



Indiana School Breakfast Toolkit



INDIANA



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HOW TO USE THIS TOOLKIT

This toolkit is an introduction to the importance of school breakfast and the **specific tools and models** that leaders in schools across the county have used to broaden the reach of school breakfast.

This toolkit is filled with **data and stories** about school breakfast in Indiana along **with tailored tools and resources** to help you take your breakfast program to the next level.

You'll also learn about the work that is happening across Indiana to ensure even more Hoosier kids start the day with the food they need to thrive.

To learn more and get involved, visit our website at **state.nokidhungry.org/indiana/breakfast** .

[Click here to learn more](https://state.nokidhungry.org/indiana/breakfast)

School Breakfast Changes Lives

Millions of kids in America don't get enough food at

home. 1 out of 7 kids struggle with hunger. There are hungry kids in every kind of community, from big cities to rural towns to wealthy suburbs.

Hungry children cannot learn.

Childhood hunger negatively affects health, academic achievement and future economic prosperity. Students who eat school breakfast have been shown to miss less school, get better grades and are more likely to graduate high school. The Social Impact Analysis conducted by No Kid Hungry and Deloitte connects outcomes from the School Breakfast Program with long-term benefits.

School breakfast is a balanced breakfast.

Kids who eat school breakfast are more likely to have a better overall diet, eating more fruits, dairy and a variety of foods. Any food items served at breakfast must meet strict dietary guidelines created by the USDA. Menu items rotate to provide variety, but a school breakfast always includes milk, fruit and whole grains.

Alternative breakfast service models reach more students than traditional cafeteria breakfast.

Fewer than half of the kids who get a free or reduced-price school lunch, on average, get a free or reduced-price breakfast. Multiple barriers prevent students from getting traditional cafeteria breakfast (before the bell), including buses arriving late at school; stigma that school breakfast is for “poor” kids; students preferring to socialize instead of eat; and the cafeteria not being conveniently located for students. Making breakfast a part of the school day addresses all of those barriers and enables more kids to start the day with a healthy meal.

School Breakfast & Academic Performance

A [Deloitte study](#) found that school breakfast contributes to improvements in attendance and test scores, which are influential on graduation rates and future economic prospects



Serving breakfast after the bell can also [reduce chronic absenteeism](#) by an average of 6 points.



SCHOOL BREAKFAST IN INDIANA

Learn more about what school breakfast participation looks like across Indiana.



Childhood Hunger in Indiana

An estimated **273,380¹** children in Indiana live in household that struggle to put enough food on the table.

Hunger is more than just a hungry belly. Kids without consistent access to nutrition have a harder time focusing in school. They are more likely to exhibit behavioral problems and visit the school nurse more often due to stomach aches and headaches.

Additionally, kids who struggle with hunger are more susceptible to obesity or being overweight and are sick more often.

This is problem with a solution. Programs like school breakfast are designed to close the gap between kids who have enough to eat and those who do not. These programs are only successful, however, when they actually reach the kids who need them.

By the Numbers

- **273,380¹** children in Indiana struggle with hunger
- **17.4%¹** of children in Indiana who struggle with hunger
- **50.9%²** of kids getting a free/reduced - price lunch who are also getting school breakfast
- Indiana ranks **41st²** in the nation among percentages of kids getting a free/reduced price lunch also getting school breakfast

*Data Sources: 1. Feeding America, Map the Meal Gap study, Indiana
2. USDA National Data Bank, Indiana Department of Education Data for Public Sponsors*

SCHOOL BREAKFAST IN INDIANA

DID YOU KNOW?

In Indiana, school breakfast reaches:



51%

of students who
may need it.

196,208

Students are missing out
on school breakfast.

Reaching just 70% would bring **\$27 million** in additional federal reimbursements to Indiana schools.



Indiana's
School
Breakfast
Program
Participation
National Rank

41st



INDIANA SCHOOL BREAKFAST TASK FORCE

Learn about the work happening across Indiana to support school breakfast, including how we can support your school and how you can get involved.

INDIANA SCHOOL BREAKFAST TASK FORCE

The Indiana School Breakfast Task Force strives to connect kids to school breakfast across Indiana by educating and engaging key stakeholders, and developing and sharing resources, training and best practices.

MEMBERS

- [Action for Healthy Kids](#)
- [American Dairy Association of Indiana](#)
- [Ascension St. Vincent](#)
- [Community Health Network](#)
- [Feeding Indiana's Hungry](#)
- [FRAC \(Food Research & Action Center\)](#)
- [Indiana School Nutrition Association](#)
- [Indiana Department of Education](#)
- [IU Health](#)
- [No Kid Hungry](#)
- [Parkview Health](#)
- [Purdue Extension Nutrition Education Program](#)

