

2008

Expanding Breakfast

Awards

Dairy MAX, Inc. announces the Dairy Council Expanding Breakfast Awards. A first place award of **\$5,000**, a second place award of **\$2,000** and a third place award of **\$1,000** will be awarded to three schools for successfully implementing an alternate breakfast serving method. To apply for the award, complete the attached application.

The benefits children receive from eating a nutritious breakfast are numerous and well documented. Eating breakfast yields better student test scores, increases concentration and attendance, decreases disciplinary problems and more. Many schools recognize this opportunity and offer breakfast in the cafeteria. But there's an even better way to bring breakfast to children – using alternate breakfast service options. Offering breakfast in the classroom or outside of the cafeteria increases participation by providing service for children who arrive late or who prefer to socialize rather than eat, and by helping to remove the potential social stigma that the program is meant for low-income students.

Expanding Breakfast/Alternative Serving Methods

Breakfast in the Classroom – Students eat breakfast in their classroom either at the beginning of the school day or early during the day. Often breakfast is brought to classrooms from the cafeteria by students, or served from carts in the hallways by food service staff.

“Grab and Go” – All the components of school breakfast are conveniently packaged so students can easily grab a reimbursable meal quickly, either from the cafeteria line or from carts elsewhere on school grounds. Students can eat in the cafeteria, the classroom or elsewhere on school grounds

Breakfast after First Period, Delayed or “Second Chance Breakfast” – Usually implemented in middle and high schools, students are allowed time after their first period to obtain breakfast, either in the cafeteria or from carts in the hallway, to then eat in the classroom or cafeteria. Computerized systems insure that children receive only one breakfast each day.

Breakfast on the Bus – Students receive a reimbursable meal while riding the bus to school. This is especially useful in school districts that have consolidated and students have longer than normal commute time.

Applications must be postmarked by Friday, November 14, 2008.

**Return to: Dairy MAX
2214 Paddock Way Dr, Suite 600
Grand Prairie, TX 75050**

For questions or more information: 1-800-332-4790 or sfs@dairymax.org or visit www.dairymax.org

Awards will be announced by Monday, December 15, 2008.

Expanding Breakfast

Here are some resources that offer more information about Expanding Breakfast, and how offering an alternate breakfast serving method can increase participation in your school breakfast program.

- *National Dairy Council, Nutrition Explorations, Expanding Breakfast,*
http://www.NutritionExplorations.org/sfs/programs_breakfast.asp
- *Expanding Breakfast Program Manual and Video Kit*
<http://emporium.schoolnutrition.org/index.cfm?act=catalog.cfm&CFID=35473837&CFTOKEN=88047488&Submit=Search&browse=&MenuGroup=HOME&Description=expanding%20breakfast>
- *Expanding Breakfast Online*
<http://www.schoolnutrition.org/cnu/index.asp>
- *School Breakfast Scorecard 2007, Food Research and Action Center*
http://www.frac.org/pdf/SBP_2007.pdf
- *USDA FNS School Breakfast Program*
<http://www.fns.usda.gov/cnd/Breakfast/Default.htm>
- *GOT BREAKFAST? ® CAMPAIGN*
<http://www.gotbreakfast.org>

Expanding Breakfast

Application Form



Contact Information:

Name of School Building: _____

Name of School District: _____

Free/Reduced % for school: Free _____ Reduced _____

Enrollment for school: _____

Name of applicant: _____

Title of applicant: _____

Telephone number of applicant: (_____) _____

FAX number of applicant: (_____) _____

E-mail address of applicant: _____

Mailing address of applicant: _____

City: _____ State: _____ Zip Code: _____

Expanding Breakfast

1. Which of these types of breakfast service options are available in your school? (Check all that apply)

- Breakfast in the Classroom
- Grab & Go
- Breakfast after 1st Period, Delayed or 2nd chance breakfast
- Breakfast on the Bus
- Other (fill in blank) _____

2. Has your school implemented the New Look of School Milk program to provide a positive school milk experience to students on the main line?

