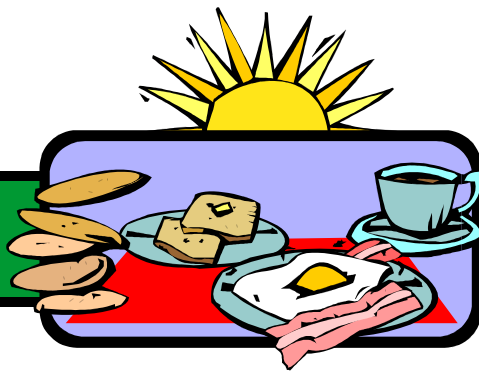


SCHOOL BREAKFAST

The Most Important Meal of the Day



Second Harvest Food Bank
Of Lehigh Valley and Northeast PA
2045 Harvest Way
Allentown, PA 18104

OVERVIEW

What is the School Breakfast Program?

The School Breakfast Program is a federally funded program that provides reimbursement to public and non-profit private schools that serve breakfast. The program is funded by the United States Department of Agriculture and administered by the Pennsylvania Department of Education. Participating schools must comply with federal nutrition standards and provide free and reduced-price breakfasts to eligible children.

The School Breakfast Program functions in the same way as the School Lunch Program. Depending on family income, a child may be eligible for a free or reduced-price meal. Those who do not qualify for subsidy may opt to pay for a morning meal. All students are welcome to eat breakfast at school. No advance sign-up is necessary.

Why serve breakfast at school?

Many kids in grades K-12 skip breakfast. Often children find that they and their parents are too rushed in the morning to prepare something to eat. Others are not hungry until they have been awake for several hours. Some students may not have enough food at home for a morning meal. No matter what the reason, students who do not eat breakfast are often hungry before lunchtime.

For those who do not have the time, appetite, or household income necessary to eat before arriving at school, the School Breakfast Program **provides an excellent opportunity for students to start the day with a healthy morning meal.** A good breakfast gives children the energy they need to succeed in school. Scientific studies show that children who eat a good breakfast every day learn better, behave better and perform better than children who do not eat breakfast. **Participating in the School Breakfast Program has been associated with increased math grades, decreased school absences and tardiness rates, and decreased emotional and behavioral problems.**



BENEFITS OF SCHOOL BREAKFAST

Kids

- Eat more fruits, drink more milk and consume less saturated fat
- Boost access to breakfast – 14% of children in low-income households and 16% in higher income households do not eat breakfast at all
- Allow children to eat breakfast according to their biological clocks – many kids aren't ready to eat when they first wake up, but get hungry before lunchtime
- Augment nutritional needs – school breakfast contains 1/4 or more of daily recommended levels of key nutrients
- **Improve grades and lower behavioral problems**

Parents

- Stretch food budget—school breakfast is free for some students
- Save time in the morning
- Provide a safe place for kids whose parents have to leave early for work

Food Service Managers

- Offer additional hours to food service staff
- Offset school lunch losses or fund nutrition education with surplus – school breakfast pays for itself with good attendance
- Make a big difference in kids' lives

School Boards and Principals

- Increase math and reading scores
- Boost performance on standardized tests
- Reduce truancy
- Decrease absences and tardiness
- Cut visits to nurse's office
- Employ flexible scheduling options
- Offset meal costs with reimbursements from the USDA

Teachers

- Improve attentiveness and classroom behavior
- Reduce absences
- Maintain current work load – school breakfast adds little or no extra work to the teaching day



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TOP THREE BREAKFAST MODELS

(ACCORDING TO THE MASSACHUSETTS DEPARTMENT OF EDUCATION'S CHILD NUTRITION OUTREACH PROGRAM)

The Best Way: Breakfast in the Classroom

- Breakfast is eaten in the classroom, usually during homeroom.
- Breakfasts are delivered to the classroom on carts.
- Children can look forward to a good breakfast in the comfort of the familiar surroundings of their classroom. If the cafeteria is too small, crowded or in use, more students can eat a good breakfast when served in the classroom.

