

# Finding Success with Community Eligibility and Breakfast After the Bell

October 10, 2019



*center for* BEST  
PRACTICES

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# AGENDA

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- Introductions
- No Kid Hungry
- Breakfast Basics –
  - Breakfast After the Bell
  - Community Eligibility Provision
- Success Stories of BAB + CEP
- Questions

## POLL

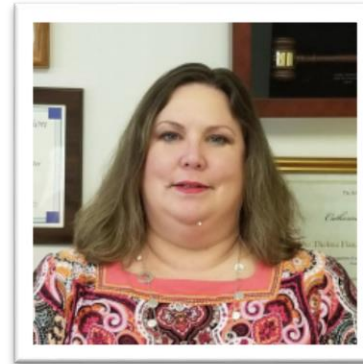
What subject matter are you already familiar with?

- Community Eligibility Provision
- Breakfast After the Bell
- I'm an expert at both
- I'm not familiar with either

# INTRODUCTIONS



**Summer Kriegshauser**  
Senior Program Manager  
No Kid Hungry



**Cathy Alexander**  
Executive Director, Child Nutrition  
Services  
Newport News Public Schools  
Newport News, VA



**Hitesh Haria**  
Associate Superintendent/Chief  
Business Officer  
Pittsburg Unified School District  
Pittsburg, CA



**Sommer Purvis**  
Administrator of Special Programs,  
Child Nutrition Department  
Livingston Parish Public Schools  
Livingston, LA

# No Kid Hungry is a Campaign By Share Our Strength

We're an organization dedicated to ending hunger and poverty. Through proven, effective campaigns, we connect people who care to ideas that work.



# No Kid Hungry is Ending Childhood Hunger

BREAKFAST



AFTERSCHOOL



SUMMER MEALS



NUTRITION EDUCATION

NUTRITION  
PROGRAMS  
ALREADY EXIST  
TO FEED KIDS.

THE PROBLEM:  
THESE PROGRAMS ARE  
FAILING TO REACH KIDS.

NO KID HUNGRY GENERATES  
THE WILL AND SKILL TO MAKE  
SURE THESE PROGRAMS REACH  
EVERY CHILD WITH HEALTHY  
FOOD, EVERY DAY.

# Basics

Breakfast After the Bell

Community Eligibility Provision

# SCHOOL BREAKFAST IS A BIG DEAL



FOR KIDS WITHOUT FOOD AT HOME,  
**STARTING THE DAY WITH  
BREAKFAST LEADS TO:**



## HIGHER TEST SCORES

17% higher on standardized tests



## BETTER ATTENDANCE

An average of 1.5 more days  
per school year



## MORE LIKELY TO GRADUATE

20% greater chance of graduation



Source: "No Kid Hungry Starts With Breakfast," a research analysis by Deloitte



# Barriers to school breakfast

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## **Logistics of Traditional Cafeteria Breakfast**

- Bus or carpool does not arrive in time for students to eat before school
- High School/Middle School students may not be hungry first thing in the morning
- Cafeteria location is not convenient for students
- Not enough time for students to eat in the morning before class starts
- Students would rather socialize with their friends

## **Stigma**

School breakfast is for low-income students

## **Financial Barrier**

Breakfast may be unaffordable for students

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**Traditional Cafeteria Breakfast**

**VS**

**Breakfast After the Bell**

## 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:** 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
- Second Chance Breakfast

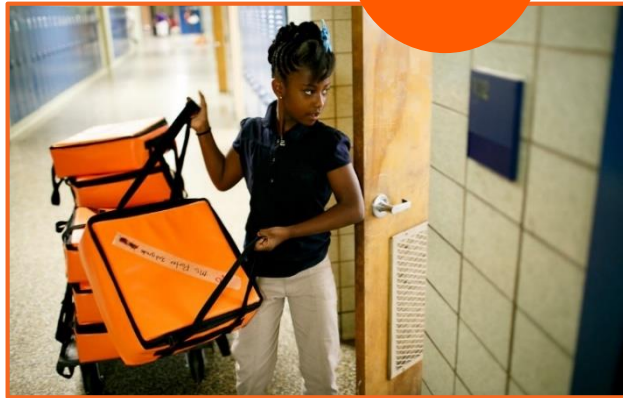


**Breakfast in the Classroom:** Breakfast is offered/served in the classroom and eaten in the classroom. The process usually takes 15 minutes, including clean-up.

