

Financial Benefits of Breakfast After the Bell

December 13, 2018



center for BEST
PRACTICES

BESTPRACTICES.NOKIDHUNGRY.ORG



AGENDA

- Introductions
- Breakfast After the Bell (BAB)
- Start-up Costs
- Universal Breakfast
- Experts
- Resources
- Questions

INTRODUCTIONS

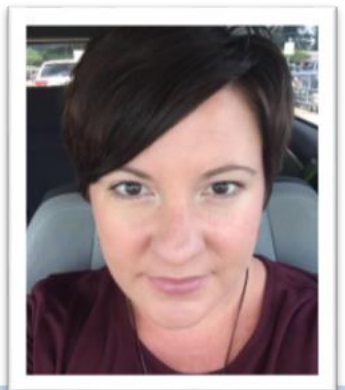


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No Kid Hungry is a Campaign By Share Our Strength

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



Our Campaign



FEEDING KIDS

by working with schools and communities to make food programs available for every kid in need.



TEACHING FAMILIES

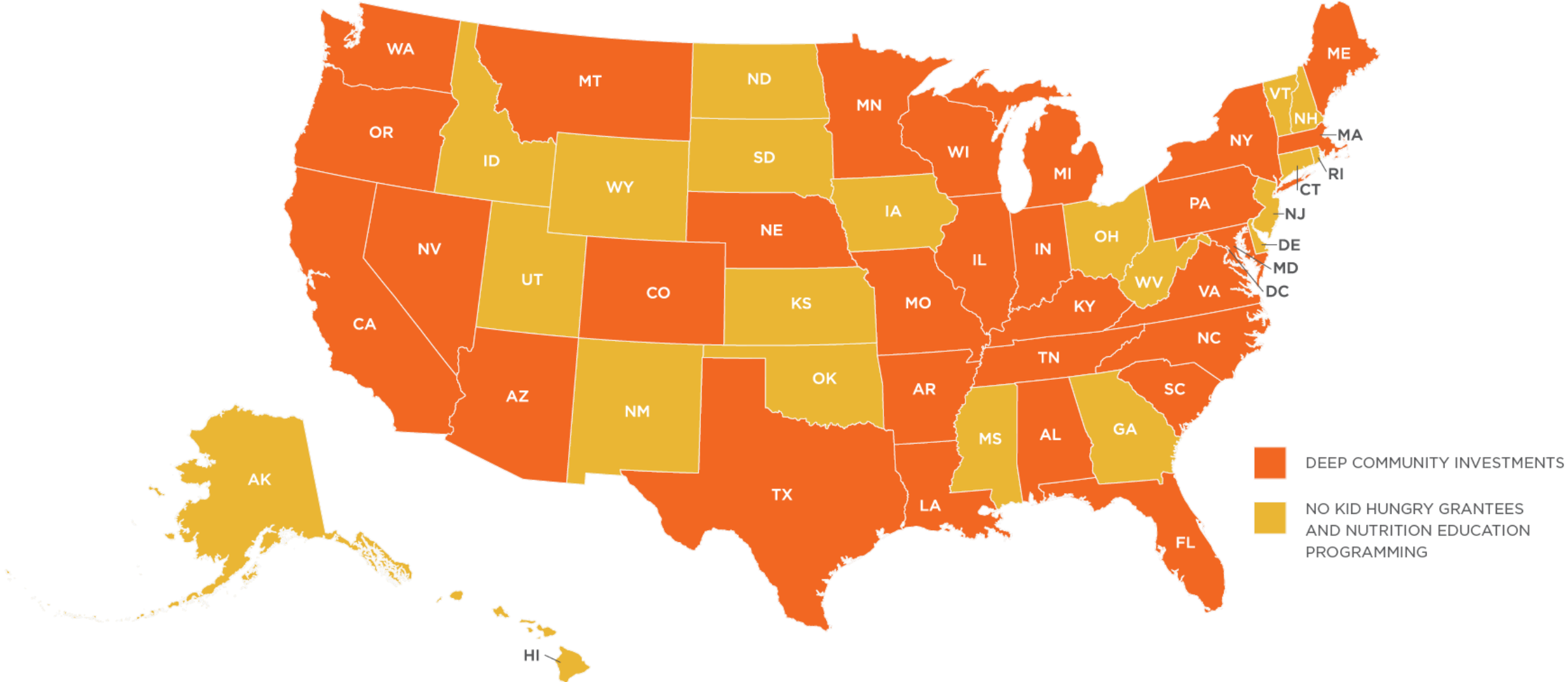
how to make the most of their food budgets by purchasing and preparing nutritious food for their kids.



MOBILIZING THE PUBLIC AND OUR LEADERS

so that ending childhood hunger is a top priority in this nation.

THE NO KID HUNGRY CAMPAIGN IS HELPING TO FEED KIDS IN ALL 50 STATES.



Poll

What is your role in the school breakfast program?

- School Nutrition Director/Staff
- School Business Official
- Principal
- No Kid Hungry Partner
- Other

Breakfast After the Bell

Basics

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

Traditional Breakfast in the Cafeteria Doesn't Work

- Bus or carpool does not arrive in time
- Stigma that school breakfast is for low-income kids
- Middle/high school students may not be hungry first thing in the morning
- Cafeteria location is not convenient for students
- Socializing is more fun than eating alone in the morning

SOLUTION -- Make Breakfast a Part of the School Day

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: serving model where breakfast is served after the official start of the school day

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)¹: Breakfast is offered/served in the classroom and eaten in the classroom.

