

Fuel Up First with Breakfast Challenge



Hungry kids can't learn.
School Breakfast is one of the best ways to ensure that
all children start the day well fed and prepared for success.

Take the Fuel Up First with Breakfast Challenge!



Breakfast Expansion Toolkit



Sponsors

Office of the Superintendent of Public Instruction

OSPI's mission is to prepare Washington students to live, learn, and work as productive citizens in the 21st century. In collaboration with educators, students, families, local communities, business, labor, and government, the Office of Superintendent of Public Instruction leads, supports, and oversees K-12 education, ensuring the success of all learners.

www.k12.wa.us

Share Our Strength

Share Our Strength®, a national non-profit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry® Campaign—a national effort to end childhood hunger in America by 2015—Share Our Strength ensures children in need are enrolled in effective federal nutrition programs; invests in community organizations that fight hunger; teaches at-risk families how to cook healthy, affordable meals; and builds public-private partnerships to end childhood hunger, at the state and city level. Share Our Strength engages the culinary, business and media communities; consumers and citizen-activists; foundations; non-profits; and policymakers to support No Kid Hungry.

www.nokidhungry.org

Washington State Dairy Council

Washington State Dairy Council is a team of nutrition professionals devoted to the promotion of lifelong health and enjoyment of food through leadership in nutrition education. They encourage food selection patterns, which include dairy foods, in accordance with the U.S. Department of Health and Human Services and U.S. Department of Agriculture Dietary Guidelines and other currently accepted scientific recommendations.

www.eatsmart.org

Children's Alliance

The Children's Alliance is a non-profit public policy advocacy organization whose mission is to improve the well being of children by effecting positive changes in public policies, priorities and programs.

www.childrensalliance.org



Table of Contents

How to Use this Guide	1
Fuel Up First with Breakfast Challenge	2
The Benefits of Breakfast	4
School Breakfast Basics	5
Expanding School Breakfast Access & Increasing Participation	6
Universal Breakfast & Making Breakfast Work with the Bottom Line	7
Provision 2	7
School Breakfast Service Models	10
Traditional Cafeteria Breakfast	11
Classroom Breakfast	12
Grab and Go Breakfast	13
Second Chance Breakfast	14
Breakfast on the Bus	14
Hybrid Breakfast Models	15
Getting Teens to Eat School Breakfast	17
Building a Winning Team	17
\$ And ¢ – Resources for Building Your School Breakfast Program	18
Other Resources	19
Next Steps: Bringing a better breakfast program to your community	20



How to Use this Guide

This guide is an introduction to the benefits of school breakfast and the specific tools and models that leaders in schools across the county have used to broaden the reach of school breakfast. It is not the only tool that you will have to help you through the process of increasing breakfast participation in your school; there is the www.fuelupfirstwithbreakfast.org website, regular webinars beginning in fall of 2011, newsletters and technical support. For more information about these resources see "Other Resources" on page 19.

Fuel Up First with Breakfast Challenge

Superintendent Randy Dorn, Share Our Strength, The Washington State Dairy Council and Children's Alliance have teamed up to launch the Fuel Up First with Breakfast Challenge.

This challenge is an opportunity to reward school districts for school breakfast success. We know that hungry kids can't learn and the school breakfast program is one of the best ways to ensure that all children start the day well fed and prepared for success. In an effort to increase the number of students who access school breakfast, Superintendent of Public Instruction Randy Dorn is **challenging school districts to make changes to their school breakfast program that increase participation by 50%**.

During the 2011–2012 and 2012–2013 school years, all of Washington's school districts will be automatically entered into the Fuel Up First with Breakfast Challenge, making them eligible to receive prizes for increasing participation in their school breakfast programs. **School districts that make the greatest**

improvements will receive a cash prize as a reward for their hard work. All of the school districts that rise to Superintendent Dorn's challenge to increase breakfast participation by 50%, or increase breakfast participation to 70%, will be recognized and awarded for their dedication and improvement.



