Engaging Students in the Success of School Breakfast

May 16, 2019

Welcome & Introduction

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No Kid Hungry campaign

Meet Today's Speakers

Riya Rahman
Associate, Youth Engagement & Grassroots Advocacy, Generation No Kid Hungry

Dr. Rob Jackson
Superintendent,
Edenton Chowan Schools

Amy Shanafelt
Project Manager, Department of Family Medicine & Community Health, University of Minnesota

Agenda

- Welcome & Introduction
- About No Kid Hungry
- Youth Engagement Basics
- Ideas for Engaging Students in the Success of School Breakfast
- Spotlight on Edenton Chowan Schools (NC)
- School Breakfast Promotion in Minnesota
- Audience Q&A

1 IN 6 KIDS STRUGGLES WITH HUNGER IN THIS COUNTRY.

No Kid Hungry is a campaign by Share Our Strength.

Ending Childhood Hunger is in Reach

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.

Youth Engagement Basics

Riya Rahman

Associate, Youth Engagement & Grassroots Advocacy

Generation No Kid Hungry

GENERATION
NO KID
HUNGRY

Youth Engagement Ladder: Low Tier

1 Manipulation — Adults use young people to support their own projects and pretend they are the result of young people's inspiration

2 Decoration — Decoration - young people help implement adults' initiatives

3 Tokenism — Participation for show - young people have little or no influence on their activities

Youth Engagement Ladder: Mid Tier

4   Youth Informed   Young people are assigned tasks and informed how and why they are involved in the project

5   Youth Consulted   Adults make decisions, young people are consulted and informed

Youth Engagement Ladder: High Tier

6　Youth & Adult Equality　Adults' initiative, joint decisions

7　Youth Driven　Young people's initiative and leadership

8　Youth & Adult Equity　Young people's initiative, decisions made in partnership with adults

Building Blocks of Youth Engagement

1. **Ask Them.** Let youth know: "We need you" and listen. When a specific request is made, youth feel valued for who they are and the insights they can bring to the table.

2. **Be genuinely inclusive of youth.** Learning centered and incorporate the needs, assets and perspectives of youth. Make it a strategic priority.

3. **Work with schools as a means to engage youth in the issue.**

4. **Appreciate youth and their perspective.** Like everyone, youth need to feel appreciated for their participation and the difference they are making. Recognize and celebrate their contributions.

Building Blocks of Youth Engagement

5. **Be responsive. Be Authentic.** Respond to individual texts and emails, speak to them on their level and make the investment to respond to those youth who do want to be engaged and support their efforts.

6. **Use the right communication platforms.** Email, text and social media. Despite the reliance on technology by almost all youth, it is important to remember that technology can only do so much. Our work is about people, and that means personal relationships.

"Being flexible is really important. It's about what kids want to do, and it requires a lot of varied strategies. Working with youth is a constant process of learning."

- Sarah Fanslau, generationOn

Resources

- Youth Engagement Toolkit: http://nkh-toolkit.squarespace.com/

- Teacher's Guide to Understanding Childhood Hunger: https://www.weareteachers.com/collection/teachers-guide-understanding-childhood-hunger/

- Service Learning Toolkit: https://www.weareteachers.com/service-learning-toolkit-no-kid-hungry/

- Children's Participation by Roger Hart: https://www.unicef-irc.org/publications/pdf/childrens_participation.pdf

Ideas for Engaging Students in the Success of School Breakfast

- Involving students is key to the success of school breakfast
- Students can be engaged in a variety of ways and aspects

Ideas for Engaging Students in the Success of School Breakfast

- Getting started:
    - Inform students who to talk to if they have a question, suggestion or comment
    - Provide mechanisms for student feedback i.e. comment box, survey, focus group, social media, etc.
    - Educate students about the school breakfast program so that they understand what is possible and what is not
    - Respond to student feedback
    - Appreciate students for affecting change