1



2



3



4



**Grab and Go:** Breakfast is offered/served from one or more central locations, either via carts and kiosks placed in high-traffic areas, or via quick cafeteria line. Students grab their breakfast, take it the classroom or a common area and eat.



**Second Chance Breakfast:** Breakfast is offered/served between 1<sup>st</sup> and 2<sup>nd</sup> periods or during a mid-morning break either via Grab and Go or traditional cafeteria breakfast where they have at least 15 minutes to eat.

## Grab and Go



OR

## Cafeteria Model



# Breakfast After the Bell Participation Rates

*Participation measured by average daily participation F&RP school breakfast / average daily participation F&RP school lunch.*

88%

**Breakfast in the Classroom (BIC)<sup>1</sup>:** Breakfast is offered/served in the classroom and eaten in the classroom.

59%

**Grab and Go<sup>1</sup>:** Breakfast is offered/served from one or more central locations and consumed in a non-specific location.

58%

**Second Chance Breakfast<sup>1</sup>:** Breakfast is offered/served between 1st and 2nd period and consumed in a non-specific location. Usually offered via Grab and Go or Traditional Cafeteria breakfast.

*Analysis includes 2,201 schools from 14 states: CA, FL, IL, MA, MD, MI, MT, NC, NE, NV, PA, TX, VA, and WA.*

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# Community Eligibility Provision



## Community Eligibility Provision (CEP)

Enables high-need schools to provide **breakfast and lunch at no cost to all students**

- Uses Direct Certification: eliminates household applications by relying on information from other means-tested programs such as SNAP
- *Identified Student Percentage (ISP)* = certified for free meals without the use of household applications
- Districts must have an ISP of at least 40% to qualify

## Additional Resources

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### CEP

- [Strategies for Finding Success with CEP](#)
- [NKH's Center for Best Practices website: CEP Resources](#)
- [FRAC Facts on CEP](#)
- USDA [CEP resource page](#)

### Breakfast After the Bell

- [NKH's Center for Best Practices website: BAB Implementation](#)

Most successful combination to achieve maximum  
breakfast participation results:

Community Eligibility Provision  
+  
Breakfast After the Bell

## Success Stories: BAB + CEP

# Financial Impact : Breakfast After the Bell & CEP



Presented by Hitesh Haria

October 10, 2019

# Background Breakfast



Fueling up to Learn

# Importance Breakfast



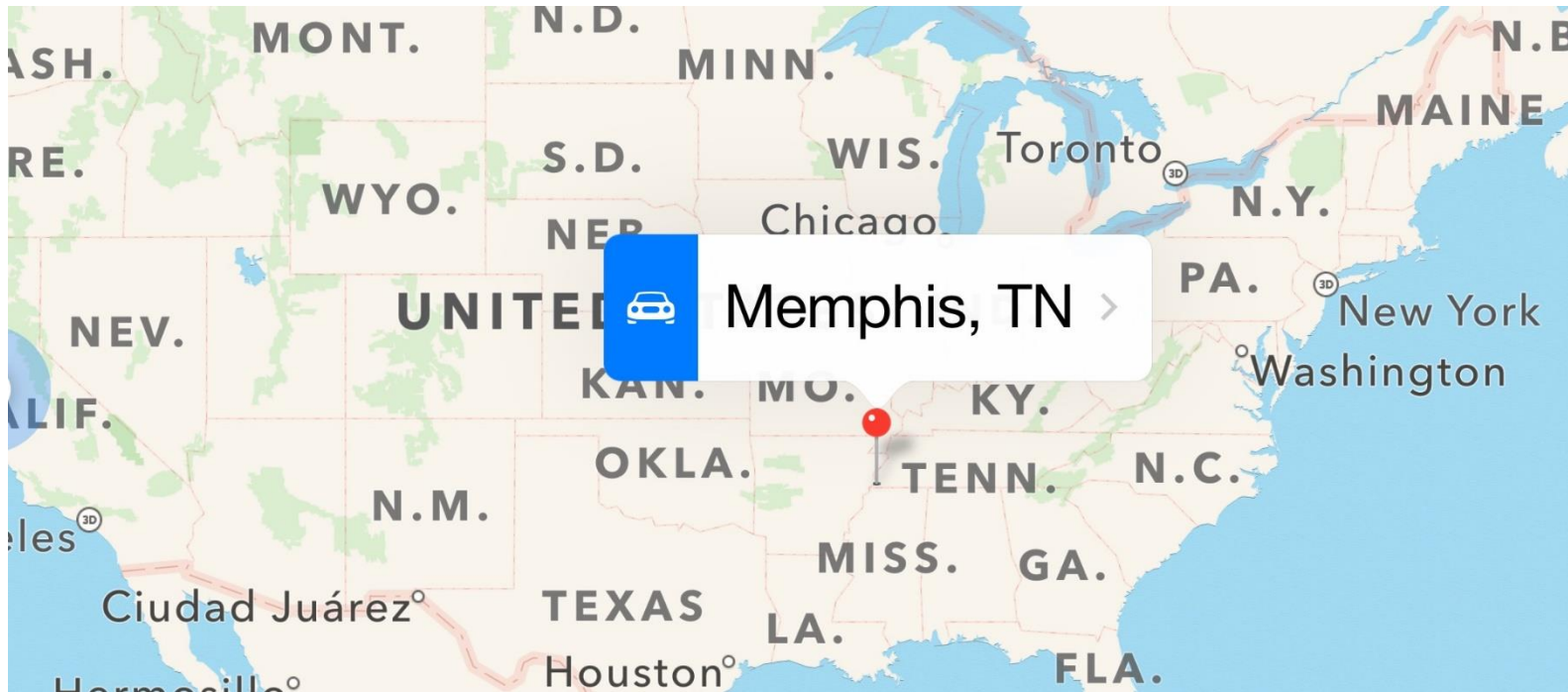
- ✓ Increased Test Scores
- ✓ Better Attendance
- ✓ More Punctual
- ✓ Improved Behavior
- ✓ Reduced Obesity Rates
- ✓ Improved Overall Diet
- ✓ More Energy
- ✓ Less Frequent Trips To Nurses
- ✓ Enhanced Cognitive Functions:  
Improved Focus & Memory