The Fuel Up First with Breakfast Challenge is supported by the Washington State Dairy Council's Fuel Up to Play 60 Breakfast Grant program. Use the Washington State Dairy Council's Fuel Up To Play 60 Breakfast Grant to jump start your breakfast program and help increase your average daily participation. Fuel Up To Play 60 is a national wellness program for schools that is brought to you by a partnership between the National Dairy Council and the NFL. The program provides grant funding to help improve the healthy eating and physical activity environment in your school.

Breakfast is the most important meal of the day and kids who eat it are¹:

More likely to...

- Score high on standardized tests
 - Get better grades
 - Maintain a healthy weight
- Have healthier levels of nutrients, like calcium, in their diets
- Be able to complete complex tasks
 - Be able to concentrate

Less likely to...

- Miss school
- Get to class late
- Go to the nurse's office
 - Be obese
 - Be hyperactive
- Behave badly and act out
- Be frustrated by difficult tasks

¹ FRAC. <http://frac.org/wp-content/uploads/2009/09/breakfastforlearning1.pdf>

Benefits of Breakfast

If you're thinking, "In these tough budget times, can we afford to expand our school breakfast program?" the answer is—

Yes, you can! In fact, you can't afford not to. Increasing school breakfast participation isn't just good for students; it's good for schools and districts too. Often, school breakfast programs operate at a deficit, drawing critical funds from other important activities, but the best way to break even (or make money) on breakfast is to increase participation². **The more meals you serve, the more federal and state dollars come in to your school nutrition program.** Ensuring that students have access to breakfast makes it easier for teachers to get their students to focus and enjoy their lessons.

If all of Washington's schools rose to the challenge, increasing school breakfast participation by 50%, school breakfast programs across the state would bring in \$18,000,000 more in federal reimbursements.

School breakfast can't make class sizes smaller, or give districts more money for teachers, books and other supplies, but it can make classrooms quieter, kids more focused and responsive and everyone more successful.

While low-income kids account for the greatest share of participation in the program, more than half of the low-income children who eat lunch everyday don't access the school breakfast program.

Students aren't the only ones missing out. If just 60% of the low-income kids that ate a free or reduced price lunch also ate school breakfast, schools across Washington would receive \$13,000,000 more in federal reimbursements. If all of Washington's schools rose to the challenge, increasing school breakfast participation by 50%, school breakfast programs across the state would bring in \$18,000,000³ more in federal reimbursements.

² Hilleren, Heather. "School breakfast Program Cost/Benefit Analysis: Achieving a profitable SBP". University of Wisconsin Extension, Family Living Program. 2007

³ Conservative estimate based on OSPI 1800 Report for FY2009-2010, assuming that participation increases are proportional to existing participation patterns and all reimbursements are at the normal, rather than severe need reimbursement rates

School Breakfast Basics

The School Breakfast Program is a federally funded child nutrition program that reimburses schools for serving nutritious meals to students. For each meal served to a student that meets federal nutrition guidelines, a school receives somewhere between \$.26 and \$1.76 from the federal government. In Washington State, schools also receive an additional \$.09 for each meal served to a low-income child and \$.30 to cover the cost that some families would be asked to pay to ensure that their kids have access to breakfast⁴.

	Federal \$	State \$	Paid Meal Fee	Total
Free Kids living in families with income up to 130% of the poverty line	\$1.48	\$.09	\$.00	\$1.57
Reduced Price Kids living in families with incomes between 131% and 185% of the poverty line	\$1.18	\$.39	\$.00	\$1.57
Paid Kids living in families with incomes above 185% of the poverty line	\$.26	\$.00	Set by Districts	Set by Districts

School districts that served 40% or more free or reduced price lunches in the previous year receive an enhanced reimbursement from the federal government for each free or reduced price breakfast served⁵. Of the approximately 280 school districts that participate in the National School Lunch and School Breakfast Programs, 255 are eligible to receive this enhanced reimbursement. (*OSPI 1800 Report FY 2009–2010*)

