Gravy Sauce | Pepperoni Pizza 🍴 or Cheese Pizza 🍴 |
| Baked Cheese Ravioli 🍴 with Tomato Basil Sauce 🍴 | Macaroni & Cheese 🍴 | Tex-Mex Pizza 🍴 | Organic Bean & Cheese Burrito 🍴 | Cheese Pizza 🍴 |
| Fiesta Salad 🍴 with Chicken or Beef 🍴 | Turkey Power Pack 🍴 | Fiesta Salad 🍴 with Chicken or Beef 🍴 | Fiesta Salad 🍴 with Chicken or Beef 🍴 | Fiesta Salad 🍴 with Chicken or Beef 🍴 |
| SunButter & Jelly Sandwich 🍴 Seasoned Green Beans 🍴 Garden Side Salad 🍴 Red Apples - Oranges 🍴 | SunButter & Jelly Sandwich 🍴 Steamed Broccoli 🍴 Garden Side Salad 🍴 Bananas - Applesauce 🍴 | SunButter & Jelly Sandwich 🍴 Steamed Broccoli 🍴 Garden Side Salad 🍴 Bananas - Applesauce 🍴 | SunButter & Jelly Sandwich 🍴 Steamed Broccoli 🍴 Garden Side Salad 🍴 Bananas - Applesauce 🍴 | SunButter & Jelly Sandwich 🍴 Steamed Broccoli 🍴 Garden Side Salad 🍴 Bananas - Applesauce 🍴 |
| Battery Maple Snack's Waffle 🍴 or Cereal 🍴 + Fruit & Milk | French Toast Sides 🍴 or Cereal 🍴 + Fruit & Milk | Eid al-Fitr No School Student Holiday | Turkey with 🍴 or Cereal 🍴 | Turkey with 🍴 or Cereal 🍴 |
| BBQ Drumsticks 🍴 with BBQ Sauce 🍴 | Beef Tamales 🍴 with Spicy Rice | Follow us on Social Media @AustinISDFood | Bread 🍴 | Bread 🍴 |
| Red Beans & Rice 🍴 with All Day Rice 🍴 | Pizza Dippers 🍴 | | Bean & Asian Salad 🍴 | Bean & Asian Salad 🍴 |
| Asian Salad 🍴 with Chicken or Corn 🍴 | Asian Salad 🍴 with Chicken or Corn 🍴 | | Fresh Cucumber 🍴 | Fresh Cucumber 🍴 |
| SunButter & Jelly Sandwich 🍴 Seasoned Green Beans 🍴 Garden Side Salad 🍴 Dried Cranberries - Red Apples 🍴 | SunButter & Jelly Sandwich 🍴 Seasoned Corn 🍴 Garden Side Salad 🍴 Bananas - Oranges 🍴 | | Organic Juice 🍴 | Organic Juice 🍴 |
| Cooper Street Bakery Pomegranate Granola Bake Eat 🍴 or Cereal 🍴 + Fruit & Milk | Banana Muffin with Yogurt 🍴 or Cereal 🍴 + Fruit & Milk | Peach Smoothie 🍴 with Granola or Cereal 🍴 + Fruit & Milk | Chicken Tenders 🍴 or Cereal 🍴 | Chicken Tenders 🍴 or Cereal 🍴 |
| Chicken Burger 🍴 | Crispy Beef Tacos 🍴 | Cheese Quesadilla 🍴 | Veggie Fry 🍴 | Veggie Fry 🍴 |
| Lentil Chili Frito Pie 🍴 with Corn 🍴 | Mediterranean Salad 🍴 with Chicken or Cucumber Beans 🍴 | Mediterranean Salad 🍴 with Chicken or Cucumber Beans 🍴 | Yogurt 🍴 | Yogurt 🍴 |
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| Battery Maple Snack's Waffle 🍴 or Cereal 🍴 + Fruit & Milk | French Toast Sides 🍴 or Cereal 🍴 + Fruit & Milk | Chicken Biscuit Sandwich 🍴 or Cereal 🍴 + Fruit & Milk | Turkey with 🍴 or Cereal 🍴 | Turkey with 🍴 or Cereal 🍴 |
| Hamburger 🍴 | Chicken Tamales 🍴 | Spaghetti & Meat Sauce 🍴 with Marinara & Mozzarella Cheese 🍴 | Oven Roasted 🍴 | Oven Roasted 🍴 |
| Veggie Burger 🍴 | Crispy Black Beans 🍴 | Rebelleys 🍴 | Rebelleys 🍴 | Rebelleys 🍴 |
| Chef Salad 🍴 with Turkey or Beans 🍴 | Chef Salad 🍴 with Turkey or Beans 🍴 | Chef Salad 🍴 with Turkey or Beans 🍴 | Chef Salad 🍴 with Turkey or Beans 🍴 | Chef Salad 🍴 with Turkey or Beans 🍴 |
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| Chicken Burger 🍴 | Macaroni & Cheese 🍴 | Turkey Hot Dog 🍴 with Gravy Sauce | Chicken Enchilada 🍴 with Gravy Sauce | Pepperoni Pizza 🍴 or Cheese Pizza 🍴 |
| Baked Cheese Ravioli 🍴 with Tomato Basil Sauce 🍴 | Macaroni & Cheese 🍴 | Tex-Mex Pizza 🍴 | Organic Bean & Cheese Burrito 🍴 | Cheese Pizza 🍴 |
| Fiesta Salad 🍴 with Chicken or Beef 🍴 | Turkey Power Pack 🍴 | Fiesta Salad 🍴 with Chicken or Beef 🍴 | Fiesta Salad 🍴 with Chicken or Beef 🍴 | Fiesta Salad 🍴 with Chicken or Beef 🍴 |
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National School Breakfast Week