59%

Grab and Go¹: Breakfast is offered/served from one or more central locations and consumed in a non-specific location.

58%

Second Chance Breakfast¹: 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.

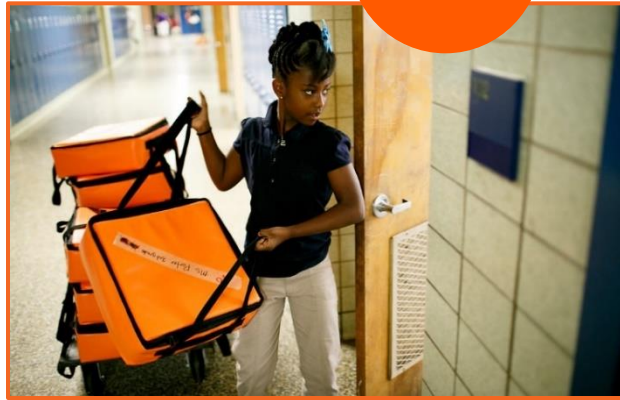
Analysis includes 2,201 schools from 14 states: CA, FL, IL, MA, MD, MI, MT, NC, NE, NV, PA, TX, VA, and WA.

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



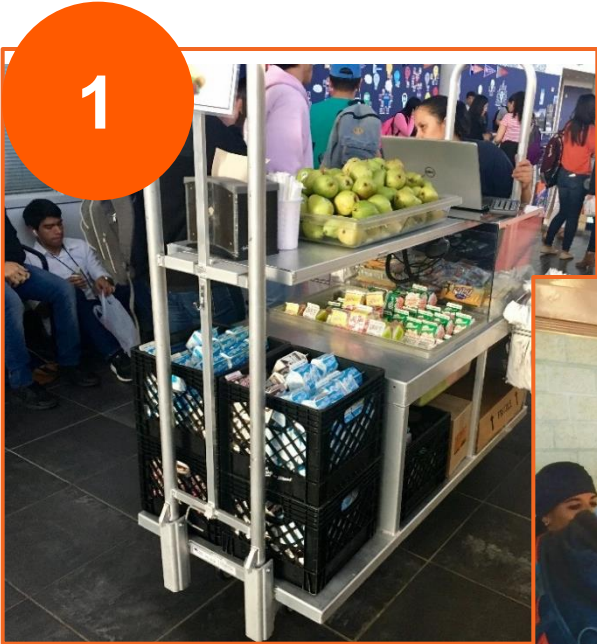
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4



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 to the classroom or a common area and eat.



Second Chance Breakfast: Breakfast is offered/served between 1st and 2nd 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



Start Up Costs

Research findings: Financial implications of state-wide BAB legislation

Overview of School Breakfast Analysis:

- September 2016, Share Our Strength partnered with Prismatic Services, Inc.
- Goal: determine financial implications that school breakfast legislation would have on schools
- Quantitative & Qualitative analysis in Virginia schools with 40% or higher free and reduced price (FRP) eligibility
 - Used school breakfast participation data in public schools
 - From Share Our Strength
 - From the Virginia Department of Education;
 - Conducted 17 telephone interviews with food service directors from a geographically representative sample
 - Sent out online survey request to all Virginia food service directors

Breakfast After the Bell Start-up Costs: Equipment & Labor

Equipment/Supplies: average start up costs \$50-\$3000

- Cart or kiosk \$300 - \$6000
- Point Of Sales (POS) system: \$1000 - \$5000
- Hot/cold transport bags: \$45
- Bins: \$22
- Trash cans: \$18
- Tubs to hold sporks and napkins in classrooms (\$4)
- Grab and Go bags: \$0.02 to \$0.14 each

Most expensive start-up cost: \$10,000, per site, not including labor

Breakfast After the Bell Start-up Costs: Equipment & Labor

Additional labor:

- 0 – 10 hours
- Cost increased \$0 - \$2000
- Extra labor often went towards:
 - Cashier
 - Prepping items (packing coolers, bags, carts, etc.)
 - Attending to grab and go

Additional Information

- Districts that implemented Breakfast After the Bell (BAB) did not find the process to be cost-prohibitive.
- Participation increases generate more revenue and make up for start-up/labor cost.
- If a district is not financially stable before BAB implementation, they have a very low chance of being financially stable after BAB implementation

Universal Breakfast

CEP and Provision 2

Universal Meals as a Complement to Breakfast After the Bell (BAB)

BAB Increases access to breakfast by:

- Addressing common barriers + Meeting the needs of the students
- Results in increased participation = increased revenue

Universal Meals provides students meals at no cost = no financial barrier for students

- Two Common Options:
 - Provision 2: lock in reimbursement rate (Free, Reduced, Paid Rates) for 4 years
 - Community Eligibility Provision (CEP)
 - ✓ Schools/districts with 40% or higher ISP (Identified Student Percentage)
 - ✓ ISP is collected using means-tested data sets, e.g. SNAP, TANF, Medicaid
 - ✓ Reimbursement Categories: Free and Paid rate (no Reduced rate)
 - ✓ Reimbursement rate = $ISP \times 1.6$



