



Starting the Day with Breakfast-Sharing Successful Breakfast Strategies





Presentation Overview

- Introduction
- Jose Alvarado – Fresno USD
- Robin Gallagher – Hayward USD
- Jessica Linford – Plumas USD
- Questions
- Resources





Hungry Minds

- 89.4 % of California's public schools operate the School Breakfast Program
- **2.1 million** (61%) of California's low-income students are not served
- A critical barrier to participation = when and where breakfast is served at school

Effective Solutions

- Thinking outside the cafeteria and after-the-bell
- Models that maximize participation and reduce stigma
 - Breakfast in Classroom
 - Second Chance Breakfast
 - Grab n' Go Breakfast



Fresno Unified School District Breakfast Program Highlights

**Jose Alvarado
Food Services Director**



Mission

“Provide Fresno Unified students with nutritious and appetizing meals to help them do their best in school each day.”



Benefits of Nutritious Meals

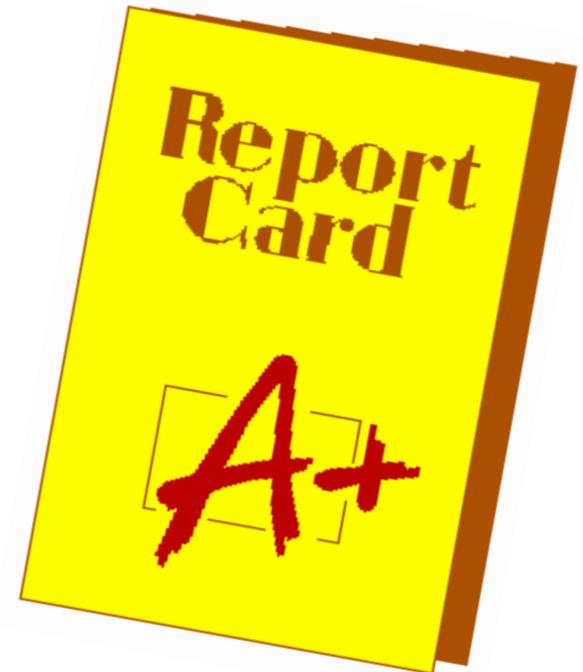
Nutritious Meals = Healthy Students

- Better attendance and improved behavior
- Perform their best academically
- Fewer trips to the school nurse
- Contribute to healthy lifestyle through development of healthy eating habits
- Obtain key nutrients during formative years



Top 5 Reasons to Eat Breakfast

- More Energy
- Improved concentration
- Better grades / attendance
- Healthy weight
- Because it tastes great!!



Meal Opportunities

- 93,159 meals served daily
 - Breakfast (26,447)
 - Lunch (57,190)
 - Afternoon Snack (7,609)
 - Supper (1913)
- Community Eligibility Provision District
 - Breakfast and Lunch offered to all students at no charge
 - regardless of income
 - Reduces paperwork and helps streamline meal service operation
 - Increased breakfast participation



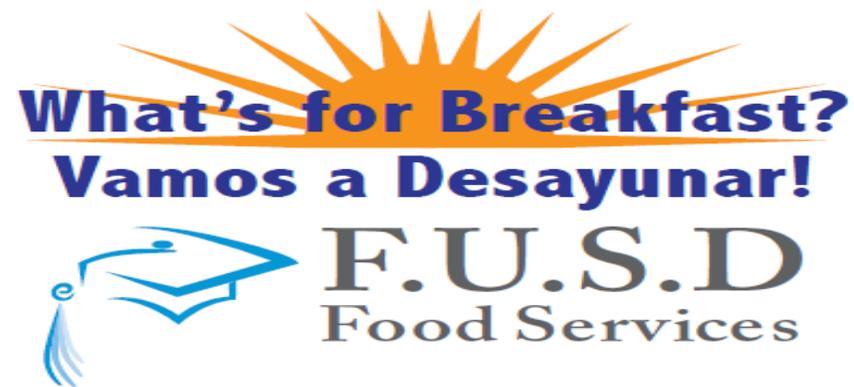
Innovative Breakfast Programs

- Average breakfast served daily: **26,000 meals**
- “What’s for Breakfast?”
 - Logo created by FUSD Meals subcommittee
 - Grant funding thru Action for Healthy Kids
 - FUSD Food Services works with community partners to execute grant
 - Grant used to increase breakfast participation and implement innovative breakfast service models



