Leading the Way to Grow Breakfast Participation

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Cindy Jones
Affiliation or Financial Disclosure

• Cheryl Johnson, MS, RD, LD
  • Director, Child Nutrition & Wellness, Kansas State Department of Education
  • Nothing to Disclose

• Jill Ladd, MPH, RD, LD
  • Grants & Project Specialist, Child Nutrition & Wellness, Kansas State Department of Education
  • Nothing to Disclose

• Cindy Jones
  • Assistant Director of General Administration, Olathe Public Schools
  • Nothing to Disclose
Learning Objectives

• Discuss ways to decrease road blocks to implement innovative breakfast delivery models.

• Learn how to identify breakfast champions to lead breakfast innovation.

• Use data to identify opportunities to increase breakfast participation.

• Engage school administrators to lead breakfast efforts.

• Set a SMART goal to increase breakfast participation.
FOR KIDS WITHOUT FOOD AT HOME, STARTING THE DAY WITH BREAKFAST LEADS TO:

- **HIGHER TEST SCORES**
  17% higher on standardized tests

- **BETTER ATTENDANCE**
  An average of 1.5 more days per school year

- **MORE LIKELY TO GRADUATE**
  20% greater chance of graduation

Source: “No Kid Hungry Starts With Breakfast,” a research analysis by Deblitte
Difficulty in Accessing Traditional Breakfast

• Bus or carpool does not arrive in time
• Before school activities
• Stigma that school breakfast is for low-income kids
• Middle/high school students may not be hungry first thing in the morning
• Cafeteria location is not convenient for students
• Socializing is more fun than eating alone in the morning
### Kansas Breakfast Snapshot – SY 17-18

<table>
<thead>
<tr>
<th></th>
<th>SY 17-18 YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Enrollments (# children) in KS schools</td>
<td>515,794</td>
</tr>
<tr>
<td>Number of children eligible for F/R meals</td>
<td>231,004</td>
</tr>
<tr>
<td>Number of children eating F/R school lunch</td>
<td>180,071</td>
</tr>
<tr>
<td>Number of children eating school breakfast</td>
<td>89,772</td>
</tr>
<tr>
<td>F/R breakfast participation as a % of total enrollments</td>
<td>17%</td>
</tr>
<tr>
<td>F/R breakfast participation as a % of F/R eligible enrollments</td>
<td>39%</td>
</tr>
<tr>
<td>F/R breakfast participation as a % of F/R lunch</td>
<td>50%</td>
</tr>
</tbody>
</table>

Total Enrollments in KS schools: 515,794
Number of children eligible for F/R meals: 231,004
Number of children eating F/R school lunch: 180,071
Number of children eating school breakfast: 89,772
F/R breakfast participation as a % of total enrollments: 17%
F/R breakfast participation as a % of F/R eligible enrollments: 39%
F/R breakfast participation as a % of F/R lunch: 50%
School Breakfast Scorecard

- Kansas Ranked 42nd (Bottom 10 states)
School Breakfast Supports Redesign

- National School Lunch Program
- National School Breakfast Program
- Afterschool Meals and Snacks
- Summer Food Service Program
- Child and Adult Care Food Program
- Farm to Plate
- School Wellness Policies
- Team Nutrition
School Breakfast Leadership Grant
Breakfast Leadership Team

- Jim Porter, Board Chairman
- Suzan Patton, USD 382 Superintendent
- Josh Mathiasmeier, USD 500 Director Nutritional Services & President-Elect School Nutrition Association of Kansas
- David Paul, USD 259 Director Nutritional Services
- Joey Hentzler, Kansas Appleseed
- Robyn Stuewe, Midwest Dairy Council
- Cheryl Johnson, Director Child Nutrition & Wellness
- Jill Ladd, Grant and Project Specialist
Kansas Goal

By June 30, 2019, increase statewide Breakfast Average Daily Participation (ADP) by 5%.
Kansas No Kid Hungry Breakfast Plan

