

Share Our Strength Breakfast Planning Resources

This document contains information about the tactics and activities Share Our Strength recommends for breakfast programming. It also includes guiding questions and links to online resources to help support breakfast planning.

Key Acronyms

- BAB – Breakfast After the Bell
- BIC – Breakfast In the Classroom
- GNG – Grab and Go to the Classroom
- NKH – No Kid Hungry

Increase the Number of Schools Successfully Implementing Breakfast After the Bell (BAB)

Questions to Guide Planning	
<ul style="list-style-type: none"> • Where are the kids in need who we are not yet reaching – and how can we use data to answer this question? • What schools and/or districts are high need, but are not yet using Breakfast After the Bell models? • What role can technical assistance play in making breakfast programs more successful? • What resources do we have to support additional schools implementing BAB? 	
Tactics and Activities	Resources
Educate local partners about Breakfast After the Bell. <ul style="list-style-type: none"> • Raise awareness about BAB models and strategies with campaign partners. • Educate campaign partners about NKH BAB resources that can be used to help their work or pass along to schools. 	<ul style="list-style-type: none"> ○ NKH RISE Process (Recruit + Implement + Sustain = Expand) ○ School Breakfast Resources with Talking Points
Create a network of Breakfast Champions. <ul style="list-style-type: none"> • Recruit school stakeholders that are implementing BAB and succeeding. • Engage and utilize champions to assist with BAB promotion and technical assistance. 	<ul style="list-style-type: none"> ○ How to Build a Network of Breakfast Champions
Convince schools currently using a traditional the cafeteria breakfast model to implement a BAB model (e.g. Breakfast in the Classroom, Grab and Go to the Classroom, or Second Chance). <ul style="list-style-type: none"> • Meet with key decision makers (e.g. principals, superintendents, School Nutrition Directors, school board). • Raise awareness and educate specific groups about the benefits of BAB. • Cultivate local champions who will promote BAB and/or work with schools to implement BAB. • Help schools pilot BAB when they aren't ready to commit to permanent implementation. • Explore and recommend school specific BAB implementation options. • Connect schools that have implemented successfully with those that are considering implementing, so they may share experiences and best practices (utilize breakfast champion network). 	<ul style="list-style-type: none"> ○ Hunger in Our Schools 2017: a report on hunger in America ○ No Kid Hungry Starts with Breakfast: No Kid Hungry conducted an analysis showing the potential impacts associated with school breakfast, including positive, large-scale outcomes in education, economics and health ○ Innovative Breakfast Delivery Options Learn how each BAB model is structured, and the percentage increase your school breakfast program can experience by adopting these models. This information is based on several years of grant making across multiple states. ○ BAB 101 Videos: Geared towards teachers and principals, these short videos outline how Breakfast After the Bell benefits students and classrooms, and how Breakfast After the Bell can be a seamless part of the instructional day in four easy steps. <ul style="list-style-type: none"> • BIC 101 • GNG 101 • Second Chance Breakfast 101 ○ Breakfast in the Classroom Myths: this resource sheds light on 5 common myths that persist about Breakfast in the Classroom (BIC), including that BIC takes away from instructional time, and that it causes messes in the classroom. ○ Talking Points for Introducing BAB to School Stakeholders: BAB is one of the most effective ways to significantly boost school breakfast participation. These talking points can help you get started as you plan to introduce school stakeholders—including teachers, principals and superintendents—to BAB. ○ Principal Outreach: learn how to prepare for a BAB outreach meeting a Principal, including how to frame the conversation, what resources to bring, and how to address common concerns Principals have with BAB.

