

SCHOOL BREAKFAST = BRAIN POWER

Strategies to Increase
Participation



Documented Benefits of School Breakfast



According to a Harvard study...

- Improved rate of attendance
- Fewer visits to the nurse
- Increased energy
- Increased alertness and cognition
- Improved memory

Facts About School Breakfast

Accessibility

- 1,500 schools in California with over 700,000 students DO NOT offer breakfast.
- Of these, greater than 130,000 students are low income.



Facts About School Breakfast

Participation Indicators

- Only 35% of students who eat lunch at school eat breakfast at school.
- Nationally 44.6% of low-income students eat breakfast at school
- In California 41% of low-income students eat breakfast at school



Accessibility to Breakfast Programs

- Number of Schools offering Breakfast in California - 8,665
- Number of Schools offering Lunch in California - 10,796
- CA ranks 36 in all of U.S.



\$\$\$ DOLLARS LOST \$\$\$

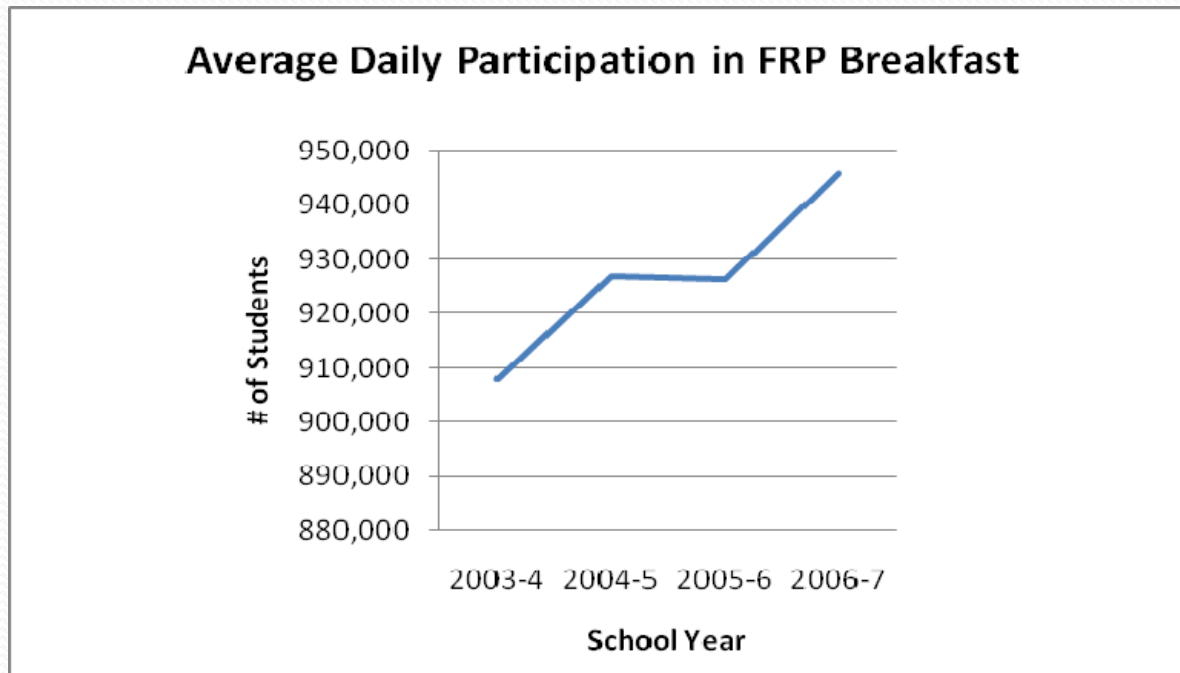
Top Ten States in Lost Federal Funds (Amounts Foregone Because State Falls Short of Reaching 60 Free and Reduced Price (F&RP) Students in the School Breakfast Program per 100 F&RP Students in the School Lunch Program) (2006 – 2007)

State	Additional Students	Dollars Lost
California	422,297	\$90,291,486
New York	252,241	\$54,184,219
Illinois	190,902	\$41,424,192
Texas	151,191	\$32,579,249
Florida	131,398	\$28,148,275
Pennsylvania	118,267	\$25,431,942
Michigan	99,895	\$21,577,421
Ohio	89,000	\$19,194,791
New Jersey	78,823	\$16,941,101
Arizona	78,022	\$16,722,505