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Experts

Hitesh Haria and Kristy Blower

Financial Impact of Breakfast After the Bell



Presented by Hitesh Haria

December 13, 2018

Background Breakfast



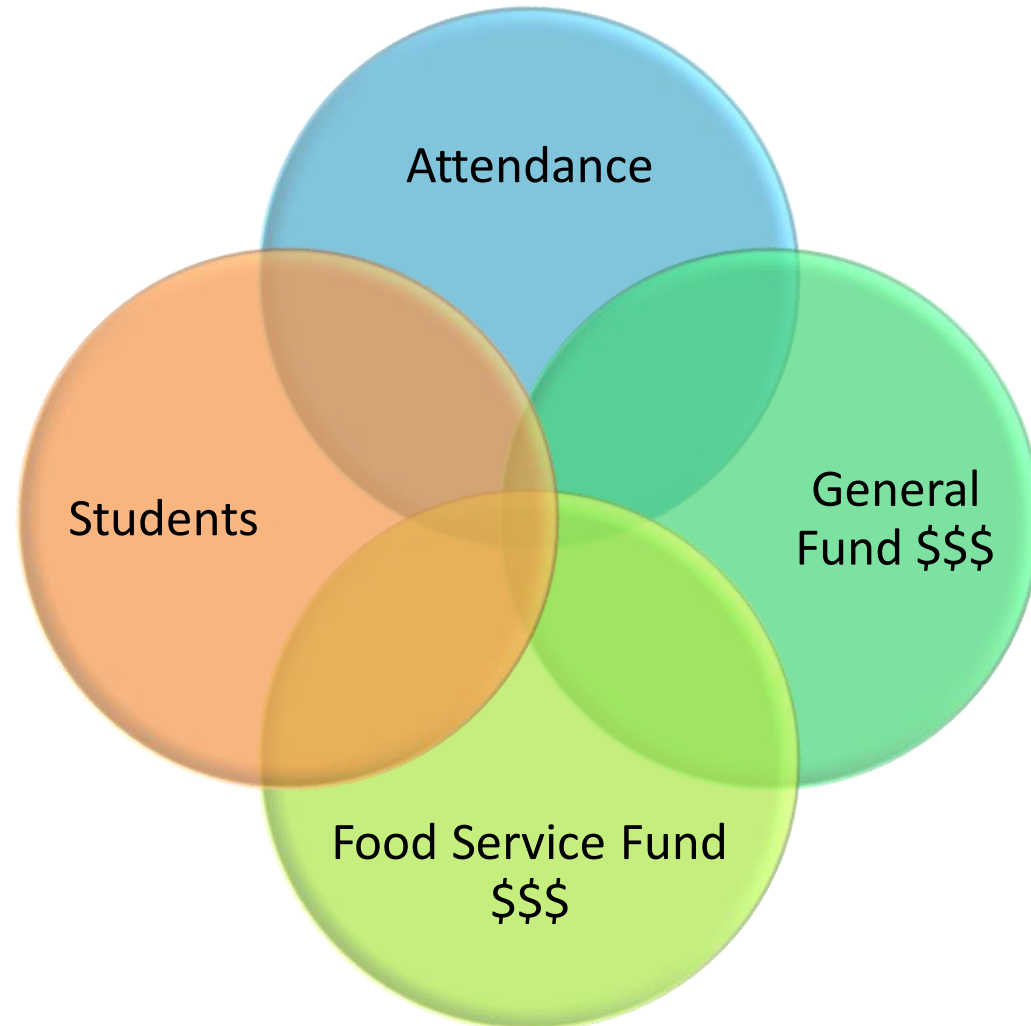
Fueling up to Learn

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

WINNING

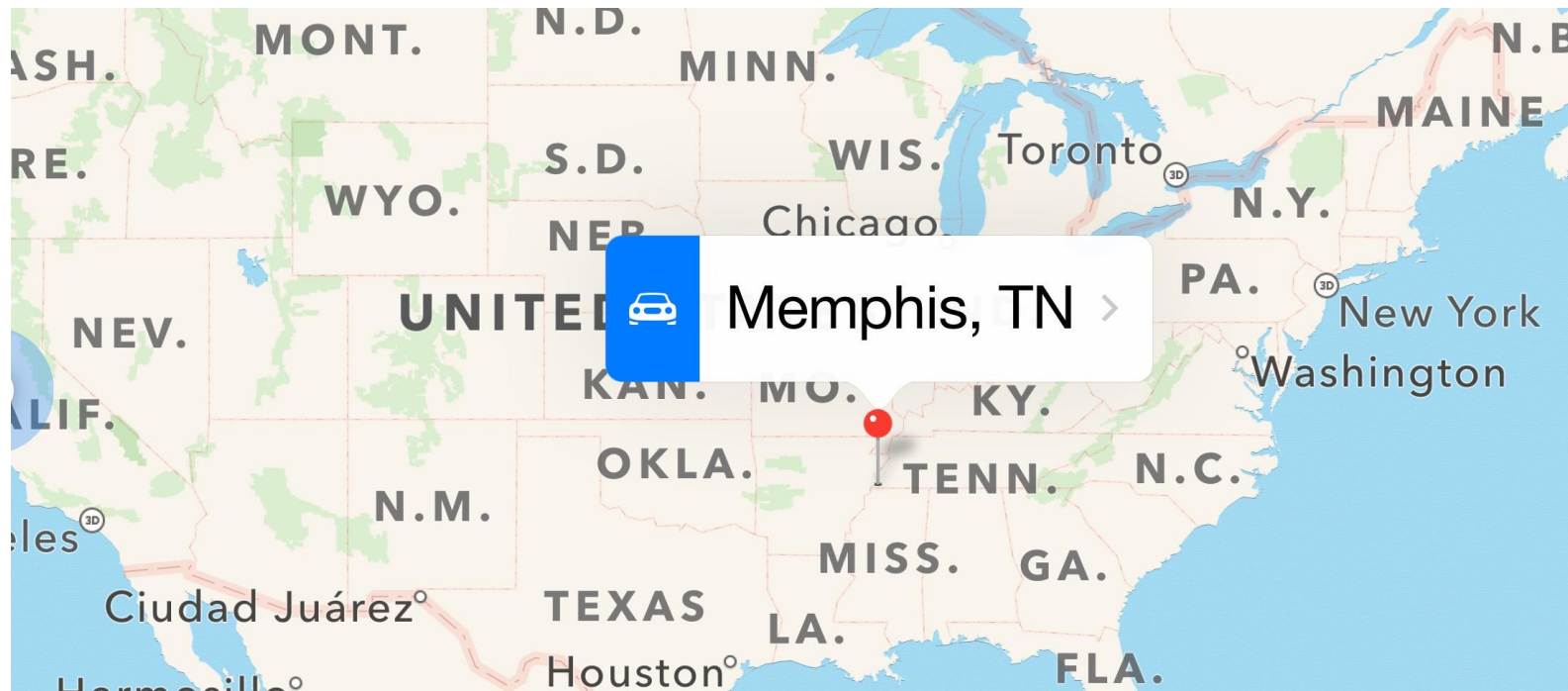


Memphis City/Shelby County Breakfast

Enrollment: 97,000 - Started in 20 schools