REGIONAL BREAKFAST TASK FORCES

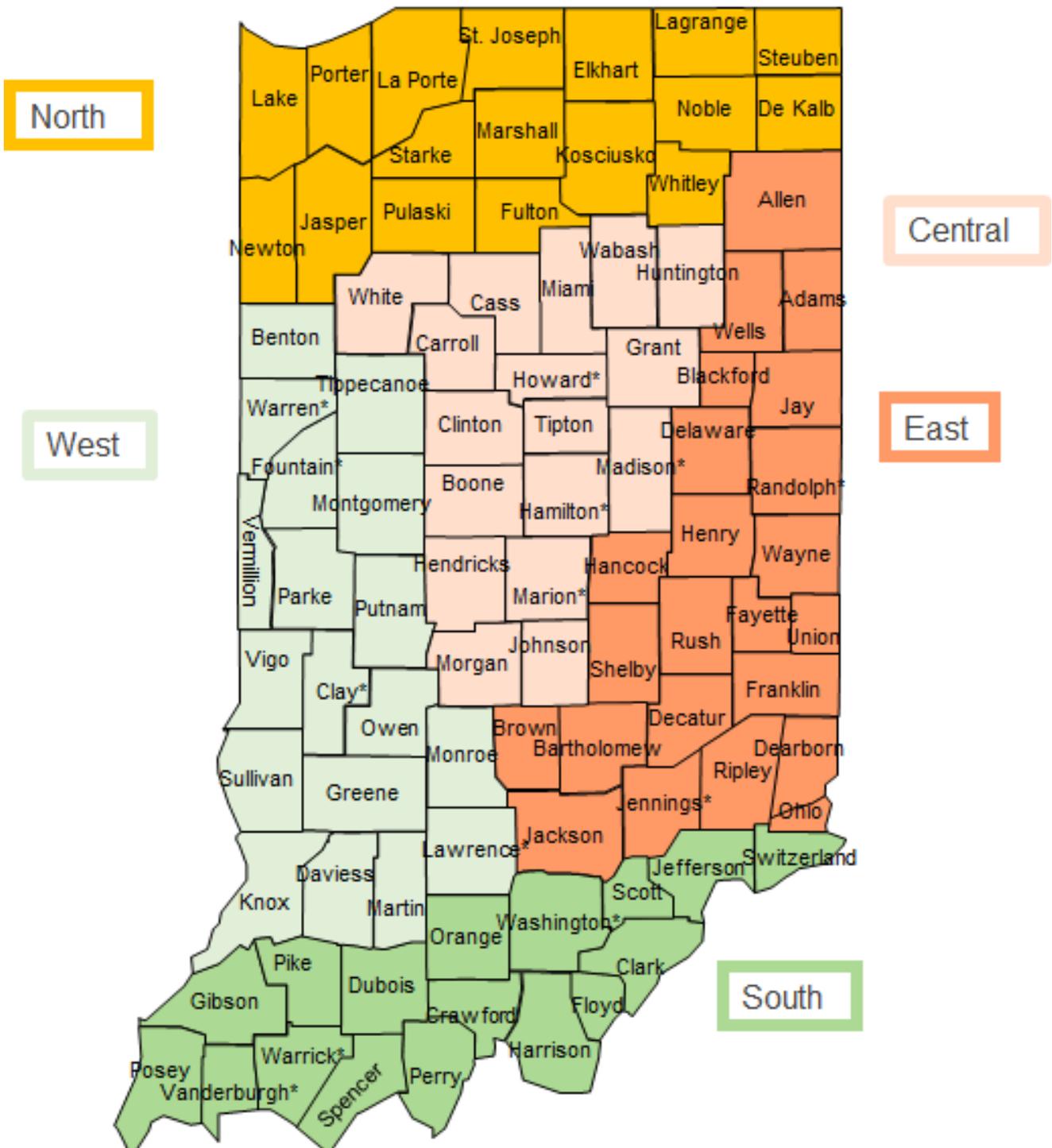
Are you interested in supporting school breakfast expansion work in your school, district or community?
Join your **Regional Breakfast Task Force**.

Regional Breakfast Task Forces are composed of on the ground partners and breakfast champions who work collaboratively to support schools interested in ensuring all kids start the day with the fuel they need to learn and grow through...

- Identifying and sharing resources, including funding
- Peer to peer learning
- Collaborative planning

FIND YOUR REGION

E-mail Tarrah Westercamp at twestercamp@strength.org to learn more and get involved in your **Regional Breakfast Task Force**.



LEARN MORE & GET INVOLVED



Contact us.

E-mail Tarrah Westercamp at twestercamp@strength.org to learn what resources are available to support your school, including current funding opportunities.



Visit our website.

Visit state.nokidhungry.org/indiana/breakfast to learn more about our work.



Sign up for updates.

[Sign up](#) to receive updates on the latest Breakfast Task Force work, including additional funding opportunities and resources.



Apply for a grant.

Indiana School Breakfast Task Force partners are offering grants to support increasing school breakfast participation across the state. Access available grants at state.nokidhungry.org/Indiana/grants.

FUNDING OPPORTUNITIES

Looking to change up your breakfast routine?

Check out the following grant options below for funding to increase participation and get more Hoosier kids starting their day right.

No Kid Hungry

Schools can apply for up to **\$5,000** to fund an exciting alternative breakfast model.

For more information, please visit [here](#) to apply and email **Tarrah Westercamp (twestercamp@strength.org)** with any questions.

Not sure what types of breakfast models there are? See [page 16](#).

FUNDING OPPORTUNITIES (cont.)