	Federal \$	State \$	Paid Meal Fee	Total
Free Kids living in families with income up to 130% of the poverty line	\$1.76	\$.09	\$.00	\$1.85
Reduced Price Kids living in families with incomes between 131% and 185% of the poverty line	\$1.46	\$.39	\$.00	\$1.85
Paid Kids living in families with incomes above 185% of the poverty line	\$.26	\$.00	Set by Districts	Set by Districts

⁴ The per meal reimbursement is variable, dependent on the number of meals served and the amount of funds made available for this purpose by the legislature. In past years, schools have received between \$.15 and \$.11 per meal. The \$.09 per meal reimbursement is an estimate and subject to change. For more information please contact the OSPI Child Nutrition Office.

⁵ All federal reimbursement rates are based on the 2010-2011 reimbursement rate. For updated information on the reimbursement rate visit <http://www.k12.wa.us/ChildNutrition/Programs/NSLBP/default.aspx> or contact OSPI's Child Nutrition Office.

Expanding School Breakfast Access & Increasing Participation

If school breakfast is great for students, schools and districts, what are the keys to increasing breakfast participation?

1. There are many different ways to serve school breakfast and **picking the right service model is key** to increasing breakfast participation. Many schools serve school breakfast, but have low participation. This is often because breakfast is not served at a time or place that works well for students. The right service model can mean the difference between 10% participation and 90% or 95% participation.
2. Remember to **keep your whole community in mind** when choosing a school breakfast service model. Ask for input from teachers, administrators, school nutrition professionals, students, parents, janitors or building engineers and other members of your community. You may encounter resistance, but don't get discouraged. Teachers, school nutrition professionals, parents and administrators across the country have worked together to build better breakfast programs.

The right service model can mean the difference between 10% participation and 90% or 95% participation.

3. One of the best ways to increase breakfast participation is to **make school breakfast a part of the school day**. When schools make breakfast a priority and build in time for students to eat, students are far more likely to eat breakfast at school.
4. Another way to increase breakfast participation is to **make breakfast free to all students**. When breakfast is free to all students, it allows for more flexibility with where and when you serve breakfast. For many schools, moving to universal breakfast reduces administrative burdens. Serving breakfast free of charge to all students also reduces the stigma associated with school breakfast, making it more likely that kids who need school breakfast will eat it.



Universal Breakfast & Making Breakfast Work with the Bottom Line

You may be wondering “How will my school be reimbursed if all meals are served at no charge?”

Just like in schools without universal breakfast, state and federal reimbursement is determined by the family income of the student who the meal is being served to. Many schools just serve breakfast to all children at no cost. In schools with high levels of free and reduced price eligibility, state and federal reimbursements cover the cost of providing meals to children who would usually be asked to pay for their breakfast.

Provision 2 Timeline

Some schools choose to use Provision 2:

Year 1	Year 2, 3 & 4
<ul style="list-style-type: none"> • Collect applications for free and reduced price meals • Serve breakfast free of charge • Continue to use POS (Point of Service) or other procedures to keep track of how many free, reduced priced and paid meals are served 	<ul style="list-style-type: none"> • Serve all meals at no charge • Keep track of the number of meals served • Receive state and federal reimbursement based on the percentage of free, reduced price and paid meals served during the base year

Provision 2 works especially well in schools with at least 70% free or reduced price eligibility. In most schools, free and reduced price eligible students make up the majority of those participating in the school breakfast program. In Washington State, 42.3% of students qualify for free or reduced price meals, but these kids accounted for 85.7% of children who accessed the school breakfast program.

Many district and school leaders are concerned that expanding breakfast, regardless of the model or method, will simply be too expensive. **The financial success of a school breakfast program is dependent on the number of breakfasts served.** One tool that you can use to see how many meals your school needs to serve to break even on your school breakfast program is the **Fuel Up First with Breakfast Calculator**.

Fuel Up First with Breakfast Calculator

Here is what the numbers could look like for a school in one of the 255 districts that qualifies for the enhanced federal reimbursement.

