



Rolling Out a Successful Breakfast in the Classroom Program

Christina Suaverdez, Area Food Services Supervisor

Maribel Maloles, Food Services Training Specialist

Los Angeles Unified School District



CSNA's 61st Annual Conference
November 17, 2013
9:00 am -9:45 am
Palm Springs, CA



A Great Part of Your Day

Breakfast in the Classroom



Year 2012-2013

- 288 sites
 - Including 4 high schools
 - 7 middle schools
- Over 10,000 classrooms
- Feeding over 200,000 students daily
- Generating over \$6M in revenue



Key Factors to a Successful Rollout

- Task Force
- Budget
- Lead Team
- Communication Action Plan
 - Meeting with Outside Partners
 - Meeting with Different Focus Groups
 - Marketing Materials



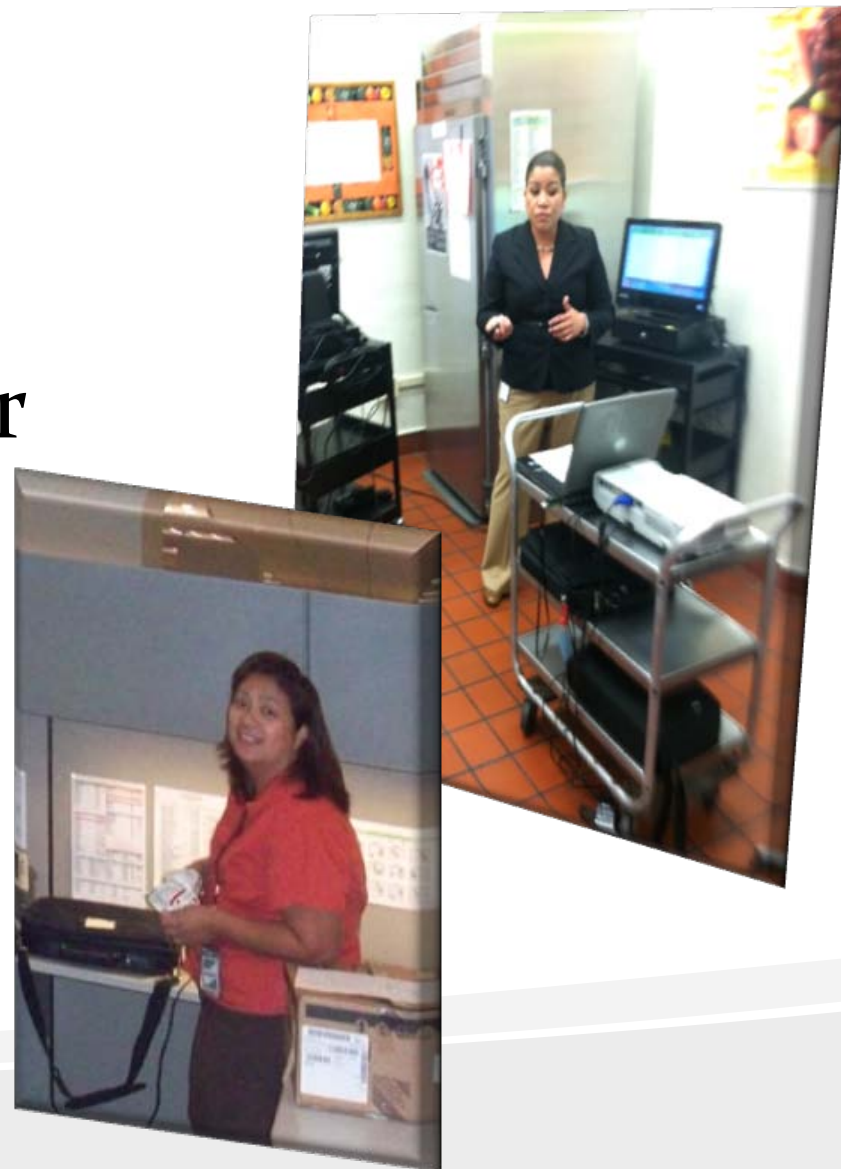
Key Factors to a Successful Rollout

- Implementation Plan
- Rollout Process
 - BIC Readiness Evaluation
 - Training Plan
 - Monitoring
- Incentive Program



Required Trainings and Other Meetings

1. Principal, Teachers and Building & Grounds Worker Training
2. Cafeteria Staff Training
3. Parent Meeting
4. BIC Boot Camp