Tactics and Activities	Resources
	<ul style="list-style-type: none"> ○ School Breakfast – Healthier Than You Think: This resource provides teachers with helpful nutritional information about school breakfast. School Breakfast often gets a bad rap for being unhealthy, when in reality the food options served at breakfast must adhere to strict nutritional guidelines, and are often much healthier than store-bought breakfast.
<p>Provide necessary equipment or grant support to schools implementing a BAB model.</p>	<p>For schools that need additional assistance with obtaining funding to purchase equipment to start-up their Breakfast After the Bell program, check out these grant opportunities:</p> <ul style="list-style-type: none"> ○ Partners for Breakfast in the Classroom ○ USDA Food and Nutrition Service ○ Fuel Up to Play 60 ○ Action for Healthy Kids
<p>Provide implementation support for schools that have decided to implement BAB.</p> <ul style="list-style-type: none"> • Provide key resources to schools to guide them on BAB implementation prep and launch. • Connect them to schools to learn best practices to trouble shoot anticipated implementation issues (utilize breakfast champion network). 	<ul style="list-style-type: none"> ○ Pre-Implementation Checklist: This resource is a mapped out list of action steps schools can take to prepare for BAB implementation, from creating a school breakfast team, to connecting with schools that have already implemented BAB to learn from their experiences. ○ BAB Rollout Timelines: These rollout timelines outline action steps school stakeholders can take to help prepare for the launch of BAB. The rollout timelines span both long-term action steps and short-term action steps, starting at 8 weeks before implementation and counting down each week until launch. <ul style="list-style-type: none"> • Breakfast in the Classroom Rollout Timeline • Grab and Go to the Classroom Rollout Timeline ○ Breakfast After the Bell – Equipment Tips: Determining the equipment needs of a Breakfast After the Bell program can be a daunting process. This resource is designed to help guide school nutrition staff in choosing what equipment would be useful for whichever Breakfast After the Bell model they choose. ○ Breakfast Nudges: Nudges are subtle acts of positive reinforcement and indirect suggestion that try to influence a student’s behavior. They have helped increase breakfast participation. ○ Making Breakfast After the Bell Work in Middle and High Schools: Learn best practices from schools that are succeeding with their middle and high school BAB programs ○ Tips for Implementing an Effective Grab and Go Program: Learn the tricks of the trade that can make your Grab and Go program efficient and effective, such as making your grab-and-go program to the classroom, soliciting feedback from students, and engaging school staff. ○ Teacher Guide – Classroom Set Up and Clean Up: This resource outlines how classrooms can be affected by Breakfast After the Bell, and shares best practices on how to create a plan for classroom set-up and clean up where breakfast is served or eaten.
<p>Provide support to schools that have already implemented BAB; and, provide extra technical assistance to schools that have low participation rates.</p> <ul style="list-style-type: none"> • Have phone calls and/or conduct site visits with schools that committed to implementing a BAB model to ensure the model was properly implemented. 	<p>Breakfast Technical Assistance Aid Tool: This tool is designed to be used by campaign partners to assess the needs of low-performing schools, and provide appropriate technical assistance so schools can reach their participation goals. The tool comes in two versions:</p> <ul style="list-style-type: none"> • Breakfast in the Classroom • Grab and Go to the Classroom <p>The tool is in Microsoft Excel format. It contains an instruction page, 4 steps, and a timeline template.</p>

Increase the Number of Schools Participating in the Community Eligibility Provision (CEP)

Questions to Guide Planning	
<ul style="list-style-type: none"> • What schools and/or districts are high need but are not yet using CEP? • What can schools and/or districts do to effectively combine the implementation of CEP and BAB models? 	
Tactics and Activities	Resources
Convince school districts that are eligible, but not using CEP, to begin implementing, with a BAB model included.	<ul style="list-style-type: none"> ○ USDA Community Eligibility Resources ○ Center for Best Practices CEP Resources ○ FRAC's CEP Quick Facts and Resources ○ FRAC's CEP Eligibility Database
Make state level policy changes to remove barriers preventing CEP adoption.	<ul style="list-style-type: none"> • Community Eligibility and Improving Direct Certification

Raise Awareness and Get Kids Excited About School Breakfast

Questions to Guide Planning	
<ul style="list-style-type: none"> • How can we improve marketing of breakfast programs to encourage greater and more frequent participation? • What are the right messages and who are the right messengers to help kids and families understand the benefits of breakfast?" 	
Tactics and Activities	Resources
Engage Students and bring attention to the School Breakfast Program. <ul style="list-style-type: none"> • Obtain feedback from students. • Hold a taste test of products you may serve. • Hold breakfast events at schools to get kids interested in/excited about eating school breakfast (e.g. themed breakfasts, incentives etc.). • Serve breakfast items for lunch as a way to introduce items. • Hang Flyers/Poster in the school to promote breakfast. 	<ul style="list-style-type: none"> ○ Partner's for Breakfast in the Classroom's In-Depth Survey Toolkit with Templates ○ Student competitions <p>Making Breakfast After the Bell Work in Middle and High Schools: This resource shares the best practices that schools from across the country have used to increase their middle and high school breakfast participation. Tactics such as engaging students in the planning process, soliciting student feedback and offering Second Chance breakfast have shown success in getting more middle and high school students to eat school breakfast.</p>
Engage Parents/Caretakers about the Breakfast Program. <ul style="list-style-type: none"> • Send notes explaining Breakfast After the Bell home with students. • – Include breakfast information on school website. 	<ul style="list-style-type: none"> ○ Breakfast is Essential to Success flyer (Spanish & English) ○ Did You Know School Breakfast flyer (English & Spanish) ○ Rushed Morning breakfast flyer (Customizable Spanish) ○ Breakfast is Part of the School Day postcard (Customizable Spanish) ○ USDA "How Does School Breakfast Help Families?" flyer ○ USDA School Newsletter inserts
Engage school staff to promote the breakfast program to students.	<ul style="list-style-type: none"> ○ Breakfast Nudges ○ School Breakfast – Healthier Than You Think
Hold a School Breakfast Challenge	<ul style="list-style-type: none"> ○ Maryland Breakfast Challenge ○ Maryland Breakfast Challenge Resources ○ King County, WA Breakfast Challenge Site ○ New Hampshire Breakfast Challenge Site