Participation

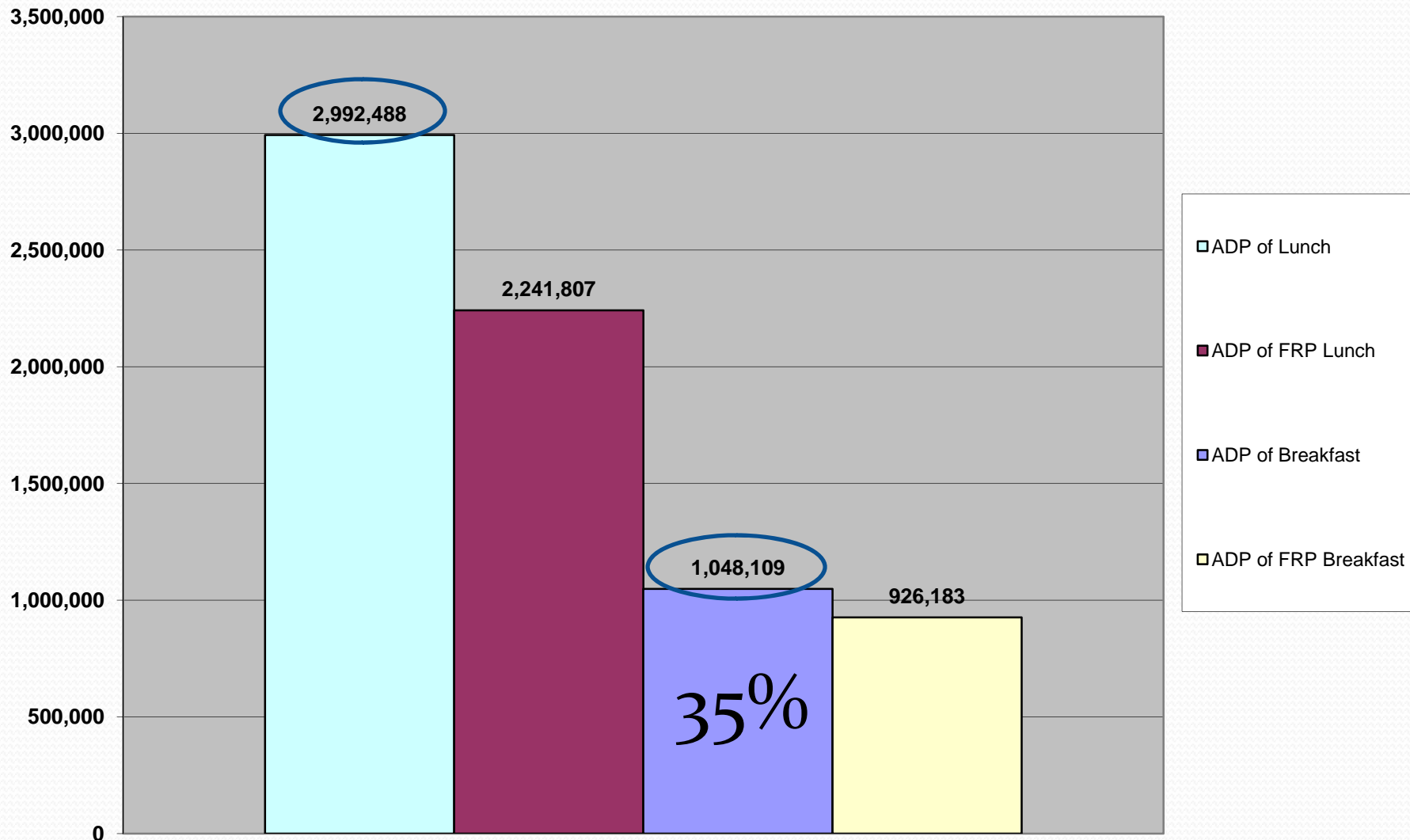
LAUSD 2007 - 2008

Increase in breakfast - 10.81% in High Schools
10.33% in Middle Schools



CFPA Analysis CDE Data

School Breakfast Participation



School Breakfast Program

Reimbursement Rates for July 1, 2008, through June 30, 2009

	Free	Reduced-Price	Paid
Basic Breakfast	\$1.40	\$1.10	\$0.25
Especially Needy Breakfast	\$1.68	\$1.38	\$0.25

Note: Especially Needy Breakfast is for approved sites that served 40% or more free and reduced-price lunches in 2006-2007.