**Strategy 1:** Award funding for up to 20 districts to implement innovative breakfast delivery models.

**Strategy 2:** Cultivate a network of breakfast champions.

**Strategy 3:** Explore strengthening state breakfast policy.
SOLUTION – Make Breakfast a Part of the School Day

• Making school breakfast part of the school day…
  • Addresses the common barriers of traditional cafeteria breakfast
  • Ensures more students are able to start the day with a healthy meal
Project breakFAST

Strategies:
• Provide grab-and-go breakfast outside of the cafeteria
• Offer 2nd chance breakfast
• Allow students to eat breakfast in the hallways
• Develop and implement a student-led marketing campaign

Results:
• Median change in SBP participation rate between the baseline and follow-up school years:
  • +3% in the intervention group
  • +0.5% among the control group
• Participation increased over the school year

(Nanney et al., 2019, p.915-922)
Innovative Breakfast Delivery Models

• Breakfast in the Classroom
• Grab and Go Breakfast
• Second Chance Breakfast
Breakfast in the Classroom: Breakfast is offered/served in the classroom and eaten in the classroom. The process usually takes 15 minutes, including clean-up.
Breakfast in the Classroom

Universal Free BIC

• All students eat breakfast for free.
• Schools claim breakfast in the appropriate free/reduced/paid category for each student who took a reimbursable meal.
• In order to make this model financially feasible, the school needs to have a high free and reduced percentage.

“Regular” BIC

• Students are charged according to their free/reduced/paid status.
• Schools claim breakfast meals in the appropriate free/reduced/paid category.
• Parent communication is important.
**Grab and Go:** Breakfast is offered/served from one or more central locations, either via carts and kiosks placed in high-traffic areas, or via quick cafeteria line. Students grab their breakfast, take it the classroom or a common area and eat.
Second Chance Breakfast: Breakfast is offered/served between 1st and 2nd periods or during a mid-morning break either via Grab and Go or traditional cafeteria breakfast where they have at least 15 minutes to eat.
Innovative Breakfast Delivery Models in Action

Olathe School District, Food Services

Café 233
Olathe Public Schools

- Enrollment – 30,000
- Free/Reduced – 26%
- 58 Schools
- Food Production Center
- 300 Employees
Innovative Breakfast Programs

• 5 Universal Free Breakfast in the Classroom Programs

• 6 Regular Breakfast in the Classroom Programs

• Second Chance Breakfast at all Secondary Schools
Celebrating Successes

• Doubled Participation in Breakfast
• Less Tardies
• Students Focused and Ready to Learn
• Less Trips to the Nurse’s Office
• Student Involvement
Total Daily Breakfast Participation

- Avg Reimbursable Breakfast Per Day
- Avg A la Cart Meal Equivalent
- Total
Addressing Concerns

• Custodial

• Taking Away from Learning Time

• Training
Getting Started

• Select your Schools – Universal (Would your Free/Reduced support the program?)
• Figure out your Logistics – What are your Needs? Additional Staffing and Equipment?
• Get your Food Service Staff on Board
• Find a Champion within your District
• Meet with Principals
Getting Started, cont.

• Visit a Successful Program
• Apply for Equipment Funding
• Train the Food Service and School Staff
• Put up Signage and Share Information
• Start Enjoying the Benefits of Increased Participation in Breakfast😊
Using Data to Identify Opportunities to Increase Breakfast Participation
Kansas Breakfast Trends

# of Sponsors Using Alternative Breakfast Service Models

- 2016: 68
- 2017: 86
- 2018: 101
- 2019: 117
# Kansas Schools using Innovative Breakfast Delivery Models

<table>
<thead>
<tr>
<th></th>
<th>2nd Chance</th>
<th>Classroom</th>
<th>Kiosk</th>
<th>Traditional</th>
</tr>
</thead>
<tbody>
<tr>
<td>SY 15-16</td>
<td>48</td>
<td>90</td>
<td>18</td>
<td>1360</td>
</tr>
<tr>
<td>SY 16-17</td>
<td>71</td>
<td>108</td>
<td>20</td>
<td>1343</td>
</tr>
<tr>
<td>SY 17-18</td>
<td>96</td>
<td>117</td>
<td>27</td>
<td>1337</td>
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<tr>
<td>SY 18-19</td>
<td>147</td>
<td>126</td>
<td>49</td>
<td>1331</td>
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</tbody>
</table>