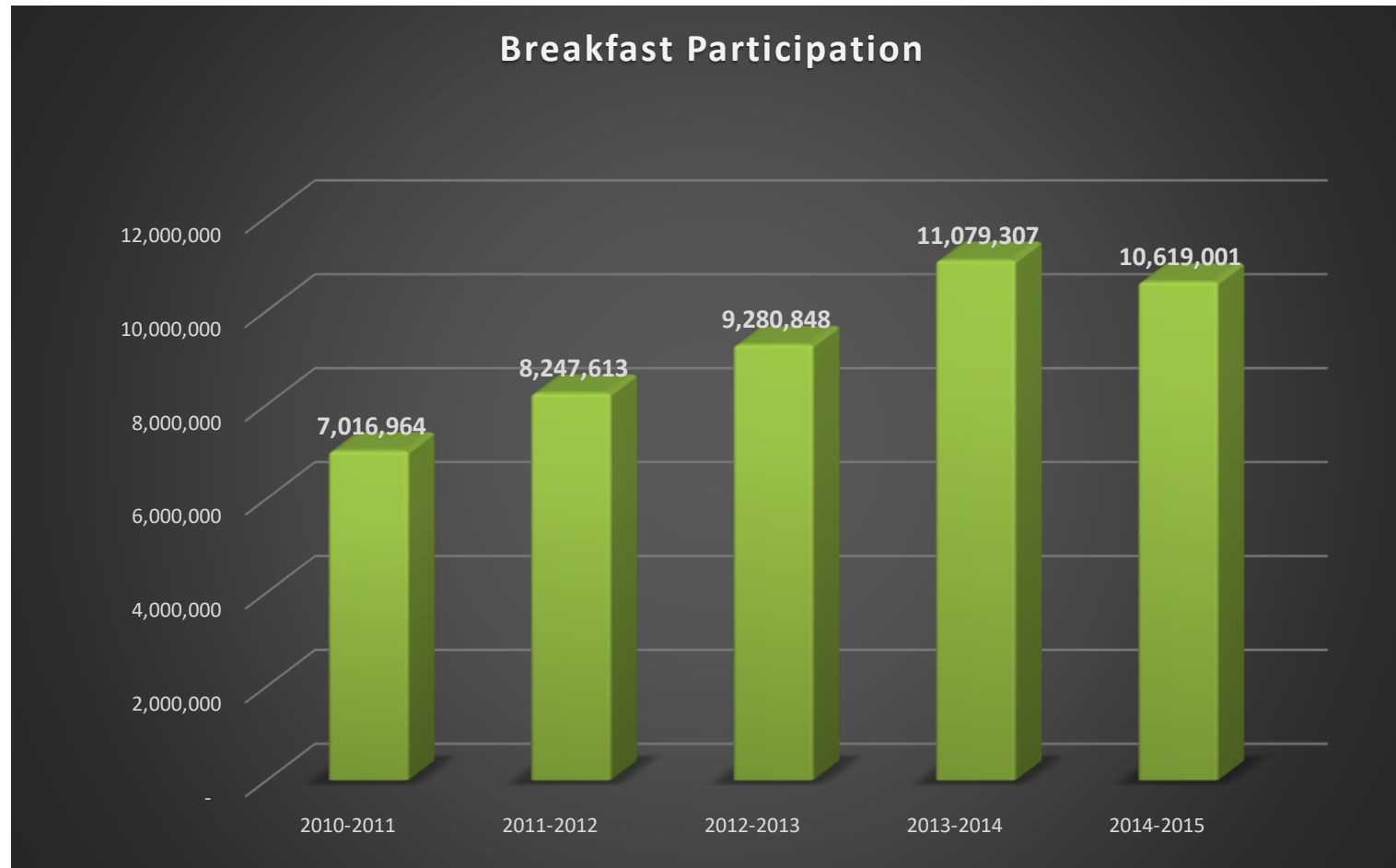
Participation went to 98%

Free and Reduced ~76%



Fueling up to Learn

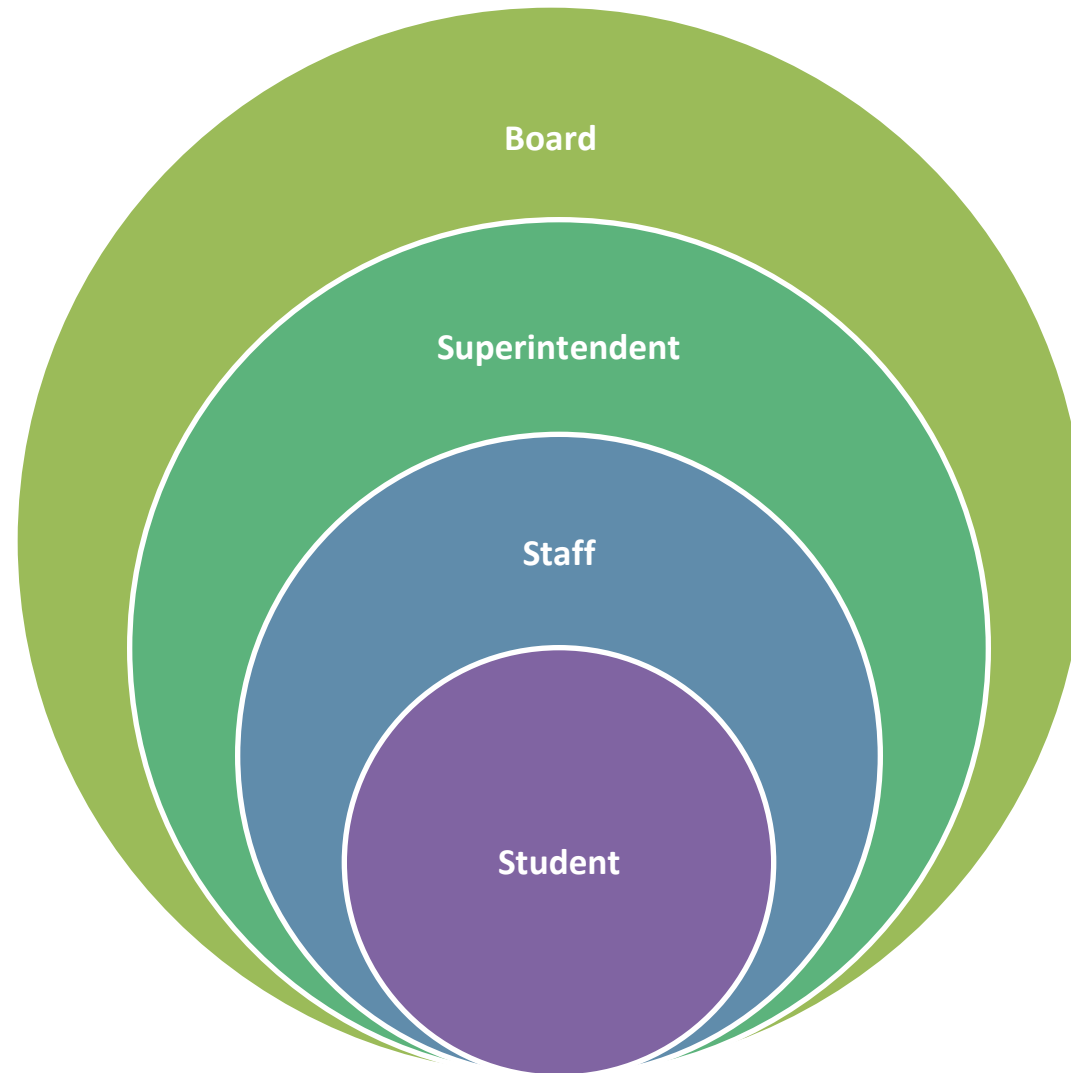
Key Statistics – Memphis/SCS Breakfast



Over ~ One million breakfast participation increase every year

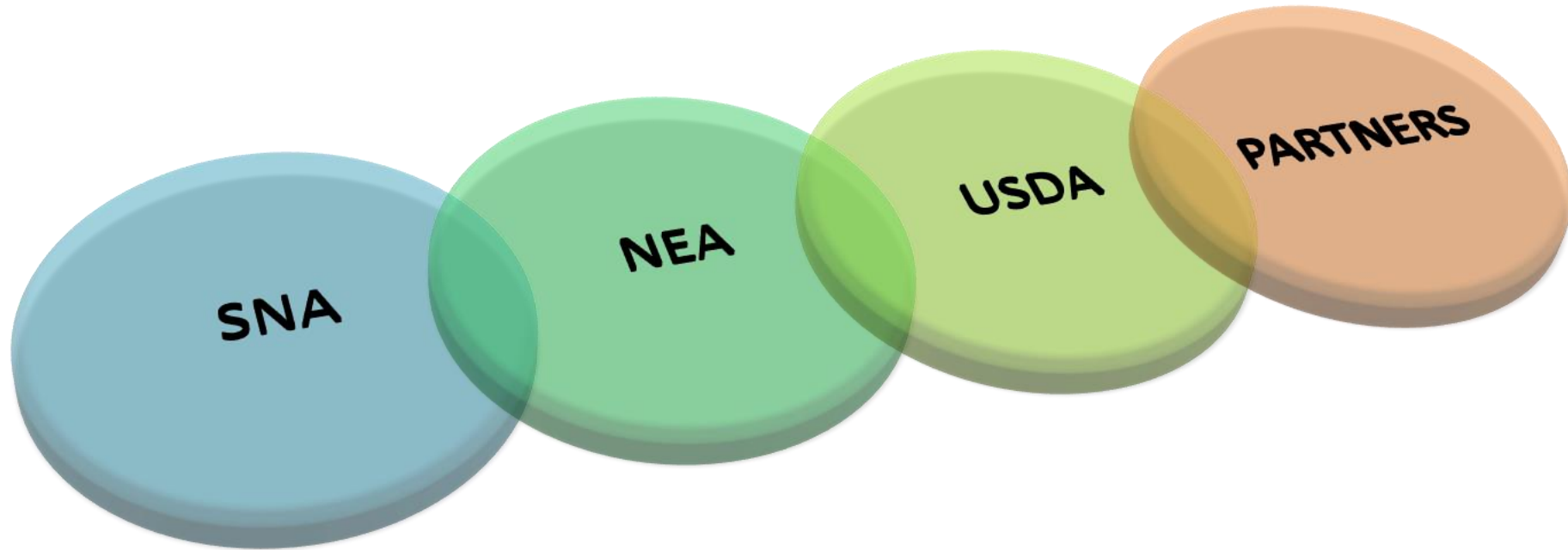
Key Stakeholders

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



Golden Nuggets

Breakfast in the classroom

