

2008

Expanding Breakfast

Awards

The Expanding Breakfast Awards program is available in participating states through local Dairy Councils. **Up to \$8,000 per state** will be awarded to schools in which Expanding Breakfast (i.e., an alternate breakfast service) is currently offered. To apply, please visit Dairy MAX at www.dairymax.org.

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.

Schools that have offered expanded breakfast option(s) for at least 3 months are encouraged to enter to win a Breakfast Award.

Expanding Breakfast/Alternative Service 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 postmarked by Friday, November 14, 2008

Awards will be announced 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.

- *Contact your local Dairy Council*
<http://www.NutritionExplorations.org/utility/findDC.asp>
- *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>

Expanding Breakfast

OKLAHOMA

Application Form

Awards – Four - \$2,000 winning applications



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) 5 POINTS for each

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 all of the components of the New Look of School Milk program to provide a positive school milk experience to students on the main line? (Check all that apply) 4 POINTS for each

8 oz. plastic bottles
 Three flavors of milk
 Enhanced paperboard (at least 3 colors on cartons)
 Merchandised (glass door merchandisers)
 Milk served cold between 35° and 40°
 None

3. Do you include cheese and/or yogurt on the breakfast menu at least once a week? (Please include a current cycle menu with application)

4-5 times per week - 10 points
 2-3 times per week - 5 points
 once per week - 2 points

4. Have you completed the Milk Temperature Survey online? 3 POINTS

Yes
 No

To enter the survey visit...

http://www.nutritionexplorations.org/sfs/schoolmilk_cold.asp

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

Yes, 2nd grade and 4th grade
 No

To enroll online, teachers should visit...

<https://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. 5 POINTS

Yes
 No

To obtain Bridges to Wellness lesson plans visit:

www.schoolnutrition.org/bridgestowellness

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6. Have you signed up to received the Mealtime Sampler Newsletter online? 3 POINTS

_____ 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 the last 3 months? 10 POINTS Maximum

_____ ADP

_____ School Enrollment

Percentage (Average Daily Participation (ADP) divided by Enrollment)

_____ Less than 20% (0 Points)

_____ 20% - 30% (5 Points)

_____ Greater than 30% (10 Points)

8. Have any school nutrition personnel in your school completed the Expanding Breakfast (online) course through the School Nutrition Association? 5 POINTS

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

_____ Yes – 5 points

_____ No – 0 points

9. Explain your Expanding Breakfast option(s) including the following:

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

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

Expanding Breakfast

10. If you receive one of the Breakfast awards, how would you plan to use the award money to improve options? Ex: equipment, marketing, merchandising, implementing at other grades/schools within school district, etc. **(Per the USDA check off – dairy farmer check off dollars cannot be used to offset the price differential to purchase dairy products.)** The local dairy council may ask for information throughout the year pertaining to 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
- purchase books for the library involving dairy and nutrition
- publish a nutrition newsletter
- develop/improve the classroom/cafeteria connection
- enlarge/renovate kitchen and cafeteria facilities
- other _____
- other _____
- other _____
- other _____

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 Midwest Dairy Council 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

**Postmarked by
Friday, November 14, 2008**

Submit to:
Susan Allen
Dairy Max
P.O. Box 5813
Edmond, OK 73083-5813
allens@dairymax.org
405-330-6980 - business
405-330-6981 - fax