Expenses	170 Breakfasts Served			330 Breakfasts Served		
	Per meal or per hr. cost	Number of meals or hrs.	Total	Per meal or per hr. cost	Number of meals or hrs.	Total
Labor (Admin)	\$50.00	1	\$50.00	\$50.00	1	\$50.00
Labor (Meal service, prep & clean up)	\$18.00	8	\$144.00	\$18.00	12	\$216.00
Food	\$0.85	150	\$127.50	\$0.85	330	\$280.50
Supplies	\$0.03	150	\$4.50	\$0.03	330	\$9.90
Other costs (Facilities, indirect costs etc.)	\$30.00	-	\$30.00	\$30.00	-	\$30.00
Total			\$356.00			\$586.40
Revenue	Per meal revenue	Number of meals	Total	Per meal revenue	Number of meals	Total
Free & reduced price breakfast	\$1.85	140	\$259.00	\$1.85	280	\$518.00
Paid meals (Reimbursement)	\$0.26	30	\$7.80	\$0.26	50	\$13.00
Paid meals (Student price)	\$1.50	30	\$45.00	\$1.50	50	\$75.00
Adult meals	\$2.25	0	0	\$2.25	5	11.25
Total			\$311.80			\$617.25
Revenue/Expenses			-\$44.20			\$30.85
Yearly Total			-\$7956.00			\$5553.00

While every school is different, these general principles hold true: if you increase the number of meals you serve through the school breakfast program, you will see a small increase in labor cost, but that increase will be more than covered by increased reimbursements.

To fill in your own Fuel Up First with Breakfast Calculator and figure out how many meals you need to serve to break even with breakfast, as well as access more financial management materials, check out the resources section of www.fuelupfirstwithbreakfast.org.

Second Chance
Breakfast

Classroom Breakfast

Traditional
Cafeteria Breakfast



Hybrid
Breakfast

Grab and Go
Breakfast



Breakfast
on the Bus



School Breakfast Service Models

There are two major variables when it comes to school breakfast:

- 1) **where** kids eat
- 2) **when** kids eat

The where can include the bus, the cafeteria or lunchroom, the classroom, hallways or commons.

When is almost as varied: students can eat breakfast on their way to school (on the school bus), right before the school day begins, in the first few minutes of the school day, or during a break an hour or so into the school day. **In the most effective school breakfast programs, administrators and school nutrition professionals choose the where and when based on the needs of the students, school and community.** Here is a review of the models for school breakfast across the United States.

Traditional Cafeteria Breakfast

Most school breakfasts are served in the cafeteria before the school day begins. While this works well in some schools, most communities find that participation is low when students are required to get to school early to eat breakfast in the cafeteria. Several factors limit access to traditional breakfast programs:

- Buses do not arrive in time for students to eat breakfast
- Overcrowding in schools with small cafeterias (long lines in the cafeteria)
- Given the choice, many students will choose to play outside or spend time with friends rather than eat breakfast before class
- Stigma—students don't want their peers and teachers to think that they are poor because they eat breakfast at school

Despite these challenges, it is possible to increase breakfast participation in a traditional cafeteria breakfast. Strategies to increase participation in traditional school breakfast programs include:

- Adjusting bus schedules to ensure that all students have time to eat breakfast
- Promote your breakfast program to ensure that students and parents know that school breakfast is healthy, delicious and available
- Plan activities to go along with breakfast so that breakfast is just as fun as recess before class
- Encourage teachers to give extra credit to students who come to class ready, including a healthy school breakfast

Classroom Breakfast

A growing number of schools across Washington and across the country are serving breakfast right at each student's desk. In schools with classroom breakfast, students go directly to class and soon after they arrive, they are served a hot or cold breakfast at their seat. Before the first 15 minutes of the day has passed everyone is fed and ready to learn. Many teachers use the time when students are eating to take attendance, collect homework, read announcements, lead discussions about current events or lead the class in exercises on the board. Classroom breakfast amplifies all of the benefits of increased breakfast participation in a school:

- Classroom Breakfast greatly increases participation—in schools with classroom breakfast, 90% or more students eat a nutritious breakfast at school
- Reduces stigma—when everyone eats, no one is singled out for eating or needing a school breakfast
- Builds community within the classroom—breaking bread is a time honored way to build community and trust
- Everyone has a chance to eat—while students are never required to eat, classroom breakfast ensures that everyone has the opportunity and time to eat
- Increases attendance and reduces tardiness—in schools that switched from traditional to classroom breakfast, attendance increased and students were more likely to get to class on time



★ Success Story: Auburn, WA ★

When school breakfast came to Auburn WA, it went straight to the classroom. Auburn's elementary schools were built without cafeterias. Rather than miss the benefits of breakfast, all of the members of the school community worked together to implement classroom breakfast programs. In some schools, students pick up their breakfast after putting their things away and head back to class to eat and prepare for the day. In other schools, students line up before the bell, pick up their breakfasts together and take their meals to class. In the schools with the highest free and reduced price eligibility, between 80% and 90% of students eat breakfast every morning at school.

Grab and Go Breakfast

Grab and Go Breakfast is a popular method for serving breakfast, especially in middle and high schools. Food is distributed in carts that are located in high traffic areas in halls or at the entrance to school. Students “grab” a meal and “go” to their next class, where they eat. Depending on the point of sale system in place in your school, this can work in schools where breakfast is free for all students, or in schools that charge for paid meals. Grab and Go Breakfast programs are a great alternative to traditional breakfast programs for schools with moderate levels of free and reduced price eligibility. There are many reasons to implement a Grab and Go Breakfast program:

- Does not require students to arrive early to school in order to receive breakfast
- Ensures that students can access breakfast because it is served and eaten in multiple places around the school
- Easy to ensure that all breakfasts served are reimbursable—kids pick up pre-packed meals, every single one meets USDA requirements
- Works well in schools without cafeterias—students get their pre-packed meal and head off to class, no need for a centralized location for meal time



Second Chance Breakfast

For many older students, breakfast at the very beginning of the school day is just too early, but within the first two hours their stomachs are rumbling and their brains don't quite turn all the way on until they have had something to eat. Second chance breakfast is a great way to ensure that they have the nutritious food they need to perform at their best all day. In schools with second chance breakfast, after the first period or homeroom, breakfast is served during the break between classes, either through a classroom breakfast program, a grab and go program or a traditional cafeteria breakfast program.

- Students don't have to arrive to school early in order to have breakfast
- More students are likely to eat because they have had a chance to wake up and they are actually hungry

Breakfast on the Bus

In school districts where most students have long bus rides to school, serving breakfast on the bus can help students get through a long commute and arrive at school focused and ready to learn. In this method food is kept in coolers and served as students get on the bus. Breakfast on the bus is usually used by schools that serve all meals at no charge.

- Students arrive to school fed and ready to learn
- Students don't have to arrive early to school in order to have access to a nutritious school breakfast



Hybrid Breakfast

In some schools no single service model will get the job done. In those situations it's best to mix and match the elements of each model to meet the needs of your community.

- Hybrid models accommodate the needs of schools with kids of many different ages or different needs
- Using a hybrid model allows school officials to work together to pick the elements that work best for your school

★ Success Story: Paterson, WA ★

In Paterson, the Superintendent and Principal, Peggy Douglas, wanted to find a way to ensure that all of the kids in her district had access to school breakfast. After careful consideration, Douglas along with Paterson's parents, teachers and support staff decided that while they thought classroom breakfast was a good fit for the older kids, the kindergartners and first graders were a little too messy to eat in their carpeted classroom. Their solution was to have the youngest students eat their breakfast together in the cafeteria during the first ten minutes of the day while the older kids took their breakfast to the classroom. Once the little ones have finished eating, they all line up, go to their classrooms, and start their school day. In Paterson, 76% of students eat breakfast at school; teachers have seen improvements in behavior, performance and focus since increasing participation in their school breakfast program.



To learn more about how to meet the specific needs of your community with different school breakfast programs and models, check out the resources section of www.fuelupfirstwithbreakfast.org.