School Breakfast Week

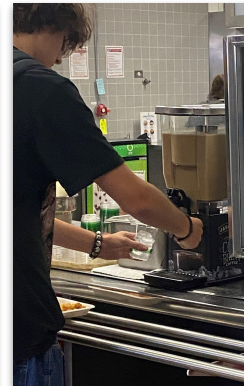
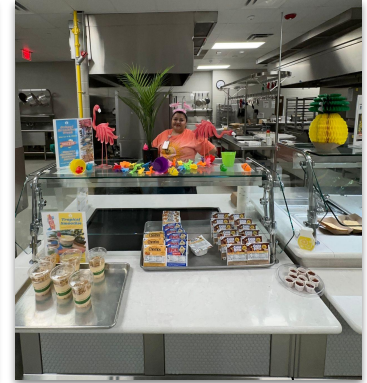
March 4-8, 2024

SURF'S UP
WITH SCHOOL BREAKFAST

Semana Nacional del Desayuno Escolar

4-8 de marzo de 2024

AISD is an equal opportunity provider.





Kitchen/Staff Incentives

- Awarded the elementary, middle, and high schools with the highest percentage increase in breakfast participation during March
- Area Supervisor with highest increase in their territory was also awarded tickets to Austin FC soccer game




— MARCH 2024 —

BREAKFAST PARTICIPATION CONTEST

Win this Fancy Coffee Maker!
Valued at \$240


What can you do to serve more breakfast meals?



The elementary, middle, and high school with the highest percentage increase in breakfast participation during March will win a Ninja Coffee System for their kitchen!

Social Media

austinisdfood



Elementary School Breakfast

Served with fruit, 100% fruit juice and milk

Friday, August 23

Breakfast in the Classroom Entrée Choices

- Potato, Egg and Cheese Taco
- Reduced-Sugar Cinnamon Toast Crunch

Breakfast in the Cafeteria Entrée Choices

- Potato, Egg and Cheese Taco
- Reduced-Sugar Cinnamon Toast Crunch
- Reduced-Sugar Cocoa Puffs
- Blueberry Chee
- Honey Cheerios

Menus are subject to change and may differ at bond modernization campuses. View all menus at www.SchoolCafe.com/AustinISD

View insights Boost post

58 ❤️ 5 💬 13 📌

Liked by [dobie.atx](#) and others

[austinisdfood](#) 🍎 Welcome back students! 🍎

Check out this week's [@austinisd](#) elementary school breakfast and lunch menus.

Austin ISD Food Service
Published by Lindsey Bradley
4 days ago

Call them what you will, but we call them kolaches at Austin ISD! Our kolaches are prepared in each school kitchen with savory turkey sausage wrapped in freshly baked whole wheat dough.

Start your day with this delicious classic on Friday at all elementary schools and campuses serving breakfast in the classroom.

¡Llámanos como quieras, ¡pero los llamamos kolaches en Austin ISD! Nuestros kolaches se preparan en la cocina de cada escuela con sabrosa salchicha de pav... See more






See insights and ads Boost post

42 🗨️ 4 shares

Austin ISD Food Service @AustinISDFood · Aug 5

🍎 Did you know that the meals we serve @AustinISD schools must follow strict nutrition guidelines set by the Department of Agriculture? We have a dedicated dietitian and executive chef working hard behind the scenes to plan appealing menus within these regulations. #AISDEats





School meals at Austin ISD are healthy.

★★★★★

🗨️ 1 🔄 2 📊 130 📌 📤



What's Next?

- Nacho Average Food Truck returns!
- Program paused since 2020, will resume rotating between 14 high schools
- Breakfast menu will feature a variety of bagel sandwiches



Thank you!

Follow us: @AustinISDFood



Questions?

Lindsey Bradley

Austin ISD Food Service Marketing Specialist

lindsey.bradley@austinisd.org

RBB Edgewood Schools

- Enrollment 2,875
- 4 Schools, 1 Preschool
- F/R percentage 36.5%
- RBB goes FREE breakfast (2018)
- RBB goes FREE K-5
- Brk ADP Elem/JR 55%, HS 25%
- RBB goes FREE Summer Meals
- Lunch \$.40/R, \$2.70P
- 32 Nutrition Services Staff



RBB
GOES FREE

Breakfast Barriers: Money and Time

No-pricing breakfast started in 2019

SHERRI'S SMOOTHIE STATION

Enjoy your RBB goes FREE
Breakfast Smoothie!