Use a Media Strategy to Educate and Inform Key Decision Makers

Questions to Guide Planning	
<ul style="list-style-type: none"> • How are we creating the space to foster local collaboration, engage new and existing champions and build the community will for increasing participation in school breakfast? 	
Tactics and Activities	Resources
Engage community partners. <ul style="list-style-type: none"> • Get in front of your local PTA to explain Breakfast After the Bell and all its benefits. • Leverage School Boards. • Leverage Social Media. • Put out information in your local paper or community newsletters. 	<p>Breakfast Messaging Playbook – tips, best practices, and customizable assets for building a breakfast messaging strategy.</p> <p>Media:</p> <ul style="list-style-type: none"> • Earned media tip sheet • Pre-written tweets • NKH social media graphics

Improve State Breakfast After the Bell Policy Through Advocacy

Questions to Guide Planning	
<ul style="list-style-type: none"> Who are the state elected officials, state agency leaders, and other education/nutrition program decision makers that will be critical for success? What are the right messages and who are the best voices to reach and influence policy decision makers? Are there governor-led initiatives on issues affecting children that could include expansion of school breakfast? What policy approaches have other states or districts/cities taken to overcome similar BAB challenges? What policies, if changed, would allow you to meet your goals? At what level does policy need to change for the biggest impact and improved results, district, city, or state-wide? 	
Tactics and Activities	Resources
<p>Meet with the relevant leaders in the state legislature, city/county councils, and state education leaders (e.g. school boards, state superintendents) to educate them on the child nutrition programs and identify champions of policy change.</p> <ul style="list-style-type: none"> Leaders include: chairs of key committees such as Education, Ways & Means, and Appropriations, Senate/House leadership, representatives of districts being served by your organization or consisting of constituents most in need. Meetings can occur via site visits, in district offices, or in the state capitol. Present about the child nutrition programs at committee hearings or delegation meetings. 	<ul style="list-style-type: none"> SOS Legislator's Checklist Joint-Publication: NCSL/SOS Feeding Hungry Children: A Guide for State Policymakers
<p>Meet with the Executive Office and relevant agencies of your state on the issue of school breakfast expansion.</p> <ul style="list-style-type: none"> Target the Office of the Governor and/or Office of the First Spouse, State Secretary of Education, State Children's Cabinet or Hunger Commission, State Commissioner/Superintendent, and/or administration program leads to update and educate them on the child nutrition programs in the state, and secure interest in a broad approach to improving participation. Offer to identify an organization that can support a convening mechanism for state leaders which will collectively determine strategies for improving access (e.g. a special commission to end child hunger, a Children's Cabinet). Secure a site visit to a school BAB program with the governor/first spouse and/or senior level staff and promote via media. Identify the needs of the administration to meet state goals and manage challenges from the legislature. 	<ul style="list-style-type: none"> Proclamation for School Breakfast SOS NKH Governor's Checklist National Governors Association White Paper on State Strategies to Reduce Childhood Hunger Illinois Commission to End Hunger Maryland Governor's Office For Children National School Breakfast Week Proclamation & Resolution
<p>Develop consensus on a policy goal to be achieved. Examples include: school breakfast requirement; school breakfast incentive funding; school breakfast equipment grant funding; state plan to end childhood hunger and mandatory annual report posted on a state web site; study on school breakfast requirement; data transparency legislation; state agency policy on collaborative planning for summer; process to spend end of year balances of SAE and SAF to avoid returning administrative funds to USDA; school report cards to include breakfast participation for F/R price students</p> <ul style="list-style-type: none"> Collaborate with No Kid Hungry to analyze the needs and gaps in child nutrition program participation, include: region of schools/sites most impacted, schools/sites with the largest gap and highest percentiles of FARM eligibility, BAB implementation rates if possible, and CEP take-up rates. Introduce need for state data transparency and explain data's role in improving access. Encourage adding measurements on school breakfast and after school snacks/meals participation to state public school report cards. 	<ul style="list-style-type: none"> Center for Best Practices School Breakfast Policy Site Sample School Breakfast After the Bell Legislation School Breakfast Policy Solutions Brochure Case Study: Colorado House Bill 13-1006: Breakfast After the Bell Program Case Study: Illinois Senate Bill 2393: Breakfast After the Bell Case Study: Nevada Senate Bill 503: Breakfast After the Bell Program Case Study: The West Virginia Feed to Achieve Bill Sample State Legislation: Breakfast Resolutions Sample Legislative Language: Access to School-Level Breakfast Data

Tactics and Activities	Resources
<ul style="list-style-type: none"> • Identify and share the federal funding increases that would occur through increased participation in school breakfast. • Develop policy recommendation based on data and/or specific challenges that need to be overcome. • Draft legislation/policy and develop strategic plan. 	
<p>Form a new or commit an existing coalition to support and advocate for the policy goal during the legislative session.</p> <ul style="list-style-type: none"> • Identify roles of coalition members and reach out to underrepresented stakeholders. • Create a communications strategy to be utilized by coalition leaders in promotion of the child nutrition program, legislation/policy change, and identify assets needed to support the coalition's work. • Establish framework for information sharing and network activation procedures. • Reach out to potential challengers to determine potential points of disagreement and work through any conflicts prior to introduction of legislation/policy. 	