Don't forget the older eaters: Getting Teens to Eat School Breakfast

Many people believe that school breakfast, or school meals in general “aren't for older students.” While it's true that middle and high school students can be harder to reach, they need school breakfast just as much, if not more than their younger counterparts. When designing a school breakfast program to meet the needs of older students don't underestimate the importance of convenience, marketing and food choice. In middle and high schools the students can be your greatest asset. Harness their creativity to help you market your school breakfast program. Encourage students to help plan menus or create promotional materials with contests and prizes.

Building a Winning Team



Perhaps the most important step to getting a new school breakfast program up and running is to have the support and cooperation of all of the people in the school community. It is critical to work with administrators, child nutrition professionals, teachers, parents, school nurses, paraprofessionals and teaching aides, custodial staff, building

managers and engineers and last but not least, students. For more resources on how to approach other members of your school community with your ideas about improving access to school breakfast in your community check out the resources section of www.fuelupfirstwithbreakfast.org.

\$ And ¢ — Resources for Building Your School Breakfast Program

Changing the school breakfast program at your school may take a little bit of a push to get things started, but there are grants and other resources to get everything going.

OSPI Meals for Kids Breakfast Start Up and Expansion Grants

The Meals for Kids Breakfast Start Up and Expansion Grants are intended to be used by schools and districts to purchase equipment, market programs to students teachers and families and make other one-time investments in their school breakfast programs. A request for grant proposals will be published fall 2011. For more information contact the Child Nutrition Office at OSPI.

Fuel Up to Play 60 Breakfast Grants

The Fuel Up to Play 60 Breakfast Grants are a great resource for making up front investments to expand your school breakfast program. In order to be eligible for a grant you must first sign up for Fuel Up to Play 60. Districts can receive between \$2000 and \$7000 per year to invest in their school breakfast programs. Grant funds can be used to cover non-recurring costs including equipment, marketing and promotional tools and other infrastructure investments that can help increase school breakfast participation. To learn more about Fuel Up to Play 60 visit www.eatsmart.org.

While these grants are great resources to jump start your school breakfast program, the best way to make your school breakfast program profitable is to increase participation in the program. The more meals you serve, the more state and federal dollars you will have coming into your community.

Other Resources

Fuel Up First with Breakfast Website

www.fuelupfirstwithbreakfast.org is full of great resources to help you build your school breakfast program. On the www.fuelupfirstwithbreakfast.org page you'll find:

- More information on all of the breakfast program models
- Success stories and tips that leaders in schools across Washington State have used to increase participation in their school breakfast programs
- Resources (sample letters, flyers etc.) to help reach out to parents and other members of your community
- Sample menus
- Up to date information on potential grants
- Links to local and national school breakfast resources
- Promotional materials (posters, flyers etc.) for school breakfast
- Much, much more!!!

Webinars

There will be webinars every other month on different topics related to increasing school breakfast participation. To see the schedule and sign up for the Fuel Up First with Breakfast Challenge webinars check out the resources section of www.fuelupfirstwithbreakfast.org

Newsletters

In addition to the Fuel Up First with Breakfast website and webinars, you'll also receive a newsletter every other month filled with tips, tools and success stories, information on potential funding sources and other resources.

Next Steps: Bringing a better breakfast program to your community

1. Review the Fuel Up First with Breakfast toolkit and website
2. Call a meeting of school administrators, teachers and school nutrition staff to develop a game plan to increase breakfast participation in your schools
3. Sign up for Fuel Up to Play 60 at www.fueluptoplay60.com
4. Apply for grants if needed
5. Discuss new serving methods with teachers, building engineers, and other staff
6. Send home a letter to parents and students about the new breakfast program and ask for input
7. Begin serving breakfast in the classroom or through a grab and go program or whatever works best in your community
8. Watch your students and school thrive due to increased breakfast participation in your community!

Do you have questions or want more information?

Visit: www.fuelupfirstwithbreakfast.org

or

Contact: Nadiya Beckwith-Stanley at Children's Alliance
nadiya@childrensalliance.org
(206) 324-0340 ext. 17