# Memphis City/Shelby County Breakfast

Enrollment: 97,000 - Started in 20 schools

Participation went to 98%

Free and Reduced ~76%

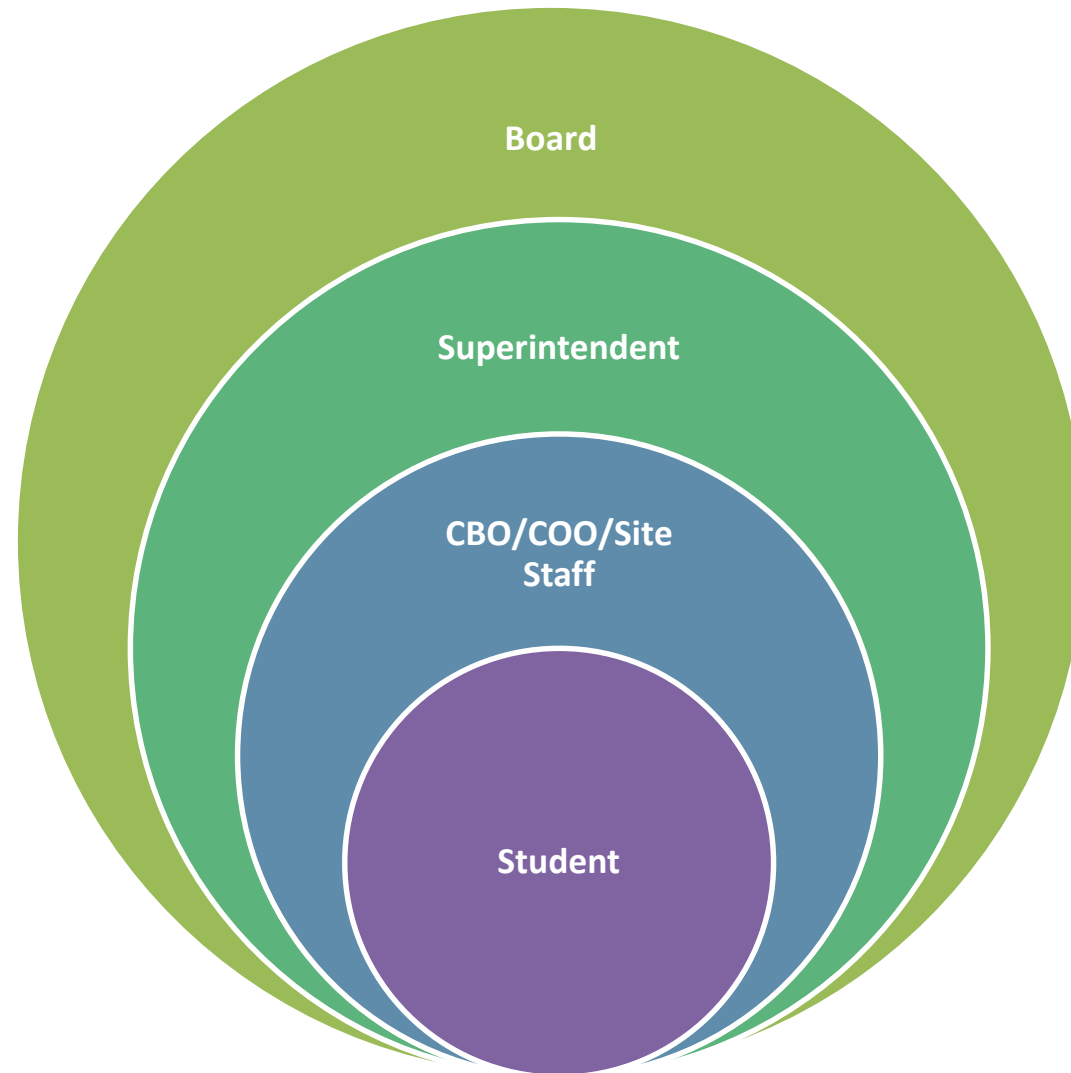


Fueling up to Learn



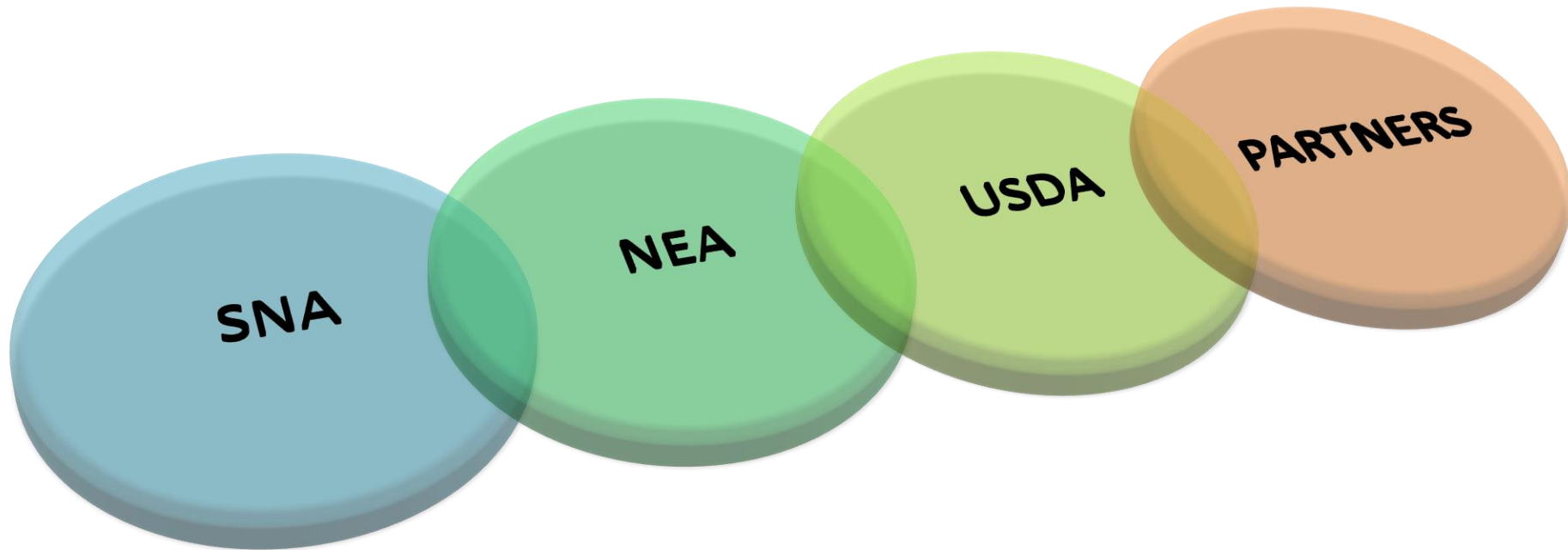
# Key Stakeholders

## Breakfast in the classroom



# Resources

## Breakfast in the classroom



# How to Influence Breakfast After the Bell

- Sustainability
- Revenue Generation \$\$\$
- Not Trailblazing
- Help Teachers improve scores
- Numbers – More Participation
- Importance/Benefits slide
- Make a difference
- Get on a their schedule
- Hear from multiple sources









# FINANCIALS

- Revenue Generation \$\$\$
  - General Fund – Attendance
    - Unrestricted
    - Can be used for any purpose
    - Balancing Budget
  - Food Service Fund
    - No more operating at a deficit
    - Improve Menu and food quality
    - Create more warm and welcoming environments



# Golden Nuggets

## Breakfast after the Bell

-  Start small – Tweak for site success & Sustainability
-  Show case studies
-  Build a coalition
-  Keep kids at the center - Solve adult issues
-  Most important meal of the day
-  Make it Easy – Make it automatic – Make it FUN

Valuable Lessons Learnt – Golden Nuggets

# CEP - Defined

- Community Eligibility Provision (CEP) is an alternate school meal service provision allowed by USDA. CEP allows qualifying schools (or groups of schools) **to serve breakfast and lunch at no charge to all students** so they can be fueled and ready to learn!
- Schools that have implemented CEP have experienced striking increases in school meal participation and even improved attendance.

# CEP - Benefits

- All students eat breakfast and lunch for FREE . . . even on the first day of school!
- No meal eligibility determination required  
(no meal applications) - Do require Income Verification form
- Faster more efficient meal service.
  - No computerized cash registers needed during meal service.
  - Meal counting is completed utilizing counting clickers.
- No cash handling, no meal payments necessary.
- No meal charges, no alternate meals.