-  Start small – Tweak for individual 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

EVERY STUDENT THRIVES!



Vallejo City
UNIFIED SCHOOL DISTRICT

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West Virginia DEPARTMENT OF
EDUCATION

Breakfast Success!

What are the problems we face?

- 60% of all WV's children are needy;
- WV continues to rank as one of the highest in obesity;
- WV has one of the nations lowest median incomes;
- 1 in 4 WV children live in a household that does not have sufficient access to food.

Now let me tell you a story:



Feed To Achieve Law - 2013

The Feed to Achieve Law was passed unanimously through the WV Legislature and signed by the Governor in 2013.

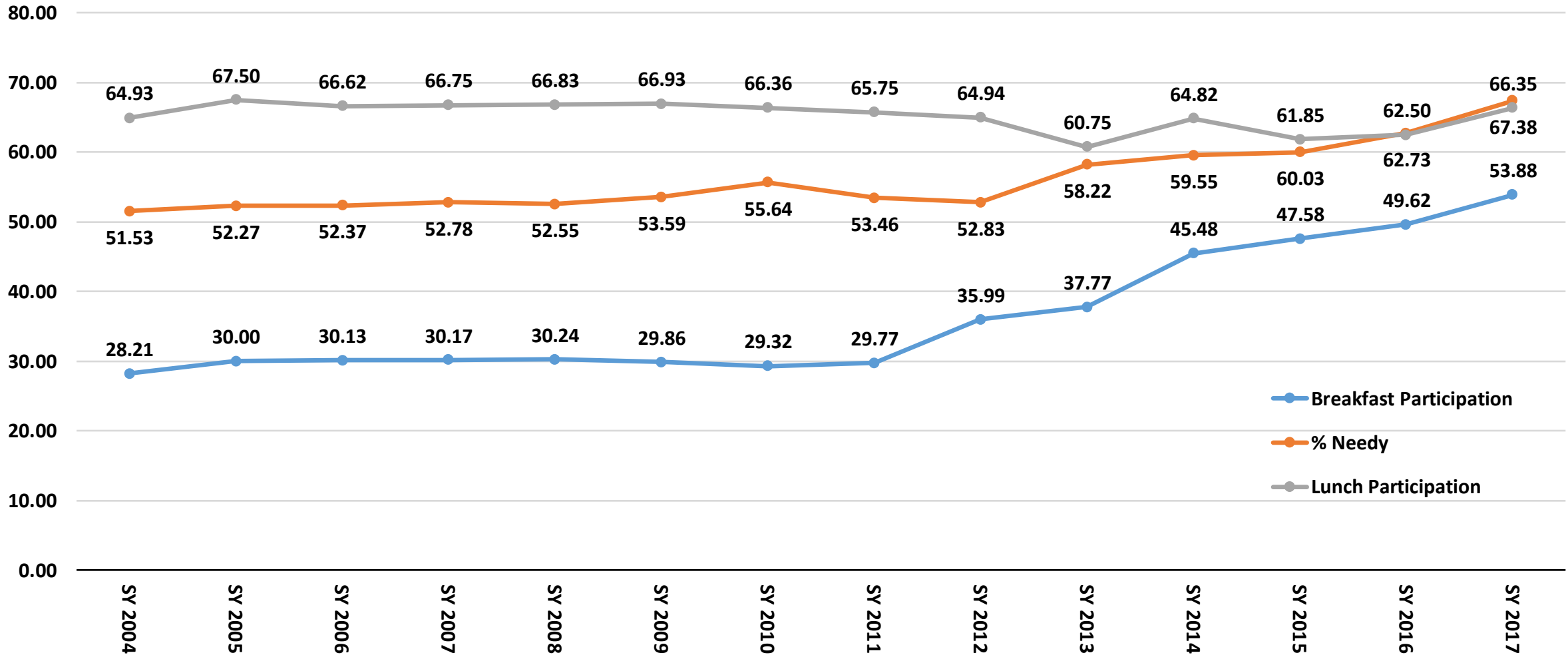
This law requires all schools in WV to adopt an innovative breakfast strategy, which must be approved by the WV Office of Child Nutrition.

What are the approved strategies?