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Kansas Breakfast Trends

Average Daily Breakfast Participation

<table>
<thead>
<tr>
<th>Year</th>
<th>Participation</th>
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</thead>
<tbody>
<tr>
<td>2013</td>
<td>111,453</td>
</tr>
<tr>
<td>2014</td>
<td>113,862</td>
</tr>
<tr>
<td>2015</td>
<td>115,827</td>
</tr>
<tr>
<td>2016</td>
<td>119,169</td>
</tr>
<tr>
<td>2017</td>
<td>120,177</td>
</tr>
</tbody>
</table>
# Breakfast Gap by County

<table>
<thead>
<tr>
<th>County Name</th>
<th>Total # Schools</th>
<th>F/R Breakfast as % of F/R Lunch</th>
<th>Additional Kids to Reach 70% Bkfst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sedgwick</td>
<td>181</td>
<td>42%</td>
<td>10,532</td>
</tr>
<tr>
<td>Johnson</td>
<td>180</td>
<td>43%</td>
<td>4,665</td>
</tr>
<tr>
<td>Shawnee</td>
<td>69</td>
<td>56%</td>
<td>1,669</td>
</tr>
<tr>
<td>Ford</td>
<td>17</td>
<td>38%</td>
<td>1,631</td>
</tr>
<tr>
<td>Saline</td>
<td>21</td>
<td>36%</td>
<td>1,375</td>
</tr>
<tr>
<td>Douglas</td>
<td>33</td>
<td>43%</td>
<td>1,031</td>
</tr>
<tr>
<td>Finney</td>
<td>24</td>
<td>47%</td>
<td>1,022</td>
</tr>
<tr>
<td>Reno</td>
<td>35</td>
<td>49%</td>
<td>873</td>
</tr>
<tr>
<td>Butler</td>
<td>44</td>
<td>46%</td>
<td>812</td>
</tr>
<tr>
<td>Leavenworth</td>
<td>29</td>
<td>46%</td>
<td>800</td>
</tr>
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</table>
## Breakfast Gap by District

<table>
<thead>
<tr>
<th>District Name</th>
<th>Total # Schools</th>
<th>F/R Breakfast as % of F/R Lunch</th>
<th>Additional Kids to Reach 70% Bkfst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wichita</td>
<td>86</td>
<td>44%</td>
<td>6,892</td>
</tr>
<tr>
<td>Shawnee Mission</td>
<td>47</td>
<td>37%</td>
<td>2,310</td>
</tr>
<tr>
<td>Dodge City</td>
<td>14</td>
<td>38%</td>
<td>1,523</td>
</tr>
<tr>
<td>Salina</td>
<td>14</td>
<td>37%</td>
<td>1,172</td>
</tr>
<tr>
<td>Derby</td>
<td>13</td>
<td>33%</td>
<td>939</td>
</tr>
<tr>
<td>Garden City</td>
<td>17</td>
<td>48%</td>
<td>886</td>
</tr>
<tr>
<td>Lawrence</td>
<td>21</td>
<td>42%</td>
<td>865</td>
</tr>
<tr>
<td>Liberal</td>
<td>10</td>
<td>46%</td>
<td>785</td>
</tr>
<tr>
<td>Olathe</td>
<td>51</td>
<td>57%</td>
<td>776</td>
</tr>
<tr>
<td>Haysville</td>
<td>10</td>
<td>40%</td>
<td>758</td>
</tr>
</tbody>
</table>
Target Breakfast Visits

SCHOOL BREAKFAST BOOTS STUDENTS’ HEALTH AND ACADEMIC OUTCOMES

- The academic and health benefits of school breakfast are undeniable.
- Low income students in particular benefit from participating in school meal programs. Participation in school breakfast has been linked with...
  - better test performance
  - fewer cases of food insecurity
  - fewer disciplinary problems
  - fewer visits to the school nurse
  - improved dietary quality
  - lower probability of obesity or being overweight or obese

SCHOOL BREAKFAST PAYS

Feeding kids, bringing in more revenue. If Wichita schools served 70 low income children with school breakfast for every 100 selling school lunch, an additional 854 students would start the day with a healthy breakfast. Wichita could gain an additional $14,892 in federal reimbursement daily.