A Great Way: Grab 'n' Go Breakfast

- Students get bagged meals on carts at school entrance or high traffic areas.
- Grab 'n' Go breakfasts are convenient. They take less time to prepare than most traditional breakfast meals and decrease long lines.
- A bagged breakfast can be enjoyed on the go, during break or during 1st period. Secondary students like Grab 'n' Go breakfast for opportunities to eat at different locations and times.

A Good Way: Breakfast in the Cafeteria After the Bell

- Breakfast is served and eaten in the cafeteria.
- Eating in a familiar setting for students who already eat school lunch prepares students for a good morning start.
- Cafeteria is already set up for large flow of students in one location.
- It requires no special transportation or packaging of foods.
- Hot food can be served easily.



ADDITIONAL BREAKFAST MODELS

Breakfast After 1st Period

- Breakfast served following the first instructional period provides students a nutrition break.
- Students who ate a little at home may be hungry again by this time. A mid-morning breakfast gives students a nutritious choice versus vending machine items or a non-reimbursable milk break.
- This model can be accomplished by inserting breakfast in an existing break time or shortening classes by a few minutes to create a new break time.

Breakfast on the Bus

- Breakfast is handed brown-bag style to students as they step on the bus.
- Students that ride the bus for long periods of time have time to eat breakfast.
- Hand-held breakfast can be enjoyed before arriving at school.



UNIVERSAL SCHOOL BREAKFAST

Universal school breakfast is a program that offers breakfast at no charge to all students, regardless of income. Provision 2 reduces paperwork and increases meal reimbursements.

Increased Student Participation

Only 43 children eat free or reduced cost breakfast for every 100 who eat school lunch. **Universal School Breakfast typically increases student participation to 75 - 99%.**

Reduced Stigma

Many students who are eligible for free or reduced school breakfast do not participate because they do not want to be identified as 'low-income.' Kids who do not qualify for free or reduced breakfast may not realize that they can participate in school breakfast by purchasing their meals.

Less Paperwork

Provision 2 is a federal School Breakfast Program (and National School Lunch Program) option for schools to reduce the paperwork and simplify the logistics of operating school meal programs when they serve meals to all students at no charge.

Provision 2 schools pay the difference between the cost of serving meals at no charge to students and the federal reimbursement. **The significant administrative savings, and increased meal participation, can help offset the cost differential.** Increased participation also leads to better nutrition, academic performance, and behavior for students.

Provision 2 schools collect applications, record and track meal categories, and conduct verifications once every 4 years, at most. Cashiers, lunch tickets, and debit cards are no longer necessary since all students eat for free.

Schools with high percentages (at least 60 to 75%) of free/reduced eligible students are most likely to succeed (break even or better) with Provision 2. Any school that participates in the National School Lunch Program or School Breakfast Program can take advantage of Provision 2.

For more information about implementing Provision 2 in some or all of your schools, contact the Pennsylvania Department of Education.



OVERCOMING OBJECTIONS

Objections from Students Response

School breakfast is not cool.	Make breakfast fun and exciting.
School breakfast is just for "poor" kids.	School breakfast is for everybody! All students can participate.
I don't like the food.	Survey students to find out what kinds of food they would like for breakfast. Let students taste-test new menu items.

Objections from Parents

Food at school is unhealthy.	School breakfasts provide ¼ or more of daily recommended levels of key nutrients.
I don't want other parents to know that I can't provide breakfast for my child.	All students are eligible for school breakfast, regardless of family income. Information about your personal income will remain confidential.

