

The School Breakfast Movement



Amanda Aldred, New England Dairy & Food Council
Shannon Yearwood, End Hunger Connecticut!

March 5, 2015

CT Breakfast Expansion Team (CBET)

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- ▶ Formed in the spring of 2009 to address Connecticut's consistently poor performance in school breakfast measures.
- ▶ Offers assistance to schools and districts working to start or grow SBP
 - ▶ Outreach
 - ▶ Financial Analysis
 - ▶ Resources
 - ▶ Networking
 - ▶ Marketing
 - ▶ Program Development
 - ▶ Capacity Building
 - ▶ MORE!

CT Breakfast Expansion Team

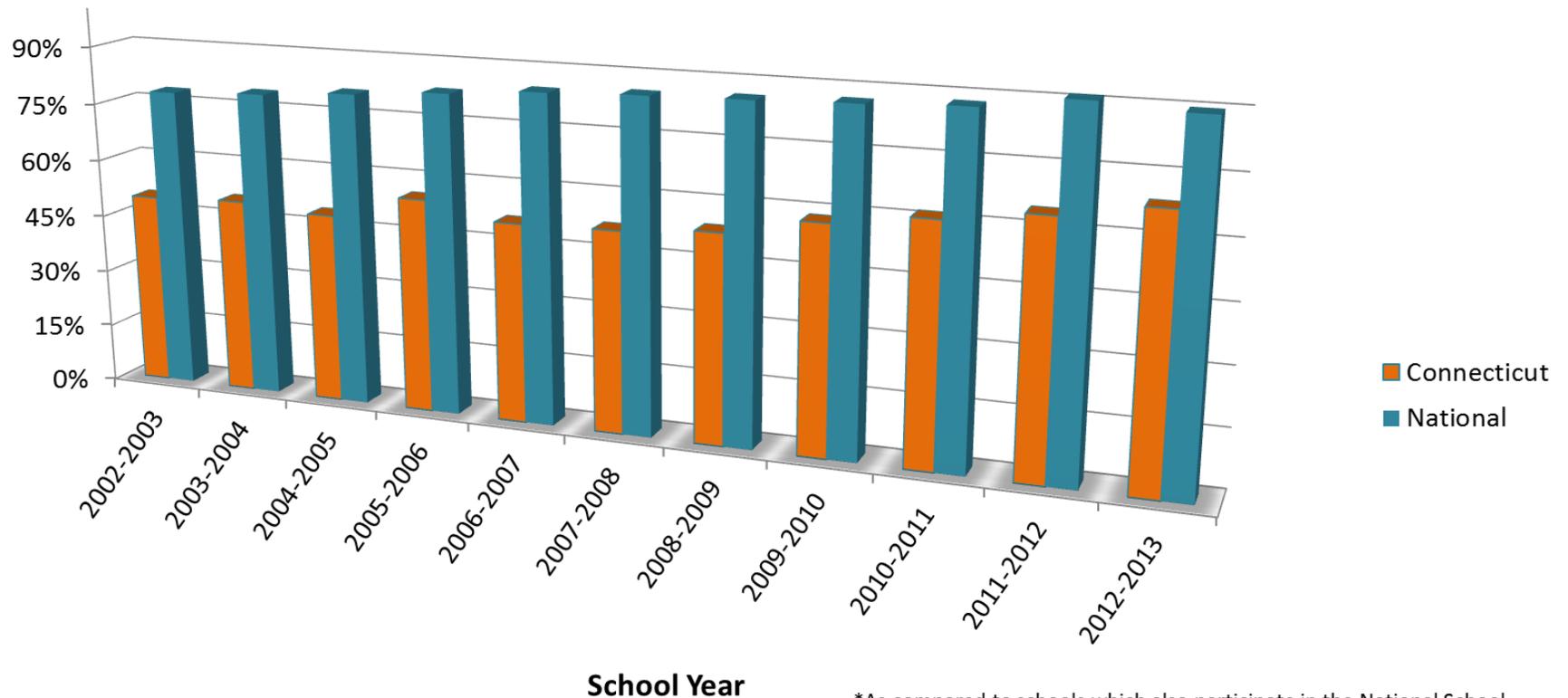
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- ▶ Child Nutrition Unit of the CT State Department of Education
- ▶ End Hunger Connecticut! and the CT No Kid Hungry Campaign
- ▶ New England Dairy & Food Council
- ▶ School Nutrition Association of Connecticut
- ▶ CT State Department of Administrative Services
- ▶ CT Action for Healthy Kids
- ▶ **NEW Member:** CT Association of School Business Officials (CASBO)