FRAC (Food Research Action Center)

Schools may apply if operating under the Universal Free option and wanting to try an alternative breakfast model.

For more information, please visit [here](#) to apply and email [Diane Girouard \(dgirouard@frac.org\)](mailto:dgirouard@frac.org) with any questions.

American Dairy Association of Indiana

Want to try coffee for breakfast? ADAI is providing funding for the equipment for schools excited about this option.

Looking for funding opportunities to improve the healthy eating and physical activity options in your school? Up to **\$4,000 per year** is available to qualifying K-12 schools enrolled in Fuel Up to Play 60 to kick start healthy changes.

For more information, please visit [here](#) to apply and email [Michelle Plummer \(plummer@winnersdrinkmilk.com\)](mailto:plummer@winnersdrinkmilk.com) with any questions.



ALTERNATIVE SERVICE MODELS

One of the most effective ways to significantly boost school breakfast participation is to make it part of the school day.

ALTERNATIVE SERVICE MODELS

What are alternative service models?

Alternative breakfast service models can eliminate many of the barriers keeping kids from eating school breakfast by changing when and where breakfast is served and eaten.

Why alternative service models?

Traditional school breakfast programs often have barriers that prohibit students from eating breakfast before school, such as:

- **Transportation:** The school bus doesn't arrive in time for kids to get breakfast in the cafeteria.
- **Busy mornings:** Regardless of their socioeconomic status, many families are rushed in the morning and don't always have time for breakfast at home.
- **Stigma:** There is often [stigma](#) associated with eating breakfast in the cafeteria before school starts; therefore, children avoid it, especially middle- and high-school students, for whom social status and the perceptions of their peers loom large.
- **Lack of resources:** For low-income families, there simply may not always be enough food at home for kids to have a healthy breakfast.

Indiana School Breakfast Participation by Model

Participation measured by average daily participation free and reduced price school breakfast / average daily participation free and reduced price lunch.

86%

Breakfast in the Classroom (BIC)¹: Breakfast is offered/served in the classroom and eaten in the classroom.

63%

Grab and Go¹: Breakfast is offered/served from one or more central locations and consumed in a non-specific location.

42%

Traditional Cafeteria Breakfast: Breakfast is offered/served and eaten in the cafeteria.

*Data Source: Indiana Department of Education Data for Public Sponsors
Data Time Period: September 2018 - May 2019*

** Projections based on average breakfast participation for alternative service models; Breakfast in the Classroom for primary schools and Grab N' Go to the Classroom for secondary schools.*



BREAKFAST IN THE CLASSROOM

What is Breakfast in the Classroom?

Offering Breakfast in the Classroom (BIC) is a great way to improve the school environment and ensure all children can receive a nutritious breakfast. BIC is an alternative breakfast model where breakfast is delivered to the classroom in insulated bags and students collect their meal on the way into the classroom. Breakfast is eaten during the first few minutes of class while teachers take attendance and begin the day's lesson. On average, schools reach **88%** breakfast participation with this model.

How Does it Work?

1. Child nutrition staff package nutritious breakfast items for each classroom in insulated food bags and deliver them to the classrooms.
2. As students enter the classroom, they pick up a breakfast and eat at their desks or a designated area in the classroom.
3. While students are eating breakfast, the teacher will take attendance or use the time as instructional time in a variety of ways.
4. When finished eating, students place their trash in a bag or rolling trash bin and wipe down their desk.
5. At the end of breakfast, the insulated food bags and trash are left outside of the classroom or brought to a central location for pickup by nutrition and/or custodial staff.

Breakfast in the Classroom Tips

Create a plan!

Creating a plan with school stakeholders in the school and/or district can help with implementing the program. The team may include teachers, principals, food service staff, wellness coordinators and custodians. Engaging stakeholders provides an opportunity to identify needs and solidify a morning routine based on the classroom setup.

Simplify clean up by...

- Placing large trash cans in the hallway for breakfast trash
- Providing classrooms with wipes for desks
- Separate trash bags for breakfast
- Identify student helpers to remove breakfast trash from the classroom.

Want to learn more?

Watch this [video on Breakfast in the Classroom](#)

Additional Resources:

- [Classroom Set Up and Clean Up](#)
- [Breakfast in the Classroom Rollout Timeline](#)



Grab & Go Breakfast

What is Grab N' Go?

With Grab & Go models, students pick up convenient pre-packaged breakfasts from mobile carts in high traffic areas, such as hallways, entryways or cafeterias. Students can eat in the classroom or elsewhere on school grounds before and after the bell has rung. On average, school that implement this model reach 59% breakfast participation

How Does it Work?

With Grab & Go models, students pick up convenient pre-packaged breakfasts from mobile carts in high traffic areas, such as hallways, entryways or cafeterias. Students can eat in the classroom or elsewhere on school grounds before and after the bell has rung. On average, school that implement this model reach **63%** breakfast participation

Want to Learn More?

Watch this [video on Grab N' Go Breakfast.](#)

Grab & Go Tips

Allow students to grab and go to the classroom.

No Kid Hungry pilot schools that allowed students to take their breakfast to the classroom saw participation rates averaging 65%, compared to 44% in schools offering Grab and Go that could not be consumed in class.