Resource: [Ingredients for Increased Student Engagement](#) from SNA

Ideas for Engaging Students in the Success of School Breakfast

- Marketing & Promotion
    - Engage students in the creation of marketing & promotional materials
    - Partner with the art or graphic design clubs/classes
    - Host a school-wide contest

Ideas for Engaging Students in the Success of School Breakfast

- Taste Tests & Menu Planning
    - Taste tests are an effective tool for involving students in menu planning and generating interest in the school breakfast program
    - Host a taste test to get student feedback on menu items
    - Provide students with two or three breakfast items and ask them to vote for their favorite; then add the "winning" item to the menu

Resource: Tips for Hosting a Successful Taste Test from Action for Healthy Kids

Ideas for Engaging Students in the Success of School Breakfast

- Packaging & Delivery
  - Involve students in the packaging & delivery of breakfast

Are you engaging students in the success of school breakfast?

We'd love to know about it! Please either share in the chat box or send an email to Kelley at

kmcdonough@strength.org

Second Chance Breakfast

Breakfast helps students be their best!

Studies show that good nutrition leads to improved classroom performance, higher test scores, and better behavior.

Second Chance breakfast offers a 'breakfast break in the morning, often after first period for older students in secondary schools.

Dr. Rob Jackson, Superintendent - @Dr_Rob_Jackson
Mrs. Stephanie Patsel, Child Nutrition Director - @PatselStephanie

Second Chance Breakfast

Helping Create Student Buy-In!

- Students in the Carpentry (Woodworking) Class built the Second Chance Breakfast Carts

- Students in the Apparel Class made the cart covers

Dr. Rob Jackson, Superintendent - @Dr_Rob_Jackson
Mrs. Stephanie Patsel, Child Nutrition Director - @PatselStephanie

Edenton Chowan Schools

Second Chance Breakfast

Roll-out Plan

- Second-Chance Breakfast Plans will be announced over the summer and in Back-to-School Meetings
- Regular breakfast will continue as-is
- Three carts will be placed strategically in the hallways with rolling electrical milk/juice coolers stored nearby
- Menu Items include "Grab-and-Go items that will be taken to second period class.

Dr. Rob Jackson, Superintendent - @Dr_Rob_Jackson
Mrs. Stephanie Patsel, Child Nutrition Director - @PatselStephanie

Edenton Chowan Schools

Increasing Breakfast Participation in High Schools

Amy Shanafelt,MA

Project Manager

Department of Family Medicine and Community Health

University of Minnesota

Primary Aim

Improve participation in the school breakfast program among high school students

NIH Funded 4 year research study, PI: Marilyn Susie Nanney

Improving access through school-wide policies and practices

- Expand SBP *serving* locations *outside of the traditional cafeteria*
- Expand SBP *eating* locations *outside of the traditional cafeteria*
- SBP marketing campaign
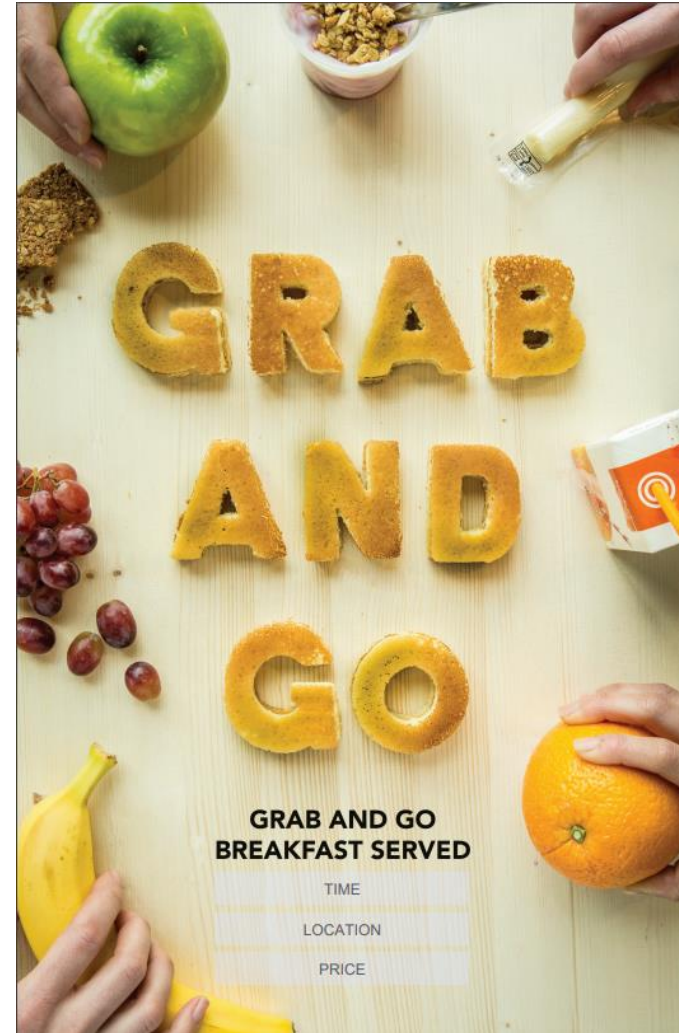
Key Intervention Strategies

