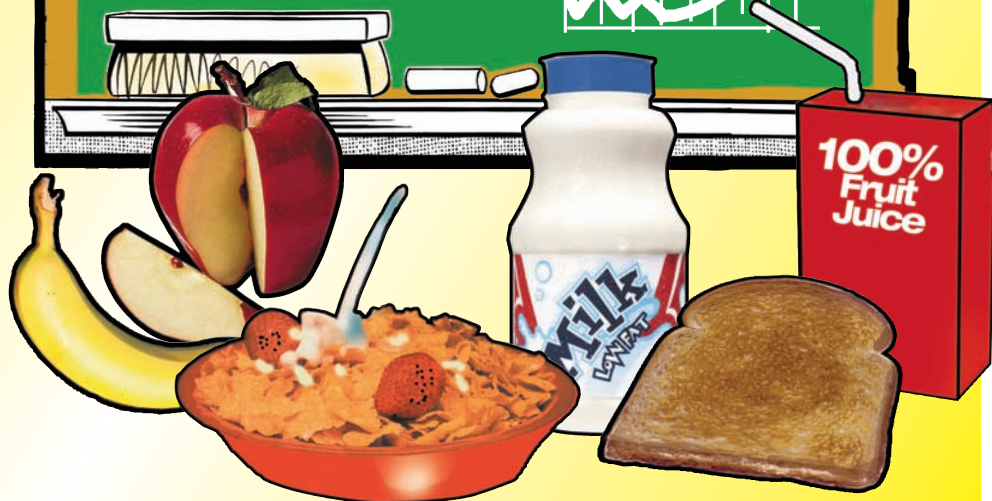


got breakfast?[™]

CLASSROOM BREAKFAST PLAYBOOK

An easy and efficient way to serve
breakfast to kids that increases
participation rates, raises test
scores and improves overall health

Student Benefits



got breakfast?[™] Foundation

P.O. Box 981

Syosset, NY 11791

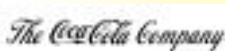
(866) 786-9028

www.gotbreakfast.org

MISSION STATEMENT

The “got breakfast?” Foundation works to ensure that every child, regardless of background, starts the school day with a nutritious breakfast in order to learn, grow and develop to the fullest potential.

Partners in the “got breakfast?”™ Foundation include:



got breakfast?[™]

CLASSROOM BREAKFAST PLAYBOOK

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CLASSROOM BREAKFAST: Is it for me?

Would you like to find an effective tool that allows you to:

- ✓ Serve more children breakfast in your program?
- ✓ Grow your breakfast program without impacting staff and current resources?
- ✓ Help alleviate logistical challenges such as:
 - Little time for students to eat school breakfast before school starts?
 - Bus schedules that affect students' ability to visit the cafeteria before their first class?
 - Not enough staff and/or resources to manage a large school breakfast program?

If you answered yes to any of these questions, there is a simple and effective solution:

Classroom Breakfast!

CLASSROOM BREAKFAST: Benefits for Students and the District

The benefits of Classroom Breakfast are astounding:

- Improvements in attendance
- Reduction in tardiness
- Fewer stomach aches and visits to the school nurse
- Increased test scores
- Fewer disciplinary problems
- Improved diets
- Reduction in obesity rates; and
- Increased revenues due to the tremendous gains in breakfast participation.

Studies and research show dramatic improvements when students receive breakfast. The Maryland Meals for Achievement study highlighted the following outcomes from Classroom Breakfast:

- Standardized test scores increased 17 percent above the state average.
- Tardiness decreased by 8 percent.
- Referrals to the office for discipline decreased by 20 percent.

In studies conducted in New York, Maryland and Minnesota, teachers agreed that Classroom Breakfast was worth the effort and requested to keep the program.

CLASSROOM BREAKFAST: Principal, Teacher and Custodial Support

Many logistical problems come to mind when considering Classroom Breakfast. Staffing? Cleanup? Class disruption? Yet in school districts across the country, a combined effort of foodservice, principals, teachers, custodians, school officials and students have made Classroom Breakfast a resounding success.