Objections from Administration

We can't afford to start a school breakfast program.	You can't afford not to. Students' health and educational performance are greatly enhanced through school breakfast. Some meal costs are reimbursed.
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Objections from Teachers

School breakfast will take away from classroom time.	School breakfast takes only about 15 minutes to serve and eat. Students who eat breakfast will cause fewer disruptions, be more attentive, and perform better on tests.
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Objections from Food Service Staff

We won't have the energy to prepare and serve lunch if we serve breakfast, too.	Compared to lunch, breakfast is a much simpler meal to prepare. Pre-packaged items can be used to save time. Children can serve themselves, and paper products can be used to eliminate dishwashing.
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PROMOTION TIPS AND IDEAS

- Hang posters in the hallways, classrooms, and cafeteria
- Offer samples of new products
- Send out a press release to local media
- Include a flyer with new enrollment packets
- Integrate school breakfast promotion into classroom lessons
- Choose the type of breakfast you offer – in the classroom, Grab ‘n Go, breakfast in class, or breakfast after 1st period – that is right for your students
- Experiment with the presentation of your food – make it appealing and eye-catching
- Remind students about breakfast every day by announcing the menu with the morning announcements
- Ask students to draw their favorite breakfast foods; hang their artwork in the cafeteria and in the hallways
- Attend a PTA meeting and remind parents about school breakfast
- Smile! Make students feel welcome in the cafeteria
- Celebrate National School Breakfast week, the first full week in March
- Send home school breakfast menus
- Choose influential students as official tasters or spokespersons



F.A.Q. (FREQUENTLY ASKED QUESTIONS)

1. What kinds of food can we serve for School Breakfast?

School Breakfast must contain:

- one serving of fluid milk
- one serving of fruit or vegetable (or full strength fruit or vegetable juice)
- two servings of grain/grain alternate, or two servings of meat/meat alternate, or one serving of grain/grain alternate and one serving of meat/meat alternate

In addition, no more than 30% of the calories can come from fat and saturated fat must account for less than 10% of total calories. Breakfasts must contain at least ¼ of the RDA for protein, calcium, iron, Vitamin A, Vitamin C, and calories.

2. How much will our school be reimbursed?

Paid breakfasts - \$0.24
 Reduced price breakfasts - \$1.05
 Free breakfasts - \$1.35

Reimbursement rates above are for 2007-2008 school year. Reimbursement rates are higher in severe need schools (where 40% or more of kids who eat breakfast receive free or reduced meals)

3. How can Second Harvest Food Bank help?

Second Harvest can provide information about school breakfast and related resources and serve as an advocate when you present your proposal to school administrators, teachers, and parents. For more information, call Christopher W. Nine, Coordinator of Advocacy and Outreach, at (610) 434-0875 or send an email to cnine@cacvl.org.



RESOURCES

PA Department of Education

Sandy Souder, Administrator, School Breakfast Program

(717) 787-3186

ssouder@state.pa.us

<http://www.pde.state.pa.us>

PA Hunger Action Center

(717) 233-6705

info@pahunger.org

<http://www.pahunger.org>

Breakfast Brigade

Project PA Breakfast Brigade members are Foodservice Directors who provide FREE assistance in starting school breakfast programs and increasing participation in existing programs.

-Edward Rafalko, Western Wayne School District, (510) 937-3085

-Joyce Ciarla, Mahanoy Area School District, (570) 773-3443

-David Lloyd, Harrisburg City School District, (717) 703-4555

USDA Food and Nutrition Services “Discover School Breakfast” Toolkit

This free toolkit includes financial worksheets, promotional flyers, sample proposals, public service announcements, sample surveys, evaluation tools, and more.

<http://www.fns.usda.gov/cnd/Breakfast/Default.htm>

<http://www.fns.usda.gov/cnd/Breakfast/toolkit/resources.htm>

American School Food Service Association

Products include “Expanding School Breakfast” and “Open Up to New Ways to Promote Your School Breakfast Program.”

(800) 728-0728

<http://www.asfsa.org>



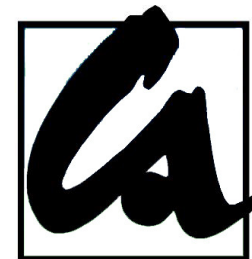
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