- Grab and go;
- Breakfast after first;
- Breakfast in the classroom or a;
- Combination of these

Why breakfast strategies as an innovative solution to hunger, and how did WV make it work?





How is WV's school breakfast different?

Traditional breakfast is served at the worst time of the school day, before the school day starts.

Kids are getting there late, they want to socialize, they have coats and backpacks on, and going in the cafeteria to get a meal just isn't convenient for them when it is served this way. They won't go get it, regardless if they are hungry or not. That's why this type of breakfast participation hovers around 30%.

An “Effective Strategy” is a convenient one!

- Breakfast needs to be available where the kids are at
- If they hang out in the hallways, then there should be carts in the hallway
- If they go to the gym, let them grab and go and take it there
- Breakfast in the classroom usually works well in elementary classrooms because the kids are settling in and ready to eat and learn
- Some of our schools have classrooms come down to the cafeteria as a class and bring a work sheet or do reading comprehension while they eat in the cafeteria

Continued

- WV only serves breakfast and lunch as a fully reimbursable meal; there is no ala carte.
- This enables WV to collect the maximum amount of federal reimbursement for both meals.

Some WV Pictures!





Grab and Go



Breakfast in the Classroom



Kids Helping Out





How did WV convince schools to adopt an innovative breakfast program?

- The Feed To Achieve Law definitely helps, but many WV schools already had an effective breakfast program running in their schools
- **Money** – many WV schools run the Community Eligibility Provision and a high breakfast participation rate can help counties off-set the cost of this program
- It doesn't cost as much to make a breakfast so the profit margin for breakfast is much higher than lunch; if a school can have a high breakfast participation then they can bring in more federal dollars for breakfast to off-set the cost of lunch

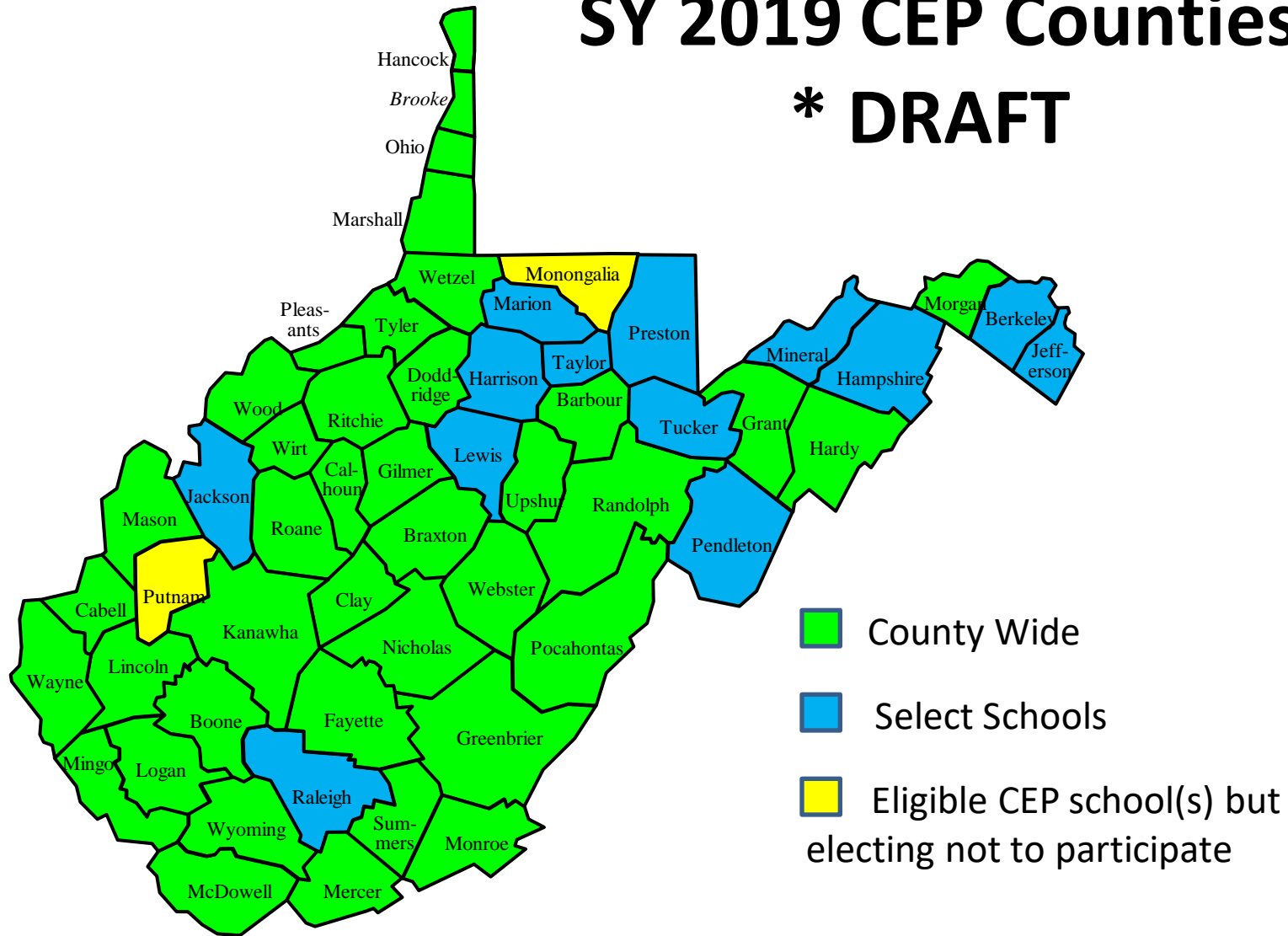
Continued – How WV did it!