Most Effective Participation Strategies

- Breakfast in the Classroom
- Grab and Go Breakfast
- Second Chance Breakfast
- LA Innovations: Menu, Marketing, Signage, Presentation and Preparation





Breakfast in the Classroom

First grade students at Washington Elementary School at Hawthorne Elementary School District (Los Angeles County) consume breakfast in the classroom at the start of their day!

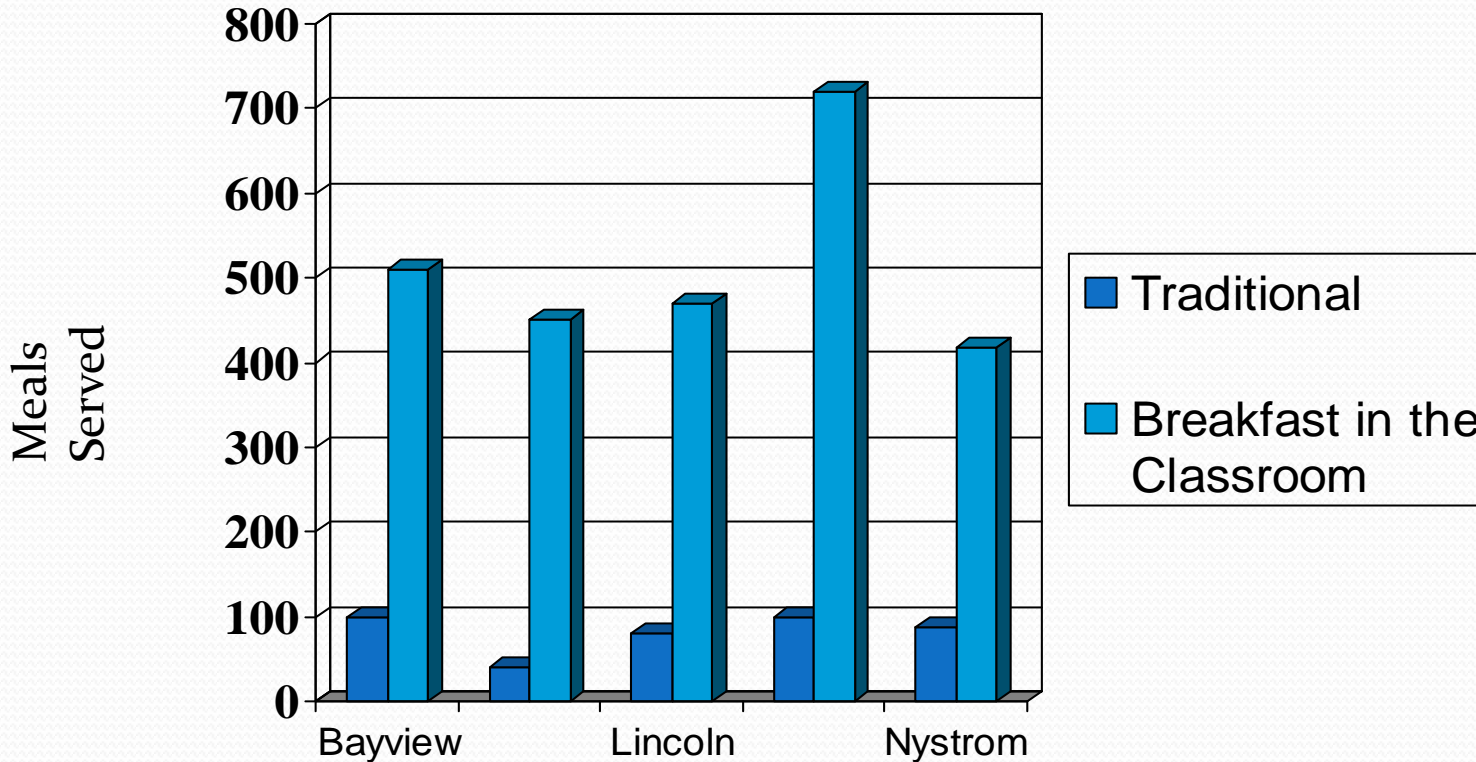
Breakfast in the Classroom

Served at the start of the school day in the classroom

- Consumption time = 5 - 10 minutes.
- Teachers take point of service via roll sheet or attendance sheet.
- Instructional minutes not lost.
- Best setting for nutrition education.
- Participation reach almost 100% daily.
- Students finish breakfast ready for learning.