One step to get everyone on board is to discuss the need for Classroom Breakfast. Some actions you can take include:

- Encourage your Local Wellness Policy team to adopt Classroom Breakfast as a new initiative for the upcoming school year.
- Assemble a group of stakeholders, such as parents, teachers, students and administrators to champion the need for Classroom Breakfast.
- Utilize a group of students, such as a Nutrition Advisory Council, to determine the feasibility of Classroom Breakfast and how to best implement it in your school.

CLASSROOM BREAKFAST: Meal Distribution

Classroom Breakfast takes breakfast straight to the kids at the beginning of the day or during morning class. There is no one way to serve Classroom Breakfast because every school is different but a majority of schools use pre-packaged or bagged reimbursable breakfasts, either cold or hot, depending on the school facilities.

Whatever method is used, breakfast in the classroom generally takes **about 7 to 15 minutes**.

Breakfast in the classroom can be offered in a number of ways:

- Breakfast is delivered to the classroom on carts by the cafeteria staff.
- Student representatives pick up breakfasts in the cafeteria and take them back to the class in a cart or on a wagon.
- Breakfast is made part of the homeroom routine.
- Students stop by the cafeteria and pick up breakfast and then go to class.
- When kids get on/off the bus, they are served a convenient grab-and-go breakfast that doesn't create a mess and is easy to eat.

During meal distribution teachers often use the time to:

- Conduct an educational activity to prepare the students for the start of their day.
- Do administrative duties, take attendance, collect homework, or deliver daily announcements.

CLASSROOM BREAKFAST: Staffing and Cleanup

Breakfast in the classroom is so convenient that in many cases it takes few staff members to serve meals and administer cleanup. Typically very little to no additional staffing is needed if pre-packaged or bagged reimbursable breakfasts are used.

In many schools, students often help by clearing away their trash and placing it in the garbage. Student representatives return the trash bags to the cafeteria or leave them in the hallway for custodial staff to collect.

Some methods used to ease staffing include:

- Developing systems for easy distribution through the use of boxed or bagged breakfast meals.
- Meals can be lined up the day before or pre-packaged meals can be brought over to the class the morning of service.
- Using low-cost recyclable garbage bags that retain liquid and are easy to seal.

CLASSROOM BREAKFAST: Funding Questions

Some administrators may be concerned that Classroom Breakfast will be too expensive. When done properly, Classroom Breakfast often results in decreased labor, product and cleanup costs. In addition, the School Breakfast Program provides Federal reimbursement to schools for each meal served so when schools increase the number of kids eating breakfast, they will see an increase in the funds they receive.

School breakfast programs grow to their fullest potential when breakfast is served free to all students. The United States Department of Agriculture allows school districts to implement the "Provision 2" option and receive federal reimbursement funds. The advantage of Provision 2 is that it reduces paperwork and removes the stigma of economic status that often affects participation.

Not every district has enough free and reduced-price qualified students to offset the revenue from paying students, but a general rule of thumb is that if at least 60% of the students receive free or reduced-price meal benefits, a Provision 2 program can be successfully implemented.

CLASSROOM BREAKFAST: Case Studies

Schools from across the country are administering Classroom Breakfast with much success, reaching many students with nutritious meals who desperately need them the most.

The following are just a few examples of how different schools have overcome the obstacles and are making Classroom Breakfast work for them.

These case studies discuss:

- Achieving Support and Buy-in
- Staff Coverage
- Meal Distribution and Cleanup
- Funding

CLASSROOM BREAKFAST: Achieving Support and Buy-In

Newark, New Jersey

Tripling breakfast participation numbers

District Profile: Enrollment of 43,000 students, 82 schools

Situation/Results

Newark is a major city that offers Classroom Breakfast to all of its schools, 82 in total. The program was introduced after a year-long pilot program conducted at one of the city's larger elementary schools. Breakfast participation has more than tripled since implementation of Classroom Breakfast, with 27,000 students eating breakfast at school per day, and 4.8 million meals being served at school per year. Twenty five percent of students are below the poverty line, and 80% qualify for a free or reduced-price breakfast.

Testimonial

"When we served breakfast in the cafeteria, we found that students just couldn't get up in time to get to the cafeteria for breakfast and then go back to the playground to line up for class. So we figured we can make it convenient by serving Classroom Breakfast. Now when students and teachers walk into the classroom, breakfast is there. We want to enhance the educational day by making sure the children are prepared and ready to learn. Breakfast is key to that. Feeding the kids is part of educating the child."