Innovative Breakfast Programs

- Breakfast participation increased 16% at participating schools
- Prize incentives attracted students to eat breakfast at school
- Grab-n-Go carts at secondary schools promote easy access to breakfast
- FUSD Food Services continues to expand Grab-n-Go options district wide



Grab-n-Go Breakfast Carts

- Mobile carts go where students congregate
- Strategically placed to ensure maximum exposure to students
- Fast meal service for students on the go
- Mobile carts offer student favorite breakfast items



“What’s for Breakfast?” Elementary

- Prize incentives for elementary schools
- Two stickers placed on student breakfast trays daily
- Students win a wrist band if breakfast tray has sticker
- Classroom with most winners receive “What’s for Breakfast?” t-shirts monthly



NUTRITION CENTER TOURS

- Weekly student field trips to Nutrition Center

- Student Field Trips include:

- Nutrition Education
- Taste testing new menu items
- Nutrition Center facility tour
- Food Service careers / pathways



Support to Schools and Students

- Nutrition Center tours
- Enhanced meal support during testing
- Parent University, PTA Carnivals, Kids First Festival
- Expanded breakfast grab n' go opportunities
- Nutrition education in schools through UC Extension
- Special events such as “Got Milk Breakfast Challenge”
- “What’s for Breakfast” campaign – FUSD branding



Our Food Service Customers



Robin Gallagher
Food Services Director
Hayward Unified School District



Breakfast on the Playground



Healthy Meals – Ready Minds

Start up Grant 2012/2013



9 Schools

18 Carts

36 Trash Cans

72 Yellow Bins

18 Lap Tops





Buffet Style – Offer versus Serve

- Students Take Minimum 3 of 5 Food Items Offered
- One Food Item Must Be $\frac{1}{2}$ Cup Fruit
- Offerings identification Numbers Captured for Reimbursement
- Alert for 2nd Breakfast – Program Compliance



Point of Sale

Laptop & Wireless Internet



Nutritional Compliance

Verified at POS

Identification Numbers

Captured for Reimbursement

Alert for 2nd Breakfast –

Program Compliance



First Year Results

2011-2012

505,818 Breakfast Served

2012-2013

511,679 Breakfast Served

2013-2014 (11 locations)

725,598 Breakfasts Served

Purchased more carts, more laptops, more trash cans, more food bins/food bags, and a storage sheds for wagons.





Next Steps 2014-2015

2 locations

Breakfast In The Classroom

13 Elementary Schools –

Breakfast On The Playground

1 Additional High School

Jessica Linford
Plumas Unified School District
Food Services Program Manager



Experience

Food Services Program Manager, 2 yrs

Food Services Program Assistant, 2 yrs

Qualifications

Associate in Arts, Feather River College

Certified ServSafe Instructor, National Restaurant Association

Plumas Unified School District

Self-Prep Sites

- 4: K-6 Elementary Sites
- 3: 7-12 Jr. Sr. High School Sites
- 1650 Students



2100 students district-wide

Delivery Sites

- 1: Preschool
- 1: Opportunity High School
- 1: Jr. Sr. High School
- 1: K-12 Charter
- 450 Students

Free & Reduced Rates

47% district wide

Participation Levels

Breakfast 21%

Lunch 34%



Changes to the Breakfast Program

- Removed sugary offerings
- Speed scratch cooking
- Reduced packaging



Effects of Changes to Breakfast Program

- Breakfast Participation 2011/2012
19%
- Breakfast Participation 2012/2013
20%
- Breakfast Participation 2013/2014
21%