Location matters.

Grab and Go carts or kiosks should be placed in well- trafficked, accessible areas of the school. There is no single place to station Grab and Go breakfasts, and it will vary across schools. The key is to allow enough flexibility to move the location if needed.

Serve breakfast after the bell.

It is important that students are able to consume breakfast after the official start of the school day, in their classrooms and other convenient locations. Schools that allow breakfasts to be eaten in 1st period, or as “Second Chance Breakfast” between 1st and 2nd periods experience substantially higher participation rates than schools that serve Grab and Go only before the bell.

Additional Resources:

- [Tips for Implementing a Successful Grab N’ Go Program](#)
- [Grab and Go Rollout Timeline](#)

Second Chance Breakfast

What is Second Chance Breakfast?

Students eat breakfast during a break in the morning, often between first and second period or midway between breakfast and lunch. Schools can serve breakfast using a Grab and Go model, or they can open the cafeteria to serve breakfast during the break.

Second Chance Breakfast can be effective for middle or high school students who may not be hungry first thing in the morning or prefer to socialize with friends. Schools reach **58%** breakfast participation on average with this model.

Additional Resources:

- [Second Chance Breakfast 101](#)
- [Equipment Tips](#)





UNIVERSAL BREAKFAST

Universal breakfast removes financial barriers students may face, increases participation and eliminates stigma lower-income students often face when they eat breakfast at school.

UNIVERSAL BREAKFAST

What is Universal Breakfast?

Universal breakfast is when breakfast is served to all students at no cost. Schools continue to claim federal reimbursements in the correct category for any student participating in the breakfast program.

Why Universal Breakfast?

The most common benefits of offering universal free meals are:

- Reduced or eliminated stigma as the financial barrier of paying for school meals is eliminated
- Less paperwork for school nutrition staff
- More streamlined meal service operations
- Less unpaid meal debt



Universal Breakfast

What options exist to help me offer breakfast to all students at no cost?

Community Eligibility Provision (CEP)

Community eligibility is the newest federal option for serving free meals to all students and reimbursements are based on the percentage of students directly certified for free school meals. Schools using community eligibility must serve breakfast and lunch free of charge to all students and no longer collect school meal applications.

Provision 2

This longstanding federal option is designed to reduce paperwork and simplify the logistics of operating school meals programs. Schools can use Provision 2 to serve free meals for breakfast, lunch, or both, and collect applications once every four years at most. Provision 2 schools serve meals at no charge and use the significant administrative savings to offset the cost of providing free meals to all students.

Nonpricing

No fees are collected from students, while schools continue to receive federal reimbursements for the meals served under the three-tiered (free, reduced price, and paid) system. Schools must continue to collect school meal applications each year and count and claim meals as free, reduced-price, or paid.

Additional Resources:

- [Providing Universal Free Meals](#)
- [Facts: Offering Free Breakfast to All Students](#)
- [Strategies for Finding Success with CEP](#)



PROMOTING YOUR PROGRAM

Marketing is an essential component to increasing school breakfast participation. Getting the word out about school breakfast helps ensure more kids start the day with the fuel they need to learn, grow & thrive.

BREAKFAST PROMOTION IDEAS

Contests & Challenges

Offer contests and challenges to get students excited about breakfast. This strategy is good for short-term participation boosts and is best paired with other strategies. Offering different prizes for primary and secondary schools can make contests and challenges appealing to students of all ages.

No budget for prizes? No problem; consider incentives that already exist in your school like bucks to the school store or a “no homework” pass or work with local businesses.

Contest Ideas:

- **Lucky Tray Day** or **Golden Ticket Day** – Place a sticker or special mark under certain trays or a golden ticket in Grab N’ Go bags. Students who have a lucky tray or golden ticket win a prize.
- **Raffle** – Students receive a raffle ticket each day they eat breakfast. The more they eat, the more chances they have to win.
- **Breakfast Club Cards** – Students receive a breakfast club card and collect a sticker each day they eat breakfast. When the card is complete, students win a prize or are entered into a raffle for a prize.

BREAKFAST PROMOTION IDEAS

Posters, Flyers & Newsletters

Think about how your school is already communicating with students, parents/families and staff and look for opportunities to promote breakfast through those channels like monthly newsletters, back to school packets, local newspapers, robocalls and flyers.

Additional Resources:

- [Customizable Powered by Breakfast Posters](#)
- [Newsletter Inserts](#)
- [How Does School Breakfast Help Families? Flyer](#)

Daily Announcements

It's difficult for students to get excited about breakfast if they don't know what's on the menu. Think about the resources available at your school to make announcements to students like a PA system or closed circuit TV. Announce the menu for the next day before students leave school so they arrive excited to eat breakfast.

BREAKFAST PROMOTION IDEAS

Nudges

Nudges are subtle acts of positive reinforcement that aim to influence a student's behavior. Nudges can take on many forms, but a common approach is to have school staff ask students in the morning, "Have you had breakfast today?"

This simple technique has been shown to effectively increase breakfast participation. Our [breakfast nudges guide](#) provides helpful tips about how to increase participation by using positive reinforcement and indirect suggestions.