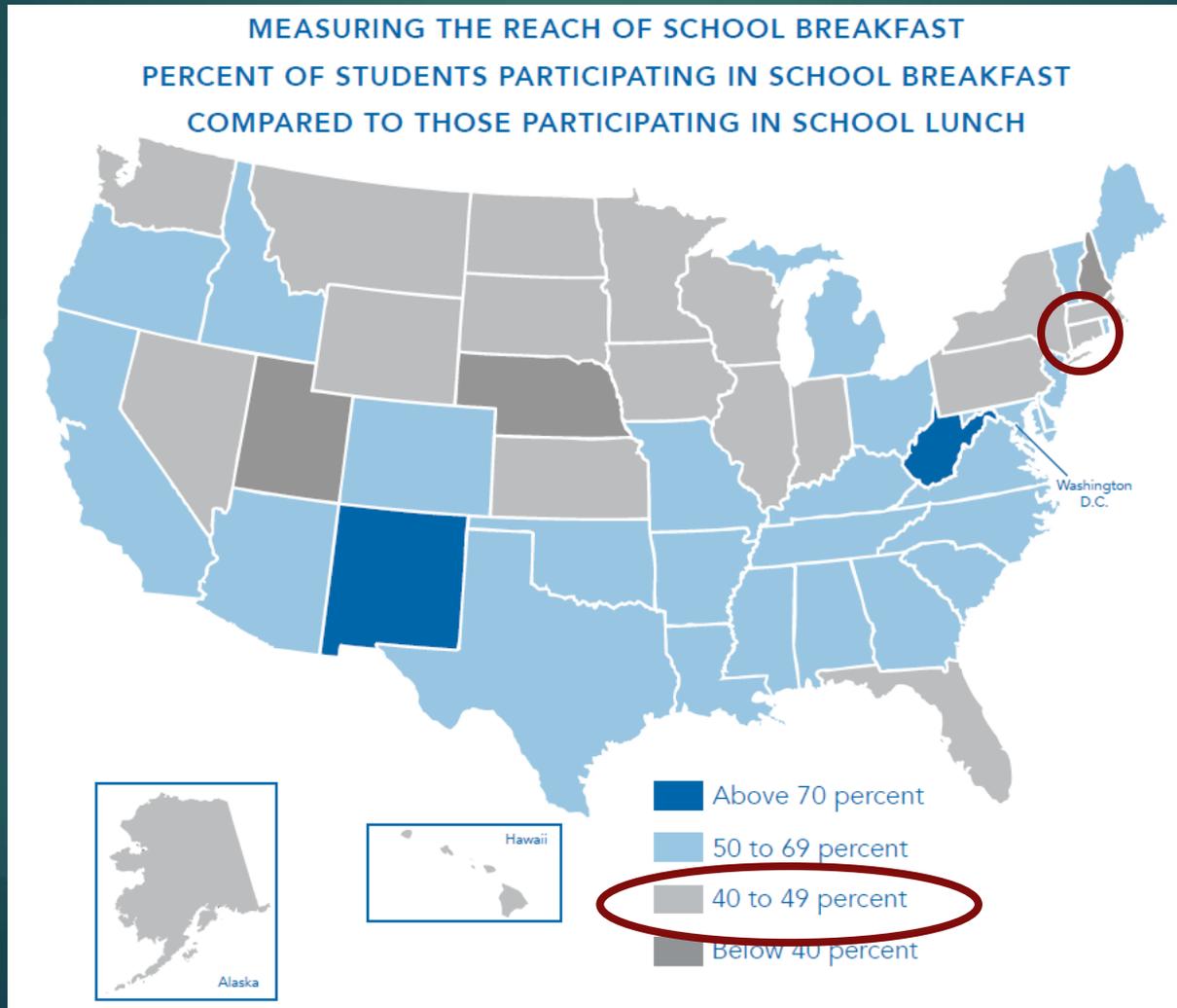
Snapshot of CT School Breakfast vs Nation

Percentage of Schools Participating in the School Breakfast Program*
Connecticut Compared to The Nation



*As compared to schools which also participate in the National School Lunch Program

Snapshot of CT School Breakfast vs Nation



Snapshot of CT School Breakfast vs Nation

Table 1. Average Daily Student Participation in Free and Reduced-Price (F&RP) School Breakfast (SBP) and School Lunch (NSLP) for School Years (SY) 2012-2013 and 2013-2014, by state.

State	SY 2012-2013				SY 2013-2014				SY 2012-2013 to SY 2013-2014	
	F&RP SBP Students	F&RP NSLP Students	Ratio of students in SBP to NSLP ¹	Rank	F&RP SBP Students	F&RP NSLP Students	Ratio of students in SBP to NSLP ¹	Rank	Absolute Change in Ratio of SBP to NSLP Participation	Percent Change in Number of Students in SBP
Connecticut	72,090	153,588	46.9	33	75,370	159,046	47.4	32	0.5	4.5

Snapshot of CT School Breakfast vs Nation

Table 2. School Participation in School Lunch (NSLP) and School Breakfast (SBP) for School Years (SY) 2012-2013 and 2013-2014, by state.