Today's flavor: _____





RRBE GOES FREE

Breakfast Barriers: Time and Money

Successful programs:

JR: High- 2nd chance breakfast

EIS and EPS: front kiosk station





Harness your Champions



[https://www.wrtv.com/news/local-news/
monroe-county/rbb-edgewood-schools-
works-to-remove-barriers-for-students-t
o-eat-nutritious-healthy-breakfast](https://www.wrtv.com/news/local-news/monroe-county/rbb-edgewood-schools-works-to-remove-barriers-for-students-to-eat-nutritious-healthy-breakfast)

EIS Breakfast Trends Since 2017

October Participation Numbers

October 2017 - 100 daily

October 2018 - 118 daily

October 2019 (RBB goes
FREE Breakfast) - 249 daily

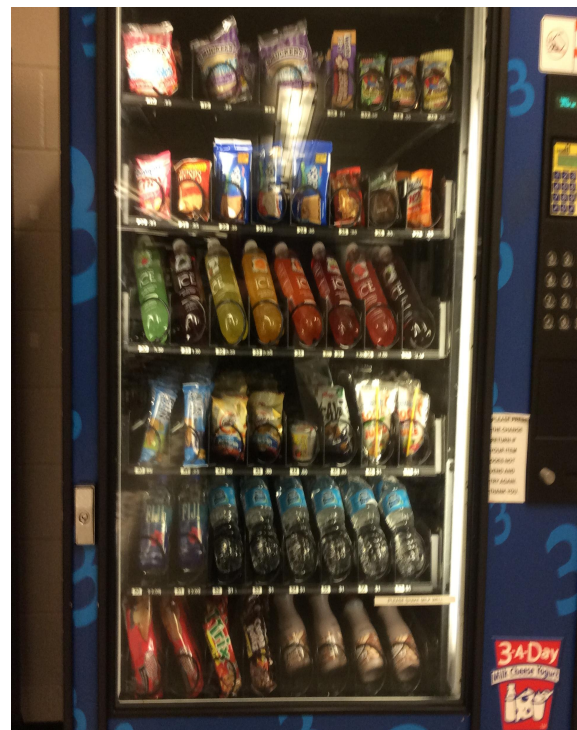
October 2022 - 288 daily

End of 22-23 year - 316
daily

Strategies Implemented to Increase Breakfast Numbers

2017 - 2023

- Breakfast survey for all kids - what do they like to eat?
- Breakfast options everyday - hot and cold
- Breakfast “specials” such as biscuits and gravy
- Breakfast taken back to the classrooms
- “Fast Pass” lane for kids going straight to specials
- Make it enjoyable - Music teacher monitors breakfast
- Addition of a kiosk at the front of the building (Spring 2023)





**HEALTHY
MEALS
INCENTIVES**

GRANTEE

healthymealsincentives.org

USDA ACTION FOR HEALTHY KIDS



Go*Get*Grants

<https://www.nokidhungry.org/grant-inquiry-information>

<https://www.grants.gov>

<https://www.fns.usda.gov/schoolmeals/hmi>

<https://innovateschoolfood.org>

<https://www.chefannfoundation.org/what-we-do/get-schools-cooking/>

<https://www.actionforhealthykids.org/grants-support/>

<https://grants.tangeroutlet.com/>

<https://www.fuelup.org/funding-information>



Boost participation with promotions:





Richland-Bean Blossom Community School Corporation

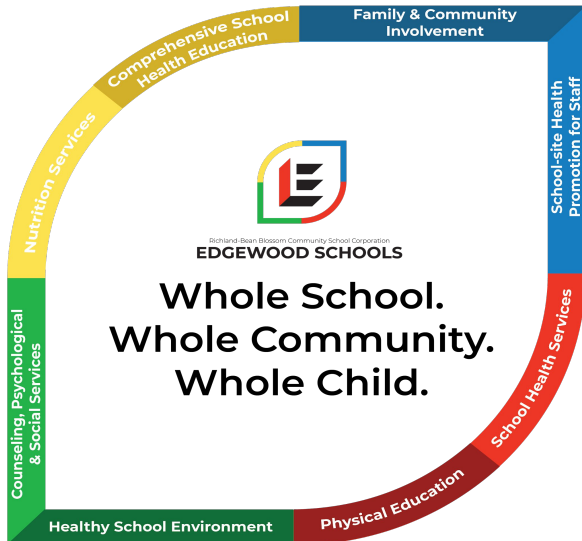
EDGEWOOD SCHOOLS

is offering 1 **FREE** school
breakfast for **ALL**
students daily!



Vickie Coffey

Nutrition Services &
Healthy Schools Director at
RBB Edgewood Schools
vcoffey@rbbschools.net





Questions?





THANK YOU

Jeannine Rios

Senior Program Manager

jrios@strength.org