WV uses a spreadsheet to show counties what running a Community Eligibility Program will cost them and how increasing breakfast by a certain percentage can help them not have to put as much money into that program.

Partnerships - WV partnered with the Dairy Council who granted cold and hot bags for Breakfast in the Classroom, carts for Grab and Go and small equipment to assist with the programs. They also provided training and taste testings to schools. Testing smoothies, overnight oats and parfaits.

SY 2019 CEP Counties

*** DRAFT**



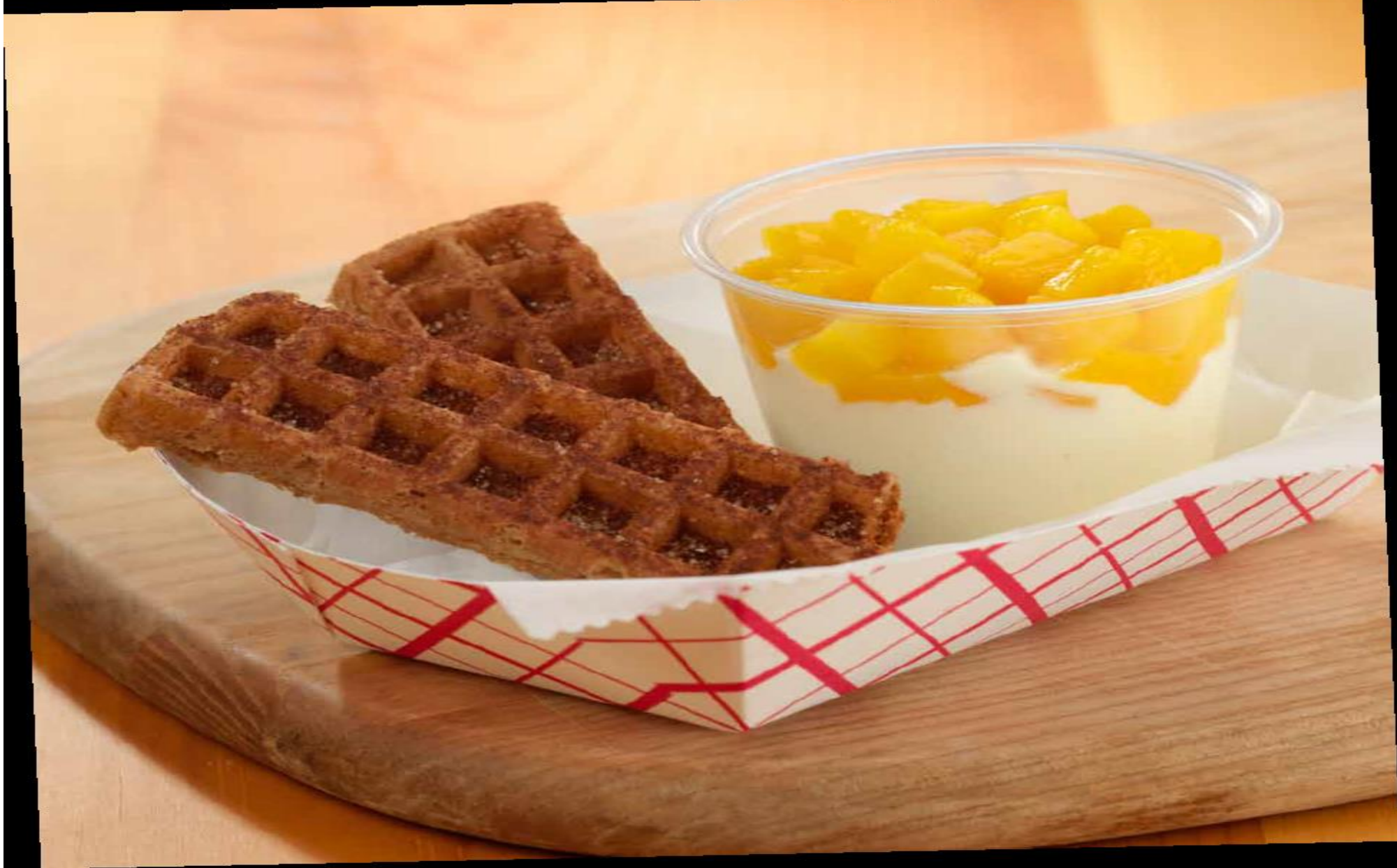






Continued – How WV did it!

- **Dedicated Staff** – The WV OCN has 13 coordinators all whom give technical assistance and tips on ways to make an effective breakfast program work. The WV OCN has developed tools, menus, and letters to parents, as well as presented at most county principals meetings and held cook trainings specifically targeted toward kid friendly breakfast items that work well with breakfast strategy programs.



So after all of this work....

- WV is #1 in the nation for breakfast for the 3rd year in a row with a 53% participation rate.
- That's a 23% increase in participation, the strategies work, and kids are hungry and need breakfast.

Resources

School Breakfast Resources

Institute of Child Nutrition

- Financial Management: A Course for School Nutrition Directors
- Financial Management: A Course for School Nutrition Managers

USDA – Food & Nutrition Services

- [Community Eligibility Provision](#)
- [Analyze Costs](#)
- [State Agency Contacts](#)

School Nutrition Foundation

- [School Breakfast Operational Workbook](#): robust section on financial planning
- [Schools As Nutrition Hubs](#) webpage



Questions