INNOVATIVE BREAKFAST DELIVERY MODELS

Implementing innovative breakfast delivery models moves breakfast out of the cafeteria, making it more accessible and a part of the regular school day. It has proven to be the most successful strategy for increasing school breakfast participation. These alternative service models overcome barriers to both poor attendance and stigma that get in the way of children participating in school breakfast.

Innovative breakfast models include:

- GRAB AND GO
  - Children can quickly grab two components of their breakfast from carts or coolers in the cafeteria to eat in their classroom or in common area.

- BREAKFAST IN THE CLASSROOM
  - Meals are delivered to and eaten in the classroom at the start of the school day.

- SECOND CHANCE BREAKFAST
  - Students are offered a breakfast break in the morning during passing periods. Many middle and high school students are not hungry first thing in the morning. Serving these students breakfast during the passing period allows them ample time to arrive for classes on time, while still providing the opportunity to get a nutritious start to the day.

For more, visit www.kansasappetites.org/breakfast
Identifying Breakfast Champions
Wellness Workshops

- 4 regional locations
  - Administrators
  - Teachers
  - Food Service Directors
  - Wellness Committee Members

- Best Practices Panel - Innovative Breakfast Delivery Models
- Kansas School Wellness Policy Model Guidelines
Team Up for School Breakfast

- Presentations
  - Innovative Breakfast Delivery Models
  - Increasing participation in the School Breakfast Program
- Goal Setting
- Resource Sharing
Sunflower Spotlight

USD 259 Wichita Public Schools
• Started innovative breakfast delivery models in 18 schools
• Increased breakfast participation by over 1,300 students per day
• Continuing to expand and offer innovative breakfast delivery models in additional schools next school year
Sunflower Spotlight

USD 457 Garden City

• Horace Good Middle School
  • Grab and Go
  • Reaching 239 more students per day
  • 67% increase in participation

• Charles O Stone Intermediate School
  • 2nd chance breakfast
  • Reaching 156 more students per day
  • 44% increase in participation
Sunflower Spotlight

USD 480 Liberal

- Seymour Roger Middle School
  - 2nd chance breakfast
  - Reaching 226 more students per day
  - 72% increase in participation

- Eisenhower Middle School
  - 2nd chance breakfast
  - Reaching 171 more students per day
  - 57% increase in participation

- Starting BIC at all 5 elementary schools next school year
Sunflower Spotlight

USD 113 Prairie Hills

• Started 2nd Chance Breakfast in February 2019
  • Axtell School (77 enrolled)
    • Increase in ADP from 16 to 27
  • Sabetha High School (246 enrolled)
    • Increase in ADP from 23 to 46
  • Sabetha Middle School (178 enrolled)
    • Increase in ADP from 21 to 61
Sunflower Spotlight

USD 345 Seaman

• Seaman Middle School
  • Implemented 2nd chance breakfast February 2018
  • Increased breakfast participation by over 120 students per day

• Seaman High School
  • Added additional locations for 2nd chance breakfast
Sunflower Spotlight

USD 501 Topeka
• 12 schools offer innovative breakfast delivery models
• Breakfast in the Classroom
• Breakfast in the Pod
• Breakfast After the Bell

Ross Elementary started BIC in August – serving an additional 180 students per day! A 46% increase in participation!!
## Breakfast Leadership Success