Key Take Aways:

- Nudges are a technique schools can add to their morning routine to increase participation.
- Any school staff can participate in nudges. High schools can even have student leaders participate.

BREAKFAST PROMOTION IDEAS

Social Media & Websites

If your school or district has active social media accounts like Facebook, Twitter and/or Instagram, embrace these channels as a no cost strategy to promote your breakfast program. You can work with your school or district's account, or even create your own separate account focused just on school food.

Wondering what to share on social media? Post photos, announce your menu, introduce new items, promote special events and more. You can also use these School Breakfast Builds Better Students images No Kid Hungry made for [Facebook](#), [Twitter](#) and [Instagram](#).



Similarly, the school or district website is another great channel for promoting your program. Look to weave content about breakfast throughout the school or district website vs. only on the school meals page

BREAKFAST PROMOTION IDEAS

Taste Tests

Taste tests are an effective and engaging tool for involving students in menu planning and generating interest in the breakfast program. If you're looking to add variety to your breakfast menu, host a taste test to get student feedback. Provide students with 2-3 options and ask them to vote for their favorite; then add the winning item to the menu.

Taste tests are also a great way to engage parents and families. Consider offering a taste test during back to school night or parent-teacher conferences. Action for Healthy Kids has great [tips for hosting a successful taste test](#) to help you get started.

Guest Servers or Special Guests

Think about the “celebrities” in your school or community. Who would students be excited to see help serve breakfast or join them at their breakfast table? Ask school administrators, athletes or veterans to be guest servers or special guests. This strategy is the most common during special events like National School Breakfast Week, but can be incorporated throughout the school year.

Breakfast Promotion Calendar

Consider using these opportunities to highlight the importance of school breakfast!

Set a goal to plan at least 3 breakfast engagements per year.

- [Heart Month](#) - February
- [National Nutrition Month](#) - March
- [National School Breakfast Week](#) - 1st week of March
- National Cereal Day - March 7th
- National Egg Month - May
- [National Dairy Month](#) - June
- National Smoothie Day - June 21
- Back to School - August
- National Watermelon Day- August 3
- National Waffle Day - August 24
- National Coffee Day - September 29
- [Farm to School Month](#) - October
- Thanksgiving- November
- Holidays - December

Additional Marketing Resources:

- [Breakfast Nudges Guide](#)
- [Customizable Powered by Breakfast Posters](#)
- [Newsletter Inserts](#)
- [USDA Breakfast Marketing Ideas](#)
- [USDA Games, Lesson Plans & Printables](#)



RESOURCES FOR SCHOOL LEADERS

Check out these tailored resources for Administrators, Teachers, and School Nutrition Staff to help you explore how you can champion school breakfast.



Resources for Administrators

- You and Breakfast After the Bell
- Breakfast After the Bell Educational Materials
- Implementation Tools
- Student Participation and Tips
- How to Get the Word Out to Community & Staff
- Hear from Other Principals

Administrators: You and Breakfast After the Bell

Administrators are vital to ensuring students get what they need to succeed.

Many students struggle with academics because they don't get their basic needs met, such as enough food to eat, no matter what economic background they come from. In schools where breakfast is offered in the cafeteria before the school day begins, students often face barriers to eating school breakfast including parents and busses dropping students off too late, students not knowing about school breakfast, students choosing to socialize with friends, or stigma around school breakfast.

This is where principals and superintendents can shine! Breakfast After the Bell (BAB) is a breakfast serving model that meets the needs of the students by providing a basic level of support that every person needs: food. [Breakfast After the Bell models](#) like Grab and Go to the Classroom, Breakfast In the Classroom, and Second Chance Breakfast, provide more kids with the healthy food they need to learn and thrive. As a result, students demonstrate improved academic outcomes and attendance, and decreased school nurse visits and behavioral disruptions. [[Deloitte & No Kid Hungry, 2015](#)] By supporting BAB, you are directly supporting the health and well-being of all students, you are advocating for teachers and school nurses, as hunger contributes to loss of instructional time and more nurse visits, and you are aiding parents, because mornings at home can feel rushed and time for breakfast can easily get pushed aside.

The National School Breakfast Program (SBP) is a federal school nutrition program, just like school lunch. Schools that participate in SBP must adhere to nutrition guidelines supported by science and provided by USDA. Even though food items offered to students at school sometimes look the same as breakfast foods found in grocery stores, convenience stores or fast food restaurants, school breakfast items often include whole grains and less sugar, sodium, fat, and calories. School breakfast is made affordable for all students through subsidies and reimbursements provided by the federal government. School breakfast expenses are not part of the school system's education budget. Learn more about how school meals reach kids and the finances involved with [How School Meals Reach Kids](#).

This toolkit is here to provide you with everything you need to get a successful Breakfast After the Bell program up and running.