- Brings EQUITY to meal service!

# CEP - Qualifications

## How do schools qualify for CEP?

- Schools that have 40% or more of their students Directly Certified to receive Free or Reduced Price Meals qualify for CEP

Example:

<u>School</u>	<u>Enrollment</u>	<u>Directly Certified Students</u>	<u>Percentage</u>
ABC	206	137	66.5%

## Does a school's meal revenue increase or decrease if you implement CEP?

- If a school is eligible for CEP, it may be a fiscal disadvantage to implement. It is important to evaluate if revenue will increase or decrease when deciding whether or not to implement CEP at a school or group of schools.
- Schools or groups of schools with a higher percentage of Directly Certified students will receive greater revenue for meals served than for schools with a lower percentage.



# CEP - Benefits

## Why group the selected schools

55.71% of the enrolled students at the selected schools are directly certified for free or reduced price meals. This percentage, known as the ISP (identified student percentage) is not only high enough to maintain our current levels of meal program revenues but greater revenue will be realized by easily obtainable increases in meal participation by offering breakfast and lunch for free.

# How CEP meal funding works

A school or group of school's ISP is multiplied by a fixed multiplier of 1.6 to determine what percentage of meals served will be reimbursed at the free (higher) rate and what percentage of meals will be reimbursed at the paid (lower) rate.

Example:

<u>ISP</u>	<u>Multiplier</u>	<u>Free Rate Percentage</u>	<u>Paid Rate Percentage</u>
55.71%	x 1.6	= 89.1%	10.9%

# If meal revenue is lower, why would be implement CEP?

**School Districts that have implemented CEP have experienced between 20-52% increase in meal participation.**

## CEP Revenue:

(Revenue calculated using CEP rates 89.1% free and 10.9% paid)

Total Breakfasts Served: 8,024	\$16,852.47
Total Lunches Served: 18,488	\$58,989.25

**Total Revenue \$75,841.72**

## Revenue without CEP:

(Revenue calculated using student meal eligibility category)