<table>
<thead>
<tr>
<th>Month</th>
<th>Breakfast Change</th>
<th>SY 17-18</th>
<th>SY 18-19</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total Breakfasts Served/Total # Days Breakfast was Served</td>
<td>Total Breakfasts Served/Total # Days Breakfast was Served</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>+180,406</td>
<td>79.37</td>
<td>81.81</td>
</tr>
<tr>
<td>September</td>
<td>-45,407</td>
<td>88.67</td>
<td>89.67</td>
</tr>
<tr>
<td>October</td>
<td>+187,412</td>
<td>87.89</td>
<td>89.65</td>
</tr>
<tr>
<td>November</td>
<td>-4</td>
<td>88.73</td>
<td>90.78</td>
</tr>
<tr>
<td>December</td>
<td>+105,320</td>
<td>84.15</td>
<td>87.07</td>
</tr>
<tr>
<td>January</td>
<td>+139,198</td>
<td>81.26</td>
<td>85.22</td>
</tr>
<tr>
<td>February</td>
<td>-8,346</td>
<td>83.09</td>
<td>86.32</td>
</tr>
<tr>
<td>Total Change</td>
<td>+558,579</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Implementation

Assemble Breakfast Team, Plan Implementation, Troubleshoot
Assemble a Breakfast Team

Assemble a team of stakeholders in the school and/or district

- **Stakeholders:** Teachers, Principals, School Nutrition Staff, Wellness Coordinators, Custodians, Students

- **Goals:**
  - Importance of expanding access to school breakfast
  - Visit other school sites with BAB as example
  - Address concerns
  - Gain Buy-In
  - Plan Breakfast After the Bell Implementation
  - Make adjustments after initial launch
Implementation Timeline

• School Breakfast Team
  • Project Manager, Technical Expert(s)

• Things to consider
  • Facilities, Equipment & Food
    • BAB Model
    • Grants vs Food Service Budget
    • Equipment Procurement
  • Menu Planning
  • School Lay Out
  • Marketing
  • Launch Date (Dry Run/Dress Rehearsal)
Equipment Needs

• School Nutrition Equipment
  • Carts/Kiosks
  • Coolers

• Classroom/Hallway Equipment
  • Trash cans
  • Heavy duty trash bags
  • Wet wipes for clean up
Parent Outreach

Notify parents in multiple ways about the changes to the breakfast program:
• Before the launch date!
• Send home flyers with students
• Put on school website
• Advertise in paper or local radio station
• Include details affecting them:
  • Start date of change
  • Time of new breakfast program
  • Description of breakfast model
  • Menu examples
  • Universal Breakfast?
School or District Stakeholder On-Boarding

Provide robust on-boarding to all school/district stakeholders:

• Nutrition Service Staff, Students, School Stakeholders
  • Why the change is happening
  • How it will affect their morning routines & assigned hours
  • Universal Breakfast?
  • Dry run/Dress Rehearsal
Resources to Help

• Share Our Strength Best Practices Center

• Implementation Tips and Resources

• School Breakfast Promotion Strategies

• Recorded Webinars:
  • School Breakfast Promotion Strategies
  • Financial Benefits of Breakfast After the Bell
  • Keeping Classrooms Clean – Breakfast After the Bell Logistics
  • Gaining Teacher and Principal Buy-In
S.M.A.R.T. Goal

S • Specific – State exactly what you want to accomplish.

M • Measurable – How will you evaluate if the goal has been met?

A • Achievable – Is it something you can actually accomplish?

R • Relevant – How does it align to your objectives? resources?

T • Time-bound – What timeframe would create a sense of urgency?
S.M.A.R.T. Goal Example

By December 2019, increase breakfast participation by 100 students per day by starting a breakfast in the classroom program at ABC elementary school at the start of the school year.

• **Specific:** Start breakfast in the classroom program at ABC elementary.

• **Measurable:** Increase participation by 100 students per day

• **Achievable:** Yes

• **Relevant:** Yes

• **Time-Bound:** By December 2019
Goal Setting Activity
Final Tips

• Start Small – Tweak for individual site success and sustainability
• Utilize case studies
• Build a team
• Make it Easy – Make it Automatic – Make it FUN!
• Keep Kids at the Center – Solve Adult Issues
Questions?
Resources

Evaluate This Session

Use the ANC App to evaluate the education sessions you attend and you will automatically be entered to win a FREE registration to ANC 2020 in Nashville.*

One entry per person. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.
Thank You!