Key Points: Administrators

- **Breakfast After the Bell can help meet your academic goals.** School officials report that they see better attendance, less tardiness and fewer behavioral problems when all kids eat breakfast. This means better test scores and higher graduation rates. Breakfast After the Bell gives kids the fuel they need to learn and grow. Learn more about the specifics of how breakfast affects student outcome.
- **Breakfast After the Bell can increase participation and revenue.** The more students that participate in the school breakfast program, the more federal reimbursement schools receive. Breakfast After the Bell has been shown to increase student participation in the school breakfast program. Feed more kids, bring in more money. These additional funds can be used to offset other school nutrition program costs.
- **Providing kids with breakfast improves test scores, reduces behavioral issues, and creates calmer classrooms.** When kids eat breakfast they perform better on tests, exhibit fewer behavior problems, and visit the school nurse less often. Breakfast After the Bell gives more kids a chance to reap the benefits of breakfast and start the school day ready to learn.
- **Choose the Breakfast After the Bell model that best fits your school's needs.** The most effective models to increase breakfast participation are Breakfast in the Classroom, Grab N' Go to the Classroom, and Second Chance Breakfast. Many schools operate a hybrid model that combines certain elements of these models.

“Children should never have to worry about when their next meal is coming. Lifting this weight off their shoulders with our breakfast program is just one more step to knocking down some of the barriers that can hold students back.”

Amy Yoos

Principal, Kenwood Elementary
School, Hammond, **IN**

Resources for Administrators

Breakfast After the Bell 101 Videos: Geared towards teachers and principals, these short videos outline how Breakfast After the Bell benefits students and classrooms, and how Breakfast After the Bell can be a seamless part of the instructional day in four easy steps

School Breakfast – Healthier Than You Think: School breakfast often gets a bad rap for being unhealthy, when in reality the food options served at breakfast must adhere to strict nutritional guidelines and are often much healthier than store-bought breakfast.

Innovative Breakfast Delivery Options: Breakfast After the Bell models often incorporate elements of multiple models and can look different in each school; however, three models in particular are the most effective at increasing breakfast participation. Learn about each Breakfast After the Bell Model and choose which model best suits your school's needs.

Breakfast in the Classroom Myths: This easy-to-read document addresses common myths and about Breakfast in the Classroom and provides information to dispel concerns you or your staff may have.

Implementation Tools: This collection of tools includes a Pre-implementation Checklist, Breakfast After the Bell Rollout Timelines and a Breakfast in the Classroom Activity Guide. Each tool is unique, but they all complement each other nicely to create an extensive set of implementation tools that can guide multiple school stakeholders on how to create a successful Breakfast After the Bell launch.

How School Meals Reach Students: This resource traces the path of the funding that supports school breakfast and lunch from Congress to cafeteria. It also answers common questions that educators have about how the programs work.

Participation Tips And Student Surveys:

High breakfast participation is the result of many different aspects of the breakfast program running smoothly, from the logistics of the program, to gaining buy-in from the student body. These resources highlight how to increase breakfast participation.

Get the Word Out in your School and

Community: Using these communication materials like backpack flyers, posters, sample social media language, and more will help you build a network of champions in your school and community.



Hear from Principals



Classrooms as Communities: [Hear from New Orleans principals and teachers](#) who say that breakfast turned their classroom into a community, and brought them closer to their students.



Too Hungry to Care: [Hear from](#) Maryland Principal McElhaney about how he discovered hunger among his students through an 8th grader's test score.



Breakfast Success Story from Longfellow Elementary: [Watch](#) a Minnesota teacher, food service lead, principal and students share why giving every kid breakfast each morning matters.



Breakfast Brain: [Watch](#) Washington State Principal Hernandez and students talk about the importance of "Breakfast Brain."



Resources for School Nutrition Staff

- You and Breakfast After the Bell
- Implementation Resources
- Financial Management
- Participation Tips & Student Surveys
- Gaining Buy-in from stakeholders
- Grant Opportunities
- Get the Word Out
- Hear from School Nutrition Directors

School Nutrition Staff: You and Breakfast After the Bell

School Nutrition Staff play an essential role in the lives of students in their district.

Many students depend on school meals multiple times a day – including that first, critical meal. School nutrition staff greet students each day with healthy, delicious food. This food fills students' bellies and helps them focus on what is important - learning and having fun with their friends - not hunger. As a School Nutrition Director, you play a unique and important role in ensuring students can access this food without barriers or complications.

Many students do not participate in school breakfast because of factors beyond their control - such as bus schedules - or because of the stigma associated with eating in the cafeteria. Breakfast After the Bell (BAB) is a serving model that makes breakfast a part of the school day. By implementing a BAB program in your district, you are promoting a model that readily enables all students to participate in breakfast. You are supporting students eating together in their classrooms as a community. You are helping remove stigma from the breakfast program. You are supporting teachers and principals by ensuring that students get their basic needs met and are able to learn more effectively. Your backing of BAB is a win for students and schools.

The positive impacts of BAB do not end there. BAB models are the most effective way to boost breakfast participation. By implementing a BAB program in your district, you are ensuring increased revenue and a stronger nutrition department. Your backing of BAB is a win for the district.

This toolkit is here to provide you with everything you need to get a successful BAB program up and running in your district.

Key Points: School Nutrition Staff

- **Alternative breakfast service models reach more students than traditional cafeteria breakfast.** Fewer than half of the kids who get a free or reduced-price school lunch, on average, get a free or reduced-price breakfast.