Total Breakfasts Served: 8,024	\$18,285.08
Total Lunches Served: 18,488	\$64,155.65

**Total Revenue \$82,440.73**

## CEP Revenue with a 10% increase in meal participation:

(Revenue calculated using CEP rates 89.1% free and 10.9% paid)

Total Breakfasts Served: 8,826	\$18,537.80
Total Lunches Served: 20,337	\$64,887.28

**Total Revenue \$83,425.08**

# Contact Information

## Breakfast after the Bell

**Hitesh Haria**

**Associate Superintendent**

**[hharia@pittsburg.k12.ca.us](mailto:hharia@pittsburg.k12.ca.us)**



# Livingston Parish Public Schools

## MEAL PARTICIPATION

**52.2%**  
BREAKFAST

**76.9%**  
LUNCH

26,000  
STUDENTS

39 CAFETERIAS  
44 SITES SERVED

35,000+  
MEALS SERVED EACH DAY

325  
CHILD NUTRITION EMPLOYEES

## BREAKFAST IN THE CLASSROOM

4

K-5

2

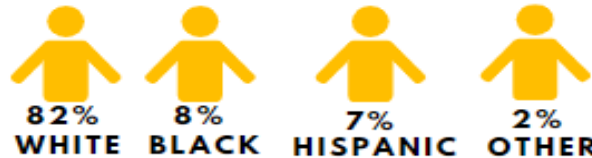
6-8

3

9-12

CEP  
ISP  
93.34

LIVINGSTON  
PARISH  
650 SQ  
MILES



SECOND CHANCE  
BREAKFAST

3

BREAKFAST  
TO GO

17

LA  
BREAKFAST  
CHALLENGE

2017  
NORTH CORBIN JR

★  
2018  
ALBANY HIGH

# Triumph Over Tragedy

## The “Great Flood” of August 2016

- Schools closed for 21 days
- 15 schools damaged by flood waters
- 3 schools damaged beyond repair
- 90% of homes and businesses flooded
- Many students displaced or homeless



# Stakeholder Buy-In

- Stakeholder buy-in is essential
  - Principal
    - Teachers, Custodians
  - Cafeteria Manager
    - Cafeteria Staff
  - Superintendent
  - Board Members
- Develop a “tentative” plan
- Understand your stakeholders
  - Know YOUR why?
  - Understand THEIR why?
- Share your story
- Revisit your successes and failures ... frequently



# BAB in Livingston Parish

- Increased Participation
  - 80-90% Elem & Jr. High participation for BIC
  - 45-50% High School participation for BIC
  - 60-65% High School participation for 2<sup>nd</sup> Chance
- Louisiana Breakfast Challenge
  - 2017-18 & 2018-19 awarded honor for highest increase in breakfast participation
  - 2019 FUTP60 Saints Hometown Grant
- Financial Impact
  - ~\$900,000 additional breakfast revenue per year (BIC only)





*Creating*  
**A CULTURE  
OF CHANGE**



*The*  
**BREAKFAST  
CLUB**



# Expanding THROUGH COLLABORATION



# Spotlight on Newport News Public Schools

Cathy Alexander, RD, SNS, Executive Director, Child Nutrition Services



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## NEWPORT NEWS SCHOOLS

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- 43 schools
- 28,000 students
- 47.79% ISP district wide/76.46% reimbursement
- District Wide CEP

## HOW WE GOT STARTED

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- FY 2016
  - Added 7 schools
  - 100% claiming percentage
- FY 2017
  - Added 13 additional schools for a total of 20
  - 53% ISP for a 85.5% claiming percentage
- FY 2018
  - Added 6 additional schools for a total of 26
  - 52% ISP for a 83.5 claiming percentage
- FY 2019
  - Added 13 additional schools for a total of 39
  - 52.5% ISP for a 84 claiming percentage

## ALTERNATIVE BREAKFAST MODELS

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- Provision 2 breakfast for all elementary schools before CEP
  - Funding formula is better with CEP
- Added all middle schools as a grab and go to the classroom
  - You can count students for faster service
  - Doubled breakfast participation in most schools
  - Minimum additional labor needed so you increase revenue

## BENEFITS

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- Increased participation
- Staff and parents love you!
- Less applications means more time for other tasks
- Easily implement alternative breakfast models in secondary schools



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# Questions