- School Breakfast Expansion Team (SBET)
- Grab n' Go service and menu
- 2nd chance breakfast (after the bell)
- Hallway, classroom eating
- Kick-off
- Taste testing
- **Student-driven marketing** and Principal led communication
- UMN Extension (training and school liaison/support)

# Project breakFAST schools were located across Minnesota

FIGURE 1. LOCATION OF PROJECT BREAKFAST SCHOOLS

WAVE ONE

1 Albany High School
2 St. James Secondary
3 Apollo Senior High
4 Montevideo Senior High
5 Le Sueur – Henderson High School
6 Owatonna Senior High
7 Cambridge – Isanti High School
8 Hutchinson Senior High

WAVE TWO

9 New London Spicer
10 Wilmar Senior High School
11 Bemidji Area Schools
12 Dassel – Cokato
13 Brainerd Senior High
14 Morris Area Secondary
15 Lincoln High School – Thief River Falls
16 Rocori High School
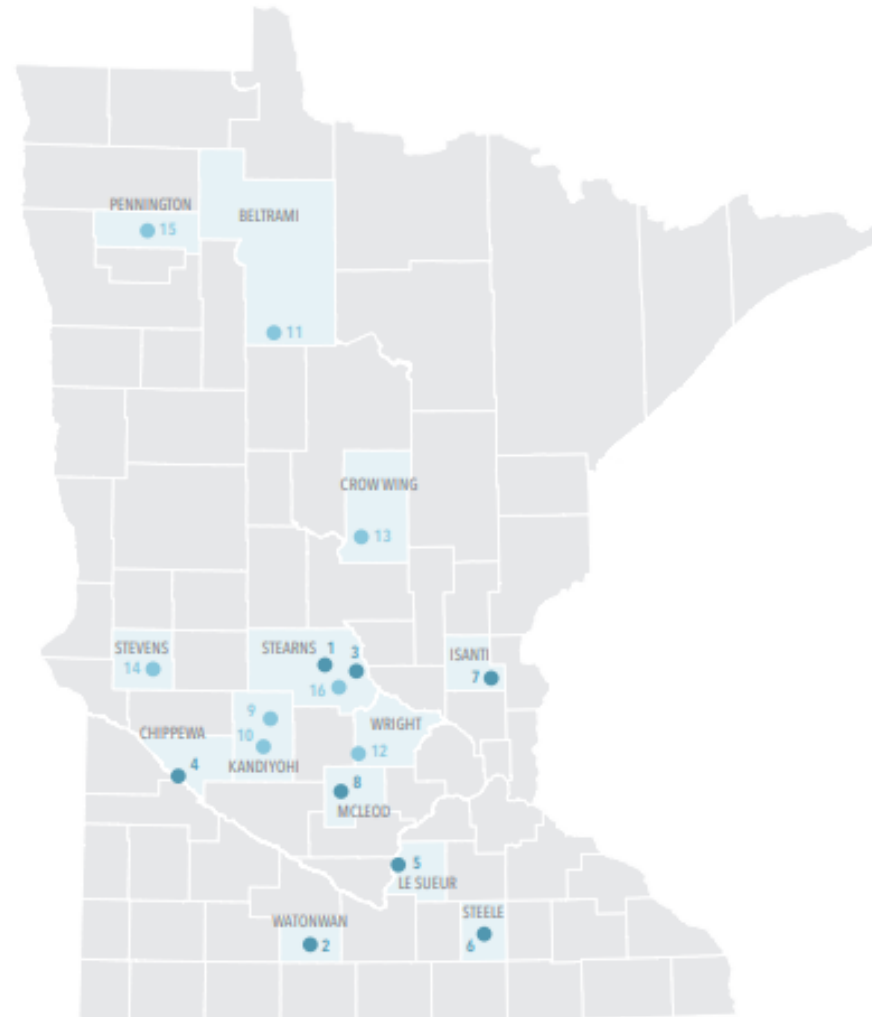
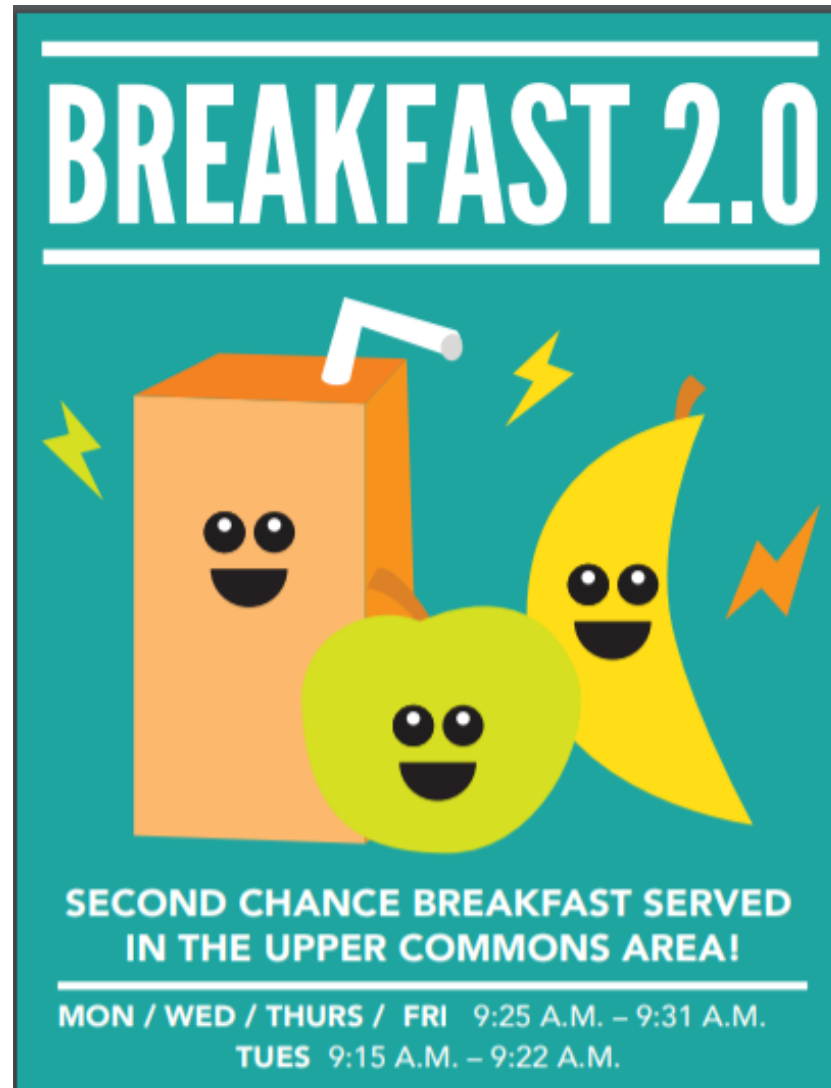# Data Supporting 2nd Chance BK