Multiple barriers prevent students from getting traditional cafeteria breakfast (before the bell), including buses arriving late at school; stigma that school breakfast is for “poor” kids; students preferring to socialize instead of eat; and the cafeteria not being conveniently located for students.

Making breakfast a part of the school day addresses all of those barriers and enables more kids to start the day with a healthy meal.

- **Alternative breakfast service models can increase participation and revenue.** The more students that participate in the school breakfast program, the more federal reimbursement schools receive. Alternative breakfast service models have been shown to increase student participation in the school breakfast program.

Feed more kids, bring in more money. These additional funds can be used to offset other school nutrition program costs.

Resources for School Nutrition Staff

Choosing the Right Breakfast Model: Learn about the different Breakfast After the Bell models and determine which models suit your community best.

Pre-Implementation Checklist: Preparing for implementation can make the transition from traditional cafeteria breakfast to Breakfast After the Bell smoother and increase the chances of maintaining a successful breakfast program. Allowing for adaptations during early implementation can help improve your program along the way. This resource provides a detailed checklist that schools can use to help prepare for Breakfast After the Bell implementation.

Breakfast After the Bell Rollout Timelines: The Breakfast in the Classroom and Grab and Go to the Classroom Rollout Timelines outline action steps school stakeholders can take to help prepare for the launch of Breakfast After the Bell. The rollout timelines span both long-term action steps and short-term action steps -- starting at 8 weeks before implementation and counting down each week until launch.

Menu Planning: There are many things to consider when building a Breakfast After the Bell menu. Food must meet USDA guidelines and be appealing to kids. Food must also be easily transportable and easy to consume in the classroom. These sample menus and menu planning tools can help you build your menu and succeed in the kitchen as well as with kids.

Equipment Tips: Determining the equipment needs of your Breakfast After the Bell program can be a daunting process. Let this resource help guide you in choosing what equipment would be useful for whichever Breakfast After the Bell model you choose.

Financial Management: The financial impact of expanding school breakfast can be calculated so you have an idea how it will affect the budget. Here are multiple resources that schools can use to determine how expanding school breakfast will affect the revenue and overall operation of breakfast, and analyze variable costs versus fixed costs.

Participation Tips And Student Surveys: High breakfast participation is the result of many different aspects of the breakfast program running smoothly, from the logistics of the program, to gaining buy-in from the student body. These resources showcase tips and tactics schools can use to increase breakfast participation.



Resources for School Nutrition Staff

[Gaining Buy-in from District Stakeholders:](#) For Breakfast After the Bell to be successful, multiple district and school stakeholders need to be on board. Use these resources to engage stakeholders and gain buy-in.

[Grant Opportunity Information:](#) These grant opportunities can help schools purchase equipment and other classroom preparation items to start-up their Breakfast After the Bell program.

[Get the Word Out to Your Staff and Community:](#) Using these communication materials like banners, flyers, posters and more will help you build a network of champions in your school and community.

Hear from School Nutrition Directors

Breakfast Champions Are Here to Help

In this [brief video](#), you'll hear from School Nutrition Directors from Fairfax County, Virginia; El Monte City, California; Montgomery Country, Maryland; and Norfolk, Virginia who are committed to feeding kids and eager to share their tips to make breakfast during the school day a success.



Peoria Elementary School Erases the First Obstacle to Learning - Hunger: [Hear from](#) Peoria food services staff about their success with breakfast in the classroom.





Resources for Teachers

- You and Breakfast After the Bell
- Breakfast After the Bell Informational Resources
- Classroom Activity Guide
- Implementation Resources
- How to Get the Word Out
- Hear from Teachers

Teachers: You and Breakfast After the Bell

Educators know that students that are hungry for food cannot be hungry for knowledge.

Many students across the country miss a morning meal at school because of when and how it is served. In schools where breakfast is offered in the cafeteria before the school day begins, students often face barriers to eating school breakfast including barriers such as parents and busses dropping students off too late, students not knowing about school breakfast, students choosing to socialize with friends, or stigma around school breakfast.

There is a sustainable solution. Schools that incorporate breakfast into the school day with [Breakfast After the Bell models](#) like Grab and Go to the Classroom, Breakfast In the Classroom, and Second Chance Breakfast, are able to provide more kids with the healthy food they need to learn. As a result, students demonstrate improved academic outcomes and attendance, and decreased school nurse visits and behavioral disruptions. [[Deloitte & No Kid Hungry, 2015](#)] When all students have the opportunity to access a nutritious meal in school, schools remove one of the obstacles to students' learning—hunger. Providing access to school breakfast is providing access to an educational resource crucial to students' reaching their full potential. Furthermore, teachers regularly note that when students start their day by eating in the classroom with their peers, a true community begins to form. This community fosters an environment for teaching and practicing social emotional skills.

The National School Breakfast Program (SBP) is a federal school nutrition program, just like school lunch. Schools that participate in SBP must adhere to nutrition guidelines supported by science and provided by USDA. Even though food items offered to students at school sometimes look the same as breakfast foods found in grocery stores, convenience stores or fast food restaurants, school breakfast items often include whole grains and less sugar, sodium, fat, and calories.

