Playbook: Breakfast After The Bell
2018 Implementation Toolkit
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Breakfast After The Bell: The Impact

Research shows that the simple act of eating school breakfast can dramatically change a child’s life. Making school breakfast a seamless part of the school day by serving it after the bell can also have a huge impact on classrooms.

Here are five ways:

1) **Higher Test Scores**
Hunger makes school harder. On average, students who eat school breakfast achieve 17.5% higher scores on standardized math tests.

2) **Calmer Classrooms**
Children who do not regularly get enough nutritious food to eat tend to have significantly higher levels of behavioral, emotional and educational problems.

3) **Fewer Trips To The Nurse**
When kids come to school hungry, they visit the school nurse more often due to stomach aches and headaches. Kids who struggle with hunger are also likely to be sick more often, recover from illness more slowly, be more susceptible to obesity and to be hospitalized more frequently.

4) **Stronger Attendance & Graduation Rates**
On average, student attendance increases by 1.5 days per year for kids who regularly start the day with a healthy breakfast. Students who attend class more regularly are 20% more likely to graduate from high school.

5) **Maximizes Our Country’s Future**
When children are hungry, they struggle to grow up into strong, healthy and productive members of our society. This comes at a massive cost to the American economy and its potential.

Every time we feed a child, we’re unlocking their ability to grow up to become the next future teachers, scientists and entrepreneurs.

**Watch** principals, teachers, and students talk about the positive effects of breakfast in the classroom:
Childhood Hunger in Idaho

An estimated 72,840 children in Idaho live in households 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 visit the school nurse more often due to stomach aches and headaches and they are more likely to exhibit behavioral problems. Additionally, kids who struggle with hunger are more susceptible to obesity or being overweight, and are sick more often.

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

### Childhood Hunger in Idaho

#### By the Numbers

- **72,840** Number of children in Idaho who struggle with hunger.
- **16.7%** Percentage of children in Idaho who struggle with hunger.
- **21st** Idaho ranks 21st in the nation among percentages of kids struggling with hunger.
- **47%** Percentage of kids eligible for a free/reduced-price lunch and breakfast.

**RESOURCES**

Make It Happen: Resources and Technical Tools

By Stakeholder:

- Principal Resources
- School Nutrition Director Resources
- Teacher Resources
Resources for Principals

- 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
Principals 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 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.
“I think about brain food. If we want to close achievement gaps, if we want to make progress academically, we have to think holistically. And food is a key element to that.”

Freedom Siam
Assistant Principal, Bolboa High
San Francisco, CA
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 Directors

- 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 Directors: You and Breakfast After the Bell

School Nutrition Directors 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.
“It’s very gratifying that we are getting food to kids that need it, and then to have a financial gain is a win-win! You’ve got to look at your food program as a money program, because it is a business. We’ve increased our breakfast revenue by a half-million dollars since we started the program three years ago.”

Scot Gregory  
Director of Food Services,  
Decatur Public Schools,  
Decatur, IL
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 Directors

**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
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.

You can be part of the movement to ensure students start each day ready to learn. In this guide you will find resources on how to make breakfast part of the school day.
“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
**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 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.
How It Works in Idaho: Real World Example

- Whitney Elementary, Boise School District
Talk to your peers to see what’s worked well for them. To be connected with a Breakfast Champion, contact info@idahohunger.org

Watch the video about the success of Breakfast in the Classroom at Whitney Elementary in Boise School District.
Stay up to date by visiting these websites and signing up for these monthly e-newsletters:

**Website:** Visit the 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.

Learn about school breakfast and other child nutrition programs that provide food for students. [idahohunger.org](http://idahohunger.org)
Join Us.

No child should go hungry in America, but 1 in 6 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength.

Join us at NoKidHungry.org