833 students

Barriers to Getting/Eating School Breakfast

THANKS, BUT I'M NOT HUNGRY. I'LL EAT LATER :)

Bus Arrives Too Late | 23%

The Solution! Second Chance Breakfast

Engaging Students

Grab and go breakfast located in the Foyer every morning! 7:10- 7:30 AM

Planning process with students

- Schools organized a student marketing team

  - Often through student council, marketing class, or drama club

- Marketing agency met with students 3-4 times

- First few meetings, decided concept

- Last few meetings, photos and videos

- All creative materials developed by the marketing agency and sent to schools

BREAKFAST IS ALWAYS IN YOUR FAVOR

2ND FLOOR HALLWAY IN FRONT OF COMPUTER LAB $1.35

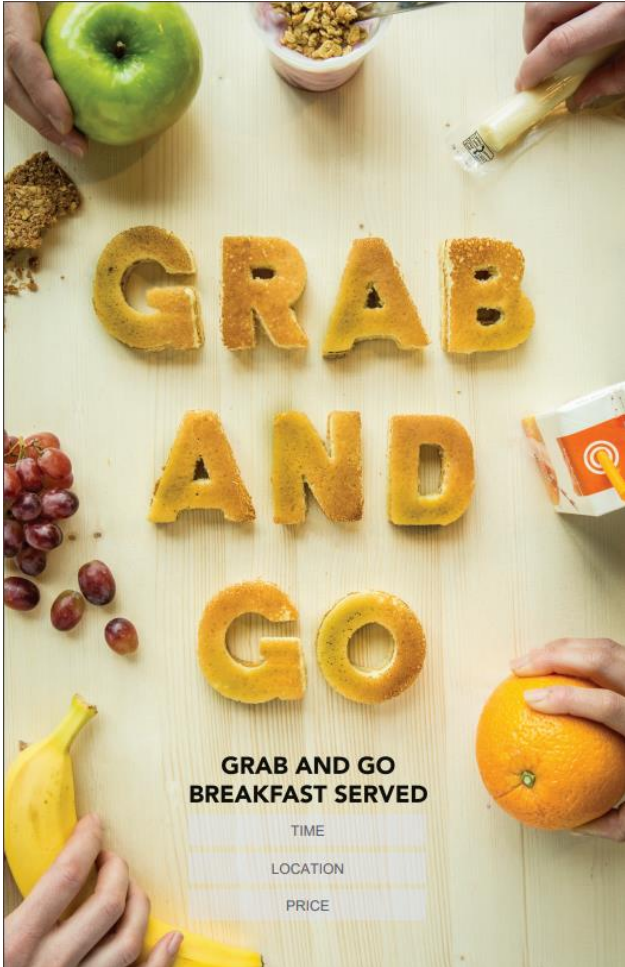https://www.healthdisparities.umn.edu/research-studies/project-breakfast

Schools without access to marketing agency

- Half of the schools did not receive the "marketing" portion of the intervention.

- Received training materials on the process, and editable – professionally designed – marketing materials to personalize.

Editable Posters (5)

Editable posters and other resources: z.umn.edu/projectbreakfast

Case Study – using the marketing class

Market Research
School Breakfast Program
Montevideo High School 2014

Our class has been asked to help expand and get the word out about the School Breakfast Program (SBP). Your goal is to help expand the student body knowledge about the program. But....it's hard to expand if you don't know what knowledge the students already have.

You will work in a team to create recommendations for the SBP committee to follow. Each group needs to pick one research question from the list below, a maximum of three groups may research the same topic:

- Will the use of marketing affect my decision to participate in the SBP?
- Will the ease of use/ availability of SBP affect my decision to participate in the SBP?
- What factors help my decision in terms of buying, participating in, and eating the SBP?