School breakfast is made affordable for all students through subsidies and reimbursements provided by the federal government. School breakfast expenses are not part of the school system's education budget. Learn more about how school meals reach kids and the finances involved with [How School Meals Reach Kids](#).

Key Points: Teachers

- **School breakfast leads to calmer classrooms.** Universal breakfast in the classroom significantly improves students' behavior, particularly students' level of respect and preparedness for class, which means teachers can spend more time teaching and less time disciplining students.
- **Breakfast After the Bell does not take away from instructional time.** Breakfast only takes 10-15 minutes for students to eat. When breakfast is served in the classroom, many teachers use the time to take attendance, collect homework, or make announcements. This time can also be a valuable component of social emotional learning.
- **Breakfast cleanup is quick and easy.** School administrators, custodial staff and teachers work together to create a cleanup plan that is best for your classroom and the school. The plan may include placing extra trash bins in hallways and in classrooms so that students can quickly and responsibly dispose of their trash.
- **School breakfast is healthier than you may think.** Schools participating in the National School Breakfast Program must adhere to nutrition guidelines provided by the USDA. Even though breakfast items provided to students at school sometimes look like the same breakfast items found in stores, school breakfast items often have more whole grains and less sugar, sodium, fat and calories.

“Today was our first day of breakfast in our classrooms. All twenty of my third graders ate with such joy. Some don't usually eat breakfast, others do. One noted how much faster this was than waiting in line in the cafeteria. After breakfast, two kiddows cleaned our tables and two others swept up Craisins. Everyone took care of their area. It was a delightful way to start out day.”

Jennifer Orr
Teacher
Lynbrook Elementary
Fairfax County, VA

Resources for Teachers

Breakfast After the Bell 101 Videos: Geared towards teachers and principals, these short videos outline how Breakfast After the Bell benefits students and classrooms, and can be a seamless part of the instructional day in four easy steps.

Breakfast in the Classroom Myths: This easy-to-read document addresses common myths and concerns about Breakfast in the Classroom, and provides facts and testimony from teachers who have already implemented.

School Breakfast – Healthier Than You Think: This resource provides teachers with helpful nutritional information about school breakfast. School Breakfast often gets a bad rap for being unhealthy, when in reality the food options served at breakfast must adhere to strict nutritional guidelines, and are often much healthier than store-bought breakfast.

How School Meals Reach Students: This resource traces the path of the funding that supports school breakfast and lunch from Congress to cafeteria. It also answers common questions that educators have about how the programs work.

Classroom Activity Guide: The New York City Department of Education’s guide for teachers contains ideas for classroom activities, rules, structure and weekly schedules that you can adapt to your own school learning environment and state guidelines.

Classroom Set Up and Clean Up: This resource outlines how classrooms can be affected by Breakfast After the Bell, and shares best practices on how to create a plan for classroom set-up and clean up where breakfast is served or eaten.

Breakfast After the Bell Rollout Timelines: These Rollout Timelines outline action steps school stakeholders can take to help prepare for the launch of Breakfast After the Bell. The rollout timelines span both long-term action steps and short-term action steps -- starting at 8 weeks before implementation and counting down each week until launch.



Get the Word Out in your School and Community: Using these communication materials like backpack flyers, posters, sample social media language, and more will help you build a network of champions in your school and community.

Hear from Teachers



Peoria Elementary School Erases the First Obstacle to Learning: [Hear from](#) a Peoria principal, teacher, cafeteria manager, food services manager and student on their success with breakfast in the classroom.



Classrooms as Communities: [Hear from New Orleans teachers](#) who say that breakfast turned their classroom into a community, and brought them closer to their students.



Breakfast Success Story from Longfellow Elementary: [Watch](#) a Minnesota teacher, food service lead, principal and students share why giving every kid breakfast each morning matters.



School Breakfast Two Ways: Central Illinois Foodbank [talks to](#) principals and teachers about how two different school breakfast models work in their schools.

WE ARE TEACHERS

Teacher's Guide to Understanding Childhood Hunger

These powerful resources will give educators the tools they need to fight hunger in their schools and communities.

We Are Teachers Guide to Understanding Childhood Hunger: Read [tools and resources](#) from We Are Teachers, No Kid Hungry and Sodexo Stop Hunger Foundation on how to teach about hunger and provide opportunities to inspire the next generation to take a stand against hunger.

Additional Resources

- [Action for Healthy Kids](#)
- [Dairy Association of Indiana](#)
- [Food Research Action Center \(FRAC\)](#)
- [Indiana Department of Education Office of School and Community Nutrition](#)
- [Indiana Health Schools Toolkit](#)
- [No Kid Hungry Center for Best Practices](#)
- [USDA](#)

Additional Resources & Staying in Touch

Stay up to date by visiting these websites and signing up for these monthly e-newsletters:



INDIANA

[Website:](#) Learn about opportunities to support breakfast work across Indiana.

[Newsletter:](#) Sign up to receive our monthly e-newsletter.



[Website:](#) Visit the No Kid Hungry Center for Best Practices to get the information, tools, and resources designed to successfully end childhood hunger.

[Newsletter:](#) Stay up-to-date on the latest news with this monthly newsletter from Center for Best Practices, which includes new resources, webinars and information to make the most of your breakfast program.