*Tonya Riggins,
Food Service Director*

CLASSROOM BREAKFAST: Achieving Support and Buy-In

Highlands County, Florida

Offering teachers a benefit to participate

District Profile: Enrollment of 13,000 students, 15 schools

Situation/Results

Classroom Breakfast is offered in 2 elementary schools and being tested in a third school. More than a 60% increase in breakfast participation has been observed. Teachers are offered a complimentary coffee and breakfast for participation in the Classroom Breakfast program. Students are responsible for cleaning up and collecting the trash. Discipline problems have essentially gone away since the program was implemented. Teachers report that there is less class disruption, plus students enjoy eating in the classroom while socializing with their friends.

Testimonial

"I was taught at an early age that rules without relationship result in rebellion. With breakfast in the classroom, teachers are building a stronger relationship with their students. When they all eat together, time is available for bonding, practicing good manners and developing social skills. It's a win-win for the schools."

*John Dickl,
Food Service Director*

CLASSROOM BREAKFAST: Achieving Support and Buy-In

Carlsbad/Roswell/Dexter, New Mexico

Pilot sites to gain principal support

District Profile: Combined enrollment of 17,500 students, 3 school districts, 38 schools

Situation/Results

Classroom Breakfast was started 7 years ago. Breakfast participation has soared since implementation. At first principals were not supportive of the program, but after one principal tried the program, the rest were convinced that breakfast needed to be offered to every student daily. Teachers observe that fewer students have stomach aches, and trips to the school nurse have decreased.

Testimonial

"Teachers tell me that students are ready to learn as their power of concentration is greater than before having a breakfast in the classroom program."

Lyman Graham, Food Service Director

Worcester, Massachusetts

Raising the profile of breakfast through program success

District Profile: Enrollment of 25,000 students, 48 schools

Situation/Results

Classroom Breakfast is offered in selected schools. Breakfast participation has gone from a low of 20% to a high of 90%. Some Child Nutrition staff and principals resisted the program at first, but are now on board, along with the State Commissioner of Education, City Mayor and Superintendent.

Testimonial

"An unexpected advantage of breakfast in the classroom is that the county food bank reports their resources are not as stretched when students eat breakfast at school. The school nurses report fewer visits to the clinic for stomach aches due to hunger. Students are better prepared for learning when they are not sitting in the classroom hungry."

*Donna Lombardi,
Food Service Director*

CASE STUDIES

Staff Coverage

Springdale, Arkansas

Easy preparation = staff buy-in

District Profile: Enrollment of 16,476 students, 22 schools, plus pre-Kindergarten

Situation/Results

In Arkansas, schools obtain higher scores on their state evaluations if pre-kindergarten students are served Classroom Breakfast. Breakfast participation is highest on days when it is served in the classroom.

Testimonial

"We offer an 'Express Breakfast' that students can get early in the morning. The Child Nutrition staff is really sold on it because no preparation is required."

*Carol Godfrey,
Food Service Director*

CASE STUDIES

Meal Distribution and Cleanup

Owensboro, Kentucky

Have students take a grab-and-go breakfast to their classroom

District Profile: Enrollment of 12,300 students, 17 schools

Situation/Results

The biggest obstacle was getting school administrators on board. Classroom Breakfast is offered to elementary and middle school students. Students pick up a grab-and-go breakfast in the cafeteria, and then take it to the classroom. The teachers report that students get excited about breakfast and are less disruptive in class. Breakfast participation has increased over 15%.

Testimonial

“Teachers from another school district visited our middle school and commented about how impressed they were with our classroom breakfast program. They now want to try it in their school.”

Lisa Sims, Food Service Director

Milwaukee, Wisconsin

Stage meals in locations for students to pick up and return to class

District Profile: Enrollment of 97,762 students, 206 schools

Situation/Results

Carleton Elementary in Milwaukee, Wisconsin is pleased with its breakfast in the classroom program. Children pick up their pre-packed breakfast bags in the school gym, and then head back to their classrooms with their teachers to eat at their desks. At first teachers were worried that breakfast would take up too much class time, but they have found that they gain the time back later in the day because students are better able to concentrate. More students are eating now, including older students, and breakfast participation has tripled. The principal expects that even more children will join the program when Carleton implements a new universal free breakfast initiative.