BIC Boot Camp



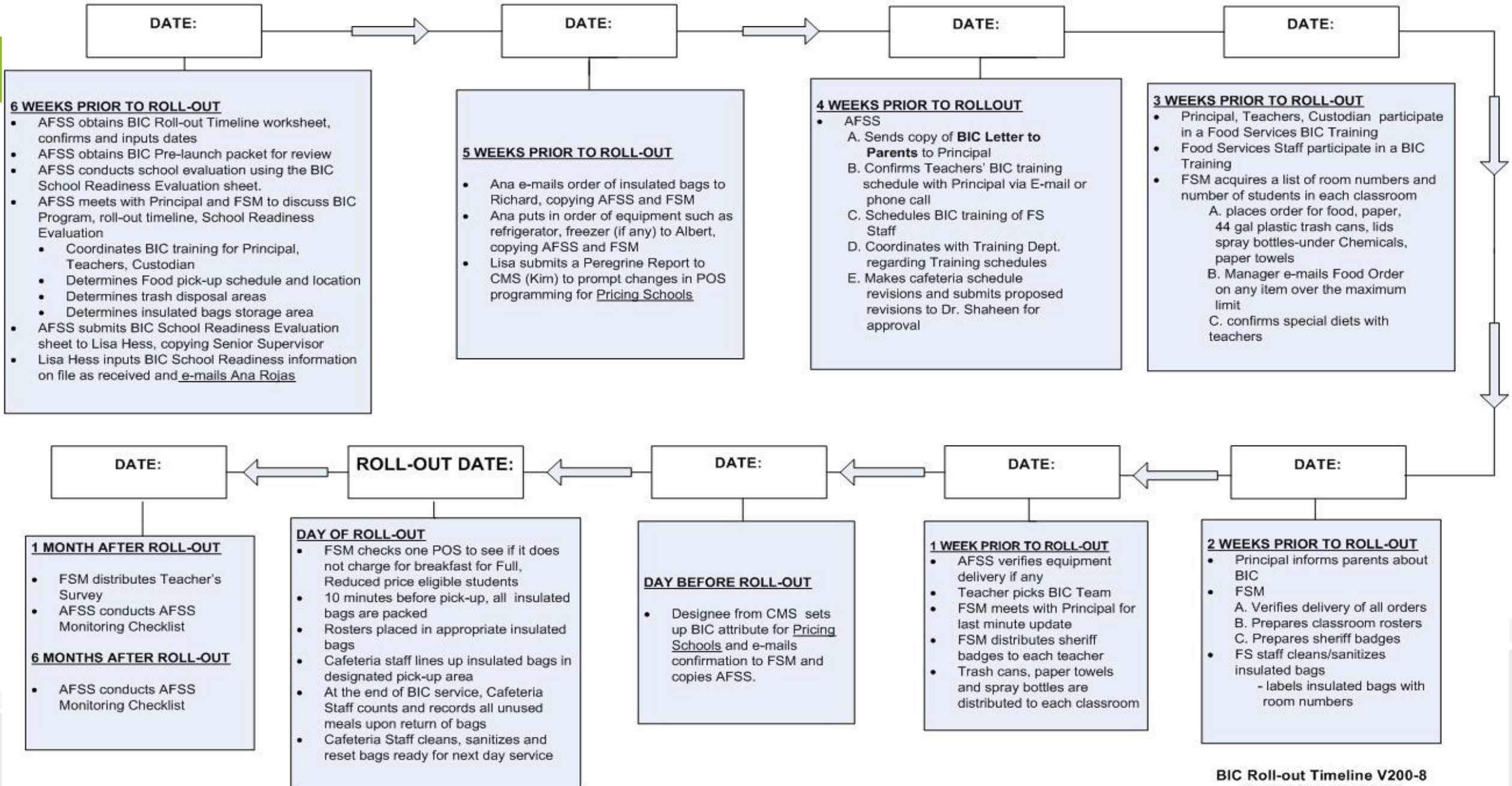


Breakfast in the Classroom Tools

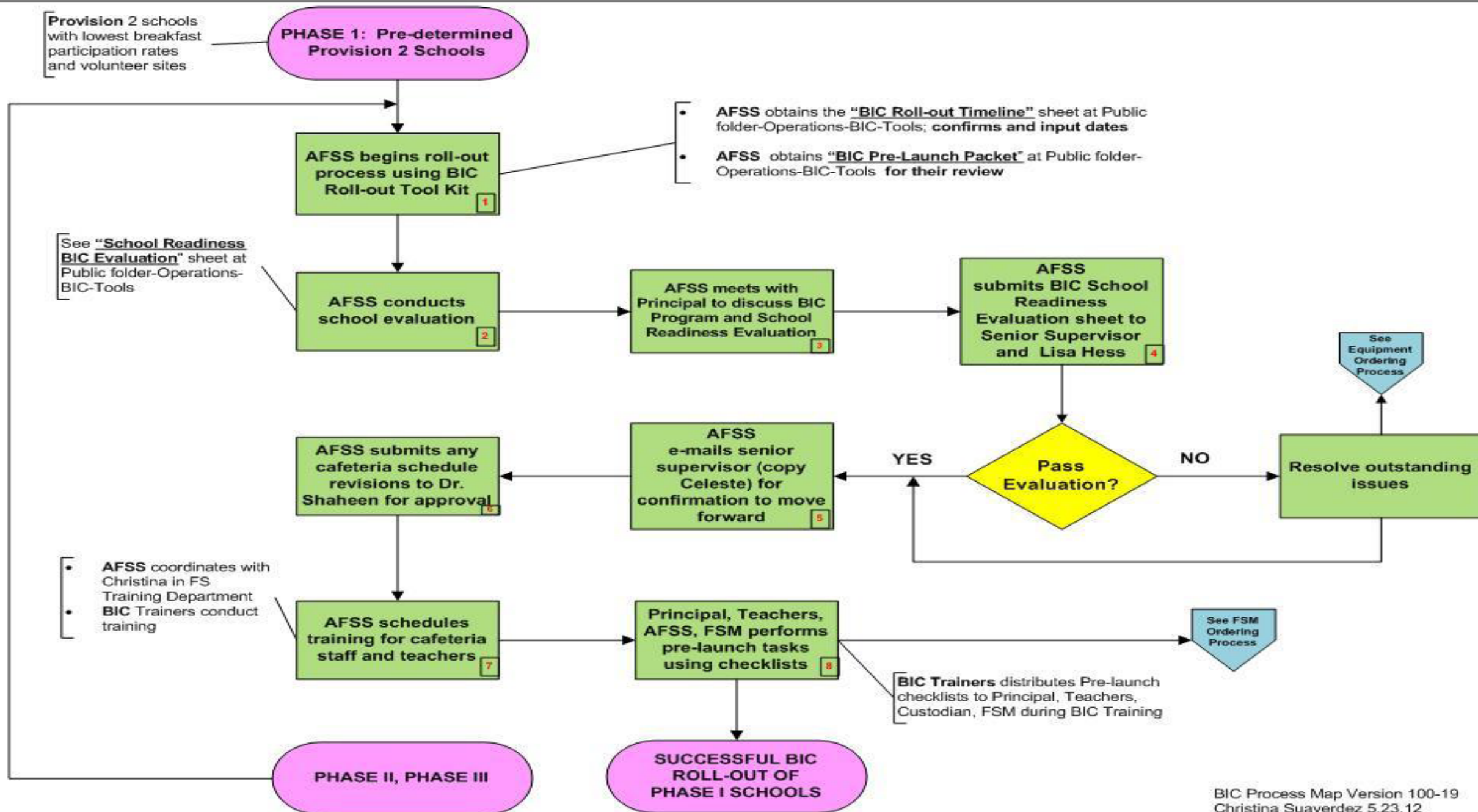
- Rollout Process Map
- Rollout Timeline Worksheet
- Checklists

School Name: _____

BIC ROLL-OUT TIMELINE



BREAKFAST IN THE CLASSROOM (BIC) ROLL-OUT PROCESS





Breakfast in the Classroom Incentive Program

Goal: For each school to attain a minimum
70% breakfast participation

- The number of meals served above the 70% goal, the schools are awarded \$0.20 per meal per child



Photos of LAUSD Schools in Action



Photos of LAUSD Schools in Action



Photos of LAUSD Schools in Action





References

- Breakfast First – www.breakfastfirst.org
- Food Research Action Center – www.frac.org
- USDA – Meal Counting System
- CDE – Collection and Accountability Procedure
- LAUSD Breakfast in the Classroom FAQs – <http://cafe-la.lausd.net/breakfast>