**meal participation increase
Breakfast in the classroom
(west contra costa usd)**





Breakfast in the Classroom

Insulated bags are prepared with hot items for each classroom

Practical Implementation Tips

- Communicate with principals and teachers - breakfast in the classroom is an option.
- Pilot the program in one school to show principals and teachers it can work in your district.
- Usually takes less than a month for the whole school to see the benefits.
- Work with staff to develop a system for pre-packing, delivery, and point of service accountability.



Grab and Go / Second Chance Breakfast / Nutrition

- Works best for older students (middle school/high school) who may prefer to eat later.
- Served via mobile carts during “passing time” or in the cafeteria. (POS on carts)
- Very little clean-up (students throw garbage away after consumption).
- Allows for socialization.
- Must be scheduled significantly earlier than lunch.



Grab and Go Cart

Everybody Eats -- Breakfast for Learning

Students at Orosi High School in Tulare County grab a claimable meal from the cart and head off to class!



A Great Way: Grab and Go

- Can be used when the school layout makes classroom delivery impossible, and with Middle and High Schools, which may have different morning schedules.
- Avoid crowded cafeterias and long lines by making breakfast mobile – using carts.
- Can be distributed at the school entrance, and eaten during homeroom or distributed and eaten between 1st and 2nd period from various locations around the school.



How does Classroom / Second Chance Breakfast work financially?

- All children are offered a meal at no charge.
 - Eliminates stigma.
- Forego revenues from full and reduced-price students, however, the loss of local revenue is more than offset by two factors:
 - Reduced staff time by type and cashier duties, and
 - Very significant increases in participation, which bring in additional revenues.
- Additional savings will be gained by using Provision 2 or 3.



How many free/reduced-price eligible students do we need to implement Classroom Breakfast?

- “Break even” with 60 to 70% of students eligible FRP meals.
- However, schools as low as 45% have implemented the program without losing money on the meal.
- In some cases, schools with higher FRP percentages balance out those with lower percentages in the same district.



What about equipment and staffing?

- Some additional equipment will be needed:
 - Wagons or carts for delivery,
 - Coolers for transporting foods.
- *Funds to offset these additional costs may be available through the **CDE's Breakfast Start Up and Expansion Grants**.
- Programs do not typically find that staffing needs increase with the increased participation because of the time saved in other areas.

Summary: Business Case



- Academic / Health / Social benefits
- Financial benefits
- The higher the concentration of low income students
→ The higher the participation rate (95% - 100%)
- Large spike in reimbursement
- Almost no increase in staff costs
- Slight increase in food costs
- Unique opportunity in challenging fiscal environment
- Attractive solution

Additional Funding Sources

- CDE School Breakfast Start Up and Expansion Grants (to begin new breakfast programs or grow current programs)
 - \$15,000 per site
 - 20% FRP
 - \$1.1 million
 - No food or staff costs
 - Equipment, marketing, training, outreach
 - Management Bulletin sent end of October – also on CDE website
 - Rae Vant – CDE Contact (RVant@cde.ca.gov)
<http://www.cde.ca.gov/ls/nu/rs/index.asp#grants>

One more tool in your toolbox: How does Provision 2 Help?

- Free breakfast for all students – base year sets claims percentages for three following years
- Applications collected in base year only (3 year cycle after base year)
- Stigma removed – faster lines
- P-2 and introducing breakfast options an ideal partnership – maximized participation

Role of Food Service Directors

- Articulate a goal, convene a team, mobilize partners
- Consistent messaging
- Talk with stakeholders
 - Board members
 - Teachers
 - Janitors
 - Principals
 - Parent groups
 - Cafeteria workers
- Set a calendar for progress

<http://www.fns.usda.gov/cnd/breakfast/expansion/assessingpotential.htm>

How to get started?

- Talk to administrators to share potential outcomes
- Visit other districts that are currently operating options
- Partner with local vendors
- Get local advocacy help
- CDE, CFPA assistance
- Apply for CDE grants

Discussion

- Menu adjustments and innovations?
- Student discussion groups/focus groups/surveys?
- Signage presentation and appeal?
- Integrate breakfast into health education?

Legislative Next Steps

- Increase reimbursement.
- Federal incentive to implement breakfast in the classroom.
- Increase reimbursement rate for breakfast in the form of an added commodity.

Helpful Links

- www.cde.ca.gov (California Department of Education)
- www.cfpa.net (California Food Policy Advocates)
- www.breakfastfirst.org (CFPA Breakfast First)
- www.usm.edu (University of South Mississippi)
- www.ohft.org (Ohio Hunger Task Force)