There is additional information in this packet that could potentially be helpful when doing your market research and creating your marketing campaign. Read the materials carefully. Be sure to utilize the Q&A time with Ms. Ivers wisely. She may potentially have other information, examples, or ideas that could help you along the way.

Be sure to use your resources! The "winning" team as chosen by Ms. Ivers and the SBP committee will not have to do a marketing story in May and will be allowed to complete the final project with a partner (and trust me....the final project is a doozy!)

Remember, the recommendations, advertisements, and brand images/logos will actually be used in the SBP...plan carefully. You are representing this class, Ms. Ivers and yourselves! Follow the table on the next page to learn about guidelines and due dates.

Student-level Percent Change compared to School-level Percent Change
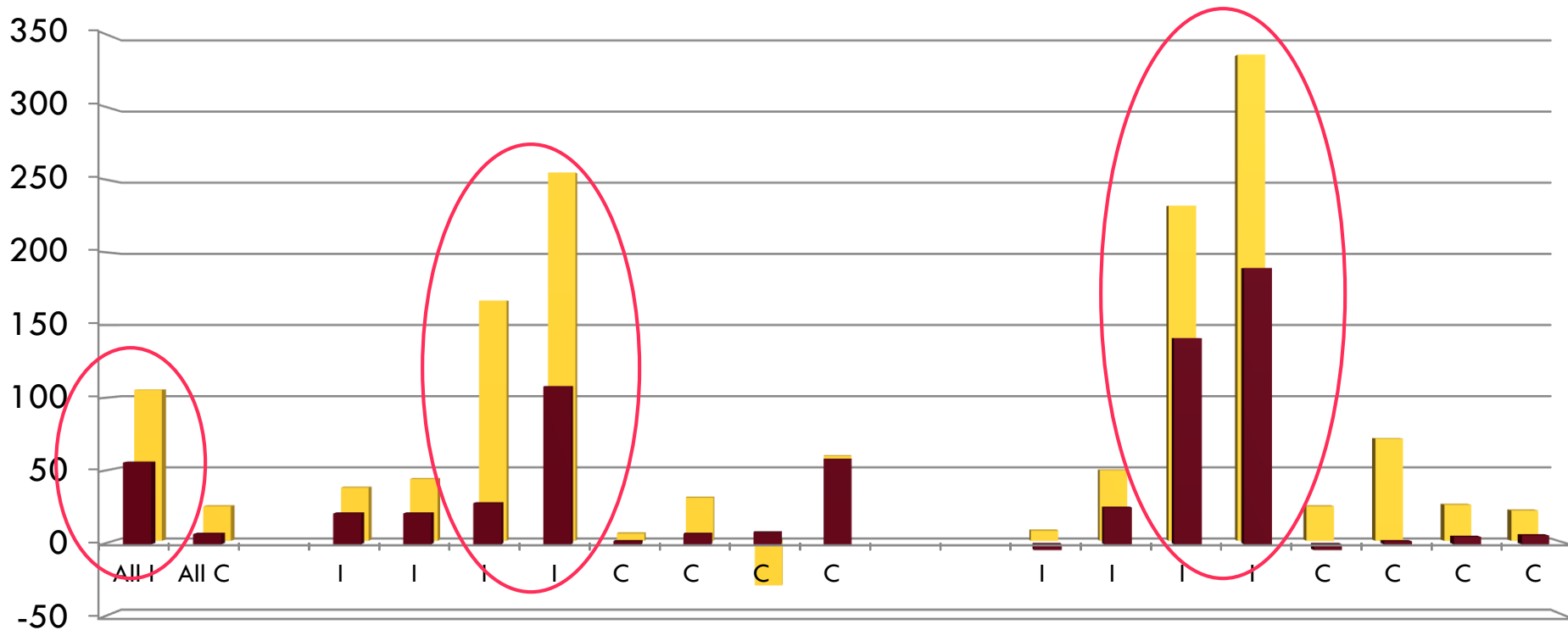
■ School-level % change

■ Student-level "breakfast skipper" % change

Increased feelings of "encouragement to eat breakfast"

During a usual MONTH, how often do the following people encourage you to eat or continue to eat breakfast AT SCHOOL?