CASE STUDIES

Funding

Pemberton Township, New Jersey

Use classroom service to reach more free/reduced-price qualified students

District Profile: Enrollment of 5,000 students, 11 schools

Situation

Many of the students in this school district qualify for free meals. Implementation of Classroom Breakfast resulted in eliminating the stigma associated with free meals as students have been more likely to eat breakfast when it is offered with classmates.

Testimonial

"As a former teacher, I can tell you classroom breakfast is a 'no brainer.' I give it an A+."

*Tim Pirolli,
Food Service Supervisor*

CLASSROOM BREAKFAST: The “got breakfast?” Foundation

The “got breakfast?” Foundation was launched in December, 2005 to help end childhood hunger with a focus on increasing participation in the School Breakfast Program. The Foundation aims to educate communities across the country on the lifelong benefits of eating nutritious meals and help children lead healthy and strong lives.

The “got breakfast?” Foundation would like to be a key resource in helping you make classroom breakfast a reality at your school.

A network of peers and administrative members/officials are available to answer the questions which may arise when trying to implement change to dramatically improve the reach of school breakfast programs. In addition, through our work with numerous public, private and non-profit organizations and companies we can offer grants and funding opportunities, community outreach and consultation to help you successfully implement Classroom Breakfast.

Informational DVDs are also available to aid in your quest to make Classroom Breakfast a reality. Plus, to help support the initiative at school level, we have many tools available, at no charge, such as “got breakfast?” posters, parent letters, awareness wristbands and buttons.

We would be happy to schedule a meeting with you and our partners to discuss Classroom Breakfast and how it can be implemented at your school. Please feel free to visit www.gotbreakfast.org or contact Tami Cline of the “got breakfast?” Foundation.

Tami Cline
(866) 786-9028
tcline@gotbreakfast.org

CLASSROOM BREAKFAST: Additional References

For additional resources on Classroom Breakfast please reference the following:

- **Academics & Breakfast Connection Pilot: Final report on New York’s Classroom Breakfast project, 2005.**

Twenty schools in upstate New York implemented Classroom Breakfast models to reduce childhood hunger and improve academic performance. This report details the findings which include dramatic increases in breakfast participation, improved student performance and general teacher and principal support after implementing the program. For a copy of the full report go to:

<http://www.hungernys.org/programs/documents/ABCfinal.pdf>

- **Breakfast for Learning: Recent scientific research on the link between nutrition and academic performance, 2006.**

This fact sheet summarizes and references recent research associated with the benefits of breakfast. Thirty-nine scientific publications are cited. For a copy of the fact sheet go to:

<http://www.frac.org/pdf/breakfastforlearning.pdf>

- **Classroom Breakfast Scores High in Maryland, December 2001.**

Maryland Meals for Achievement was a breakfast pilot program that offered breakfast at no charge to each student every morning in the classroom. Researchers from Massachusetts General Hospital and Harvard Medical School found a decline in tardiness, a decrease in suspensions, and an increase in test scores. For a summary of the report go to:

<http://www.nutritionexplorations.org/pdf/sfs/MarylandMeals.pdf>

CLASSROOM BREAKFAST: Additional References

- **Expanding Breakfast, 2nd edition.**

This manual and video tape addresses the common questions and logistics of implementing an alternate breakfast service program. Various tools, such as conducting a financial analysis of a school breakfast program and templates for developing an operations and implementation plan, are included. To purchase the manual and video, go to:

<http://www.schoolnutrition.org/Index.aspx?id=1092>

- **School Breakfast Programs: Energizing the Classroom, March 1998.**

This evaluation, performed by the Center for Applied Research and Educational Improvement at the University of Minnesota, showed that there is a general increase in learning and achievement associated with school breakfast. For a summary of the report go to:

<http://www.nutritionexplorations.org/pdf/sfs/MinnesotaEnergize.pdf>

- **Newark's Got Breakfast!, 2006.**

DVD video produced by the "got breakfast?" Foundation that illustrates the successes Newark, New Jersey has been able to achieve through Classroom Breakfast. "got breakfast?" is a nationally recognized foundation that works with partners and organizations to combat childhood hunger and improve a student's ability to learn by increasing participation in the Federal School Breakfast Program.

Visit <http://www.gotbreakfast.org> for more information.