



**NEVADA COUNCIL
ON FOOD SECURITY -
SCHOOL BREAKFAST
BEST PRACTICES**

September 30th, 2014

What We Know

- Every child should start the school day with a healthy breakfast.
- The School Breakfast Program plays a crucial role in making sure kids get the food they need to focus and excel in the classroom and beyond.
- Barriers, including stigma and transportation logistics, cause school breakfast participation rates to be low.

How do we break through the barriers and increase participation in school breakfast?



Strategies to Increase Participation

- 1) Make breakfast a part of the school day, through innovative delivery models like Breakfast in the Classroom or Grab n' Go.
- 2) Offer breakfast free to all kids.



How have states succeeded in getting schools to adopt these innovative delivery models or serve breakfast free to all students?

Successful Tactics & Best Practices

1) School Breakfast Challenge



A school breakfast challenge is a contest to expand school breakfast by offering prizes and recognition for schools or districts with the greatest increase in school breakfast participation. School breakfast challenges are public-private initiatives often championed by a public figure - like a governor, first lady, or superintendent – and, supported by a local non-profit which provides technical assistance and resources.

ILLINOIS

12 schools won cash awards in the school breakfast challenge, with participation increases ranging from 70% to 650%. The majority of winners saw participation increases of over 200%.

NORTH CAROLINA

Recruited over 900 schools - including all of the schools in 27 districts - to participate in the breakfast challenge. Some schools saw up to 65% increase in school breakfast participation.

2) Developing a Target List

Many states have found success in conducting targeted outreach to high-need schools and districts to help them rethink how they're serving breakfast and implementing models that are proven to increase participation.



ARKANSAS

71 targeted schools changed how breakfast is served in 2013

CONNECTICUT

12 schools targeted by grant funding started school breakfast programs

3) Community Eligibility Provision (CEP)



Community eligibility provision (CEP) is a new, innovative program that makes it easier for high-need schools to serve free breakfast and lunch to all students by removing the need for schools to collect paper applications (which also reduces administrative costs). Federal meal reimbursements are based on a school's direct certification rate, which is multiplied by 1.6 to determine the reimbursement level.

MONTANA

Governor and First Lady Bullock championed the adoption of CEP through direct letters to all eligible schools and public Op-Eds. At the end of June, 81 out of a total of 115 CEP-eligible schools in Montana had opted into the provision.

4) Funding for Start-Up/Expansion Costs

While many schools and school districts across the country have been adopting innovative breakfast delivery models without additional funding, some districts may choose to pursue grant funding to help cover initial start-up costs, such as the purchasing of new kitchen equipment.



ARKANSAS

Governor Beebe signed legislation that allocates \$500,000 in state funding to support schools serving universal breakfast as part of the school day

MARYLAND

Maryland Legislature approved the state budget for fiscal year 2015 which included a proposal \$1.7 million to support schools serving Breakfast in the Classroom

5) Technical Assistance



Many schools and school districts require one-on-one support and assistance when switching to a new breakfast program. Through private-public partnerships, state-based groups are able to offer technical assistance to schools that may have questions about paperwork, how to best structure their program, financial implications, etc.

ILLINOIS

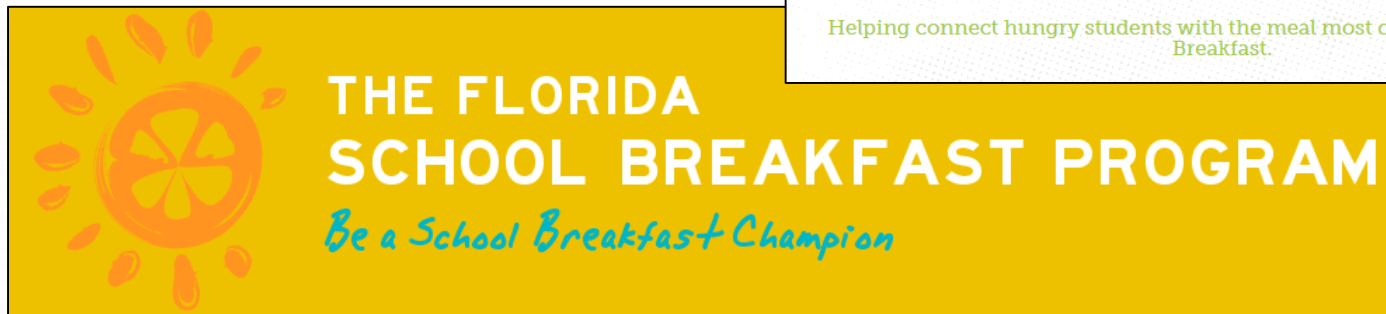
A group of outreach staff from various partner organizations across the state provide technical assistance to target schools on innovative breakfast models

LOS ANGELES

California Food Policy Advocates works with school districts and other local partners to host trainings for food services staff and teachers on breakfast in the classroom

6) Media Campaign

A successful media campaign can help raise awareness among the general public and key influencers about the importance of breakfast, low participation in school breakfast programs, and strategies to increasing participation.



ILLINOIS

FLORIDA

Launched Rise & Shine Illinois, a campaign to connect local advocates with schools in order to encourage adoption of school breakfast programs

Statewide media campaign, with an informational website, on rethinking how school breakfast is served

7) Memos or Executive Orders

OFFICE OF THE GOVERNOR
STATE OF MONTANA

STEVE BULLOCK
GOVERNOR




ANGELA McLEAN
LT. GOVERNOR

FOR IMMEDIATE RELEASE June 16, 2014


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**Governor, First Lady, Superintendent Encourage Montana Schools to Take Advantage of
Childhood Hunger Resources**

Governors and state agencies have used their bully pulpit to encourage the adoption of innovative breakfast models, clarify policy, and mitigate concerns around implementing an innovative breakfast model.



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING



MICHAEL P. FLANAGAN
SUPERINTENDENT OF
PUBLIC INSTRUCTION

JENNIFER M. GRANHOLM
GOVERNOR

DATE: March 7, 2008

TO: Local and Intermediate School District Superintendents, Public School Academy Directors, and Nonpublic School Administrators

FROM: Carol Wolenberg, Deputy Superintendent

SUBJECT: **Counting Breakfast Time as Instructional Time**

8) School Breakfast Summits



Many states work to raise awareness about the importance of school breakfast and leverage the collective assets of various stakeholders by holding breakfast summits. Breakfast summits bring together nonprofits, school officials, state agency personnel, and other advocates to discuss strategies to increase school breakfast participation across a state or region.

CONNECTICUT

Connecticut hosted the 2nd statewide School Breakfast Summit and partnered with the Healthier US School Challenge to attract a variety of school personnel, agency administrators, and advocates

MICHIGAN

Through a strategic partnership between local organizations, Michigan hosted a School Breakfast Summit to highlight the importance of school breakfast and innovative serving models

Questions?

Next Steps: School Breakfast Survey