State	SY 2012-2013				SY 2013-2014				SY 2012-2013 to SY 2013-2014
	SBP Schools	NSLP Schools	SBP Schools as a percent of NSLP Schools	Rank	SBP Schools	NSLP Schools	SBP Schools as a percent of NSLP Schools	Rank	Percent Change in SBP Schools
Connecticut	744	1,089	68.3	51	804	1,077	74.7	51	8.1

Reoccurring Funding

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- ▶ CT State Department of Education
 - ▶ Up to \$10,000
 - ▶ Yearly Deadline
 - ▶ Look for notification from CSDE in the fall
- ▶ New England Dairy & Food Council
 - ▶ Amount varies depends on program & school needs
 - ▶ Register at FuelUptoPlay60.com and/or contact Amanda or Heidi
- ▶ Pinnacle Foodservice
 - ▶ \$1,000 – details at foodservice.pinnaclefoods.com

Grant Finders
Share Our Strength
sparkPE.org

Tips for Promoting School Breakfast

(adapted from FRAC)

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- ▶ **Social media**
- ▶ **Postcard mailing**
- ▶ **Inform principals of participation rates**
- ▶ **Educate teachers at in-services**
- ▶ **Involve students**
- ▶ **Taste test breakfast items at lunch**
- ▶ Serve breakfast grab-n-go or in the classroom
- ▶ Place info in parent welcome packets
- ▶ School websites & e-mail
- ▶ Promotion activities
- ▶ Morning activities at school
- ▶ Add new menu options

Promotion Resources

Success Starts With School Breakfast

Resources to help advocate for, expand and promote school breakfast

Behavior
Attendance
Achievement
Health
Concentration

New England Dairy Council.org • FuelUpToPlay60.com

BREAKFAST
in the classroom

NEA Health Information Network School Breakfast Toolkit

LEADERSHIP LESSONS • STRATEGIES FOR SUCCESS • FUNDING

SCHOOL **Governance & Leadership**
WINTER 2013

FRAC
Food Research and Action Center

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BREAKFAST
in the classroom

Stakeholders | Feasibility | Financial | Menu | Promotion | Videos | Research | Implementation | Highlights

Communicate what's on the menu

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- ▶ Point of Service

BIG AND BOLD!

- ▶ School Website

don't bury it

- ▶ Electronic Message Boards

- ▶ School/Local Papers

- ▶ Social Media

- ▶ Facebook

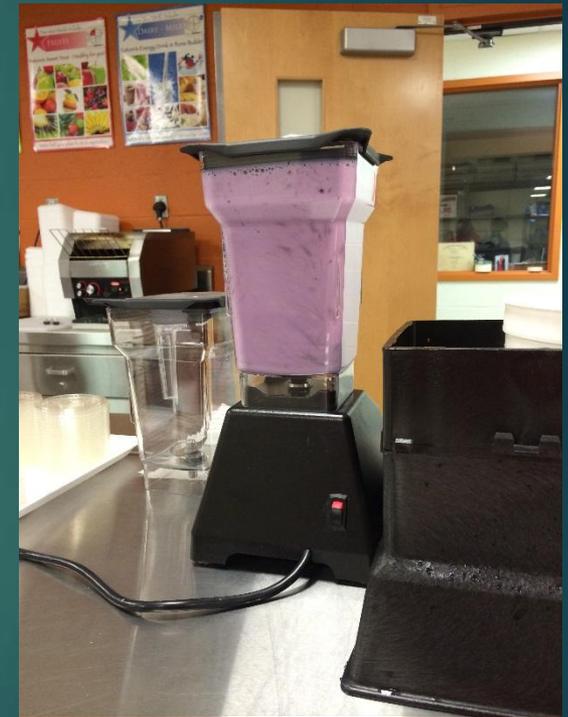
- ▶ Twitter

- ▶ Instagram



Smoothies at Breakfast & Lunch

Milk + Yogurt + Fruit (& Veggies) = Delicious Win!



Lowell High School, MA

% Increase from Previous School Year

Lunch Participation

To 1800 per day

Breakfast Participation

To 800 per day



Enrollment: 3200
Service Model:
3 Grab-n-Go
Carts



Taste test breakfast

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- ▶ Test new and old menu items
- ▶ Run tests at lunch
- ▶ Use students to run the station
- ▶ Use easy voting methods for younger students
- ▶ Post the results in the taste test area the following day



Sweet vs spicy squash in Windham

Cafeteria Promotions



Oswegatchie Elementary School's Breakfast Buddy Wall

CT Breakfast Expansion Team

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▶ Requests for CBET Assistance

- ▶ Jackie Schipke – CT Department of Education
 - ▶ 860.807.2123
 - ▶ Jackie.schipke@ct.gov

▶ Presenters Contact

- ▶ Amanda Aldred – New England Dairy & Food Council
 - ▶ 203.723.8924
 - ▶ aaldred@newenglanddairy.com
- ▶ Shannon Yearwood – End Hunger Connecticut!
 - ▶ 860.560.2100 Ext. 309
 - ▶ syearwood@endhungerct.org