	Pre	Post	Net difference	Unadjusted p	Adjusted p
Social support scale (0-20)					
Intervention	2.7 (3.4)	3.0 (3.4)	0.3 (3.4)	0.08	0.02
Control	2.6 (3.5)	2.4 (3.3)	-0.2 (3.9)		
Parent/guardian (0-4)					
Intervention	1.11 (1.32)	1.04 (1.28)	-0.07 (1.36)	0.93	0.9
Control	1.02 (1.29)	0.96 (1.27)	-0.06 (1.58)		
Friend (0-4)					
Intervention	0.45 (0.85)	0.52 (0.90)	0.07 (0.93)	0.25	0.17
Control	0.44 (0.87)	0.42 (0.89)	-0.02 (1.09)		
Other kids at my school (0-4)					
Intervention	0.19 (0.58)	0.28 (0.72)	0.08 (0.79)	0.21	0.046
Control	0.18 (0.56)	0.19 (0.63)	0.01 (0.74)		
Teacher (0-4)					
Intervention	0.55 (1.01)	0.58 (0.97)	0.03 (1.13)	0.15	0.067
Control	0.57 (1.02)	0.47 (0.87)	-0.09 (1.11)		
Other school staff (0-4)					
Intervention	0.39 (0.92)	0.59 (0.95)	0.19 (1.09)	0.009	0.0008
Control	0.37 (0.86)	0.35 (0.81)	-0.02 (1.01)		

Economic analysis results

Schools with AND without the professional marketing agency saw major gains in daily profit associated with increased school breakfast participation.

	Average overall Mean (SD) (N = 10)	Small (<500)* Mean (SD)(N = 2)	Medium (500-1000)* Mean (SD)(N = 4)	Large (>1000)* Mean (SD)(N = 4)
Average number of purchased meals each day for profit to equal zero (breakeven), mean (SD)				
Average # of meals estimated for 100% full-price student participation	26 (12)	17 (7)	22 (10)	35 (11)
Average # of meals estimated for 100% free-reduced-price lunch (FRPL) student participation	35 (27)	24 (10)	29 (12)	51 (21)
Average daily profit of GNG breakfast program, mean (SD)				
Average daily profit estimated for 100% full-price student participation	$239.14 ($140.09)	$146.00 ($55.71)	$155.18 ($54.47)	$369.49 ($127.27)
Average daily profit estimated for 100% FRPL student participation	$159.02 ($95.02)	$98.00 ($36.59)	$106.44 ($44.42)	$$242.12 ($91.64)
Average number of days required to recover start-up costs by school enrollment size, mean (SD)				
Average # of days estimated for 100% full-price students	35 (27)	63 (36)	37 (22)	19 (6)
Average # of days estimated for 100% FRPL students	54 (41)	94 (53)	57 (36)	30 (9)

*Results are reported within a range of school enrollment size in order to facilitate application to schools outside of the study sample. Enrollment sizes were categorized using the range of school enrollment sizes of participating schools and identifying the lower third (small <500), middle (medium 500-1000), and upper (large >1000) cutoff points in that range.

Project breakFAST Toolkit

Health and Nutrition

Project breakFAST toolkit

Access the Toolkit

The *Project breakFAST toolkit* can help you replicate all or part of the original Project breakFAST program and help to increase access to breakfast for students in middle school and high school.

Access the combined file of all PDF resources that comprise this toolkit: Combined Project breakFAST toolkit (PDF). Click on one of the following sections to explore the individual toolkit resources.

Getting Started
Form a school breakfast team and map out your plan of action.

Marketing
Promote and increase participation in your school's breakfast program.

Evaluation
Monitor your school breakfast program.

Best Practices
Learn from other successful programs.

Credits and Acknowledgements
Get to know more about the team who created the toolkit.

QUESTIONS?

Please type any questions into the chat box.