From No to Go: Influencing Key Stakeholders to Implement Breakfast After the Bell

• Catherine Panfilio, RDN, Nutrition Specialist, Oklahoma City, OK
• Jeanne Ambriz, Principal, Oklahoma City, OK
• Michelle Kruse, RDN, Wellness Coordinator, Center, KC, MO
• Krista McGee, Principal, Center, KC, MO
Agenda

- Why are we here?
- Panelist Introductions
- A tale of two districts – BIC story
- Panel questions
- PBIC Tools Commercial
- Questions from Audience throughout!
Meet the Panelists / Affiliation & Disclosure

• Catherine Panfilio, RDN, Nutrition Specialist, Oklahoma City, OK
• Jeanne Ambriz, Principal, Oklahoma City, OK
• Michelle Kruse, RDN, Wellness Coordinator, Center, Kansas City, MO
• Krista McGee, Principal, Center, Kansas City, MO
Oklahoma City Public Schools

District Statistics

• 100% CEP
• 77 school sites
• Urban
• Largest district in Oklahoma
• Oklahoma itself is largely rural
• Very diverse – Latino, African American, White, Native American
Background of Rollout

• Tough buy-in process
• Began days before an 11-day statewide teacher walkout
• Partners made a trip out and helped with building stakeholders
• Town Hall meeting with stakeholders
• Family and Consumer Science Teacher brought students to the stakeholder meeting – students made their voice heard
Grant Information

- PBIC grant award $332,000 in five school sites
- Large secondary schools with one elementary school
- High need for equipment
Oklahoma Centennial Mid-High School

School Statistics

- CEP
- 95% bus riders
- 60% mobility rate
- 50% African American, 30% Latino, 10% White, 2% two or more races, 2% Native American, 1% Asian
- 26% English Language Learners
- 30% Special Education
Focused Support

- School level
- Student tastings
- Teacher meetings
- Q&A with Principal
- Make yourself present and available
Oklahoma Centennial Mid-High School
Center School District, Kansas City, MO

District Statistics
• 8 School Sites
• Student population: 2,700 students
• Graduation rate: over 90%
• 20:1 student to teacher ratio
• 70% African American
• 25% white
• 5% other
• 87.5 % qualify for free and reduced-price meals
### Center School District, Kansas City, MO

<table>
<thead>
<tr>
<th>School</th>
<th>Percent F&amp;R</th>
<th>CEP</th>
<th>Grant</th>
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<tbody>
<tr>
<td>CENTER SR. HIGH</td>
<td>69.10%</td>
<td></td>
<td>PBIC</td>
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<tr>
<td>CENTER MIDDLE</td>
<td>68.80%</td>
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<tr>
<td>RED BRIDGE ELEM.</td>
<td>50.30%</td>
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<td>Early Childhood Center</td>
<td>100.00%</td>
<td>CEP</td>
<td>Not included in grant</td>
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</table>
PBIC Grant Award

• PBIC grant award $229,551.71 for seven school sites
• Four Elementary Schools
• Senior High School
• Middle School
• Alternative School (MS & HS)
• Biggest Needs: Replacing outdated and non-working equipment to store and prepare breakfasts, point of sale technology and delivery equipment
Background of Rollout

- Grant opportunity brought to District by CEA (NEA)
- Education about grant provided by Partners to district-wide representative committee
  - Committee made presentations to all buildings
  - MK met with all principals to conduct assessments
- Administrative buy-in helped
- Food Service – Contract – not in-house
  - Had to go through appropriate channels within vendor
- Board of Education approval more difficult
  - Concerns over teacher time and more work
    - PBIC provided great information for this!
- Great PR prior to launch – local TV coverage from all networks
Challenges of Rollout

• Told staff/teachers we would rollout in phases – allowing for trial and error and corrections to be made prior to larger rollout…
  • HOWEVER, building level assessments brought up other challenges:
    • Transportation – students were arriving to most buildings too early – what to do with students in time before breakfast?
    • If adjust bus times for one building, must do for all

• Decision was made to rollout to all buildings at once.
  • Very little notice
  • Menu items had to be “easier” to prep as we didn’t have most of equipment yet and needed time to train.
  • Asked teachers/custodians, etc. for “musts”
    • No syrup, no raisins, etc.
Addressing Challenges

• Staff Surveys
  • Open-ended questions
  • Focus on positives as well as needs for improvement

• Menu Challenges
  • Learned a lot about mess and what kids/teachers do/don’t like
    • Straws for milk; easier to open fruit cups at lower grade levels
    • Nutrition Committees to provide better feedback from students/parents/staff

• Service
  • Tried Grab and go and direct-to-classroom delivery
  • Two buildings changed delivery method during year
  • Wagons and POS equipment

• Custodial
  • Need better trash can liners
  • In-classroom clean-up – “contracting” with HS Life Skills classes for laundry
  • Work with custodians/administration to remind custodians that this “extra work” is feeding kids and of their role in helping our kids.
Photos
What Center Middle School Students Have to Say about BIC:
Questions for the Panel
PBIC Resources

- Videos showing BIC in action
- Videos to help planning
- Archived webinars
- Toolkits to help with trainings
- Equipment purchasing guide (COMING SOON)
- Blog with Best Practices
- Website redesign (COMING SOON)
- All found on: breakfastintheclassroom.org
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Thank You!