Second Chance Breakfast



Implemented at two elementary sites

Second Chance Breakfast

- Offered during 1st recess
- Serve ready-made items such as granola bars and yogurt to reduce labor hours needed to prepare offerings
- Grab-n-go items
- Can be eaten in cafeteria or on playground

Before & After 2CB

- 10% increase in breakfast participation where 2CB was offered



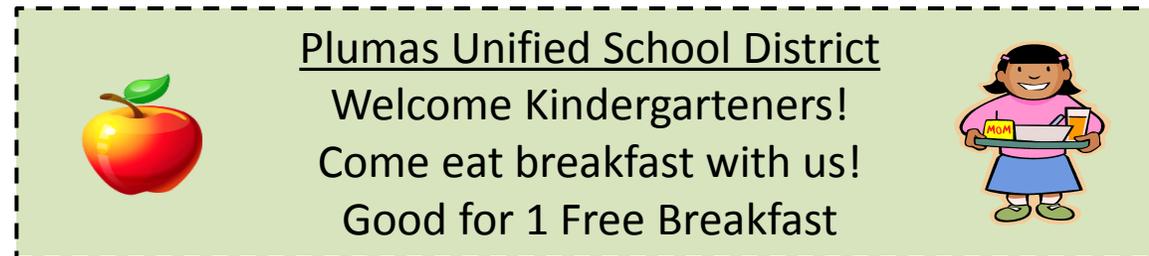
Participation has jumped from 15% to 25%

Teacher Buy-In



Parent Buy-In

- Inform parents about your breakfast program with flyers
- Throw an “Eat Breakfast with your Parent Day” or “Eat Breakfast with your Grandparent Day”
- Offer a free breakfast to families during Kindergarten Round-Up



Why Increase Breakfast Participation?

Breakfast is often regarded as the most important meal of the day. Is there truth to that notion?

Certainly! In fact, not only is it the most important meal of the day from a nutritional standpoint, there are many important academic, health and behavioral implications as well. The myriad benefits of eating breakfast in school are well documented.

To improve academic and behavioral outcomes[2]:

Research shows that regularly eating breakfast can have significant positive implications for student behavior, academic achievement and school learning environments.

Good for the Mind

- Children who eat school breakfast are more likely to:
- Reach higher levels of achievement in reading and math
- Concentrate better
- Be more alert
- Retain more of what they learn
- Participate in class

Good for Schools

- School breakfast is associated with:
- Reduced absenteeism
- Reduced tardiness
- Reduced behavior problems
- Reduced nurse's office visits
- Increased standardized test achievement scores
- Higher grades
- Positive learning environments

No Kid Hungry Center for Best Practices

<http://bestpractices.nokidhungry.org/school-breakfast/benefits-school-breakfast>



Questions?





Resources

- California Food Policy Advocates, Breakfast First Campaign Web page at www.BreakfastFirst.org
- U.S. Department of Agriculture, Food and Nutrition Services, Marketing School Breakfast Program Web page at <http://www.fns.usda.gov/sbp/marketing>
- Action for Healthy Kids, Breakfast for Healthy Kids Web page at <http://www.actionforhealthykids.org/what-we-do/programs/breakfast-for-healthy-kids>
- Center for Ecoliteracy, Making the Case Web page at <http://www.ecoliteracy.org/downloads/making-case>



Resources (continued)

- Food Research and Action Center (FRAC) School Breakfast Program Web page at <http://frac.org/federal-foodnutrition-programs/school-breakfast-program/>
- No Kid Hungry, Center for Best Practices on School Breakfast Web page at <http://bestpractices.nokidhungry.org/school-breakfast>
- National Dairy Council-Start with Breakfast Web site at <http://www.startwithschoolbreakfast.com/>

 Questions



E-mail questions to
HHFKA@cde.ca.gov

or phone at
916-322-2003





Thank You!



For Questions:

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