- 1. Plastic bottles offered on the reimbursable meal line.
- 2. Three Flavors of Milk (Check all that apply)
 - White
 - Chocolate
 - Strawberry
 - Other
- 3. Milk served cold between 35° and 40°

3. Do you include cheese and/or yogurt on the breakfast menu?

- (Please include a current cycle menu with application)
- 4-5 times per week
 - 2-3 times per week
 - Once per week

4. Do you monitor milk temperature daily in merchandisers and/or milk coolers?

- Yes No

5. Elementary Schools: 2nd and 4th grade teachers in this school are enrolled in the Nutrition Exploration Curriculum (Little D's Nutrition Expeditions or Arianna's Nutrition Expeditions)?

- Yes, 2nd and 4th grade

To enroll online, teachers should visit.....

www.schoolmarketaccess.com/enrollment/NutritionExpedition/choosestate.php

Secondary Schools: (Grades 5—12) Teachers have been directed to and are using *Bridges to Wellness* lesson plans.

- Yes No

To obtain Bridges to Wellness Lesson Plans visit: www.schoolnutrition.org/bridgestowellness

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6. Have you signed up to receive the *Mealtime Sampler* Newsletter online?

_____ Yes _____ No

To sign up visit: <http://www.nutritionexplorations.org/sfs/mealtime.asp>

7. What is the average daily participation (ADP) in your School Breakfast Program and enrollment before program implementation and currently?

_____ Breakfast Average Daily Participation - prior to program implementation

_____ School Enrollment

_____ Breakfast Average Daily Participation – current, after program implementation

_____ School Enrollment

8. Have any school nutrition personnel in your school completed the Expanding Breakfast (online) course through the School Nutrition Association?

<http://www.schoolnutrition.org/Index.aspx?id=2291>

_____ Yes _____ No

9. Is the implementation of Expanding Breakfast included in your district wellness policy?

_____ Yes _____ No

10. Provide details about your Expanding Breakfast program

A. Who did you involve in planning/implementing EB? (check all that apply)

_____ students _____ teachers _____ coaches _____ parents
_____ Administration _____ local college/university
_____ county health dept. _____ school nurse _____ PTA/PTO _____ counselor
_____ community organizations _____ school wellness committee
_____ local dietitians _____ doctors /nurses _____ clinics/hospitals _____ fitness clubs
_____ state agency (Dept. of health, education, etc) _____ school board
_____ community leaders
_____ other _____
_____ other _____

B. What changes have you noticed as a result of implementing an EB option? (check all that apply)

_____ decrease in absenteeism _____ decrease in tardiness
_____ decrease in school nurse visits _____ improved test scores
_____ improved student behavior _____ increase meal participation
_____ increase revenue
_____ other _____
_____ other _____

Expanding Breakfast

11. **If you receive one of the Expanding Breakfast awards, how would you plan to use the award money to improve your program?** Ex: equipment, marketing, merchandising, implementing at other grades/schools within school district, etc **Your local dairy council may ask for information about how award money is being spent. (check all that apply)**

- _____ provide more EB breakfast options in the current school building
- _____ implement EB options in other schools within the school district
- _____ purchase new/additional equipment ex: yogurt bar, refrigeration, carts, etc.
- _____ provide/improve alternative areas for students to consume breakfast
- _____ improve the cafeteria environment/décor
- _____ purchase nutrition education classroom materials/resources
- _____ sponsor an assembly program emphasizing breakfast and dairy
- _____ publish a nutrition newsletter
- _____ develop/improve the classroom/cafeteria connection
- _____ enlarge/renovate kitchen and cafeteria facilities
- _____ other _____
- _____ other _____
- _____ other _____

12. **For extra credit, provide a direct quote or short testimonial (from school staff) stating the value of the breakfast program to that person. Examples of staff to be interviewed: principal, teacher, school nurse, PE coordinator. The person's name should be included with the statement.**
13. **For extra credit, provide photos of the school breakfast program.**

I give my consent that our school's name, our school district's name and the details of our success with school breakfast may be used by Dairy MAX, Inc. for educational purposes. To the best of my knowledge the information on this application is accurate.

Signed: _____ Date: _____
District School Nutrition Director

Signed: _____ Date: _____
School Nutrition Manager

Postmark by
Friday, November 14, 2008
Return to: Dairy MAX
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Grand Prairie, TX 75050