



APPLYING LESSONS LEARNED FROM PARTNERS FOR BREAKFAST IN THE CLASSROOM

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Food Security and Nutrition Consultant

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graph TD; A[Welcome] --> B[Audience Engagement]; B --> C[Background of PBIC]; C --> D[Financial Lesson]; D --> E[Stakeholder Engagement Lesson]; E --> F[Delivery Method Lessons]; F --> G[Social Media and Resource Plug]; G --> H[Wrap up];
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Welcome

Audience Engagement

Background of PBIC

Financial Lesson

Stakeholder Engagement Lesson

Delivery Method Lessons

Social Media and Resource Plug

Wrap up

Agenda

INTERACTIVE SESSION



WHO ARE THE PARTNERS?



Funded through a generous grant by the
Walmart Foundation



WHAT WE SUPPORT

Purpose of the Grant Funds

- Universal-Free Breakfast
- Breakfast in the Classroom
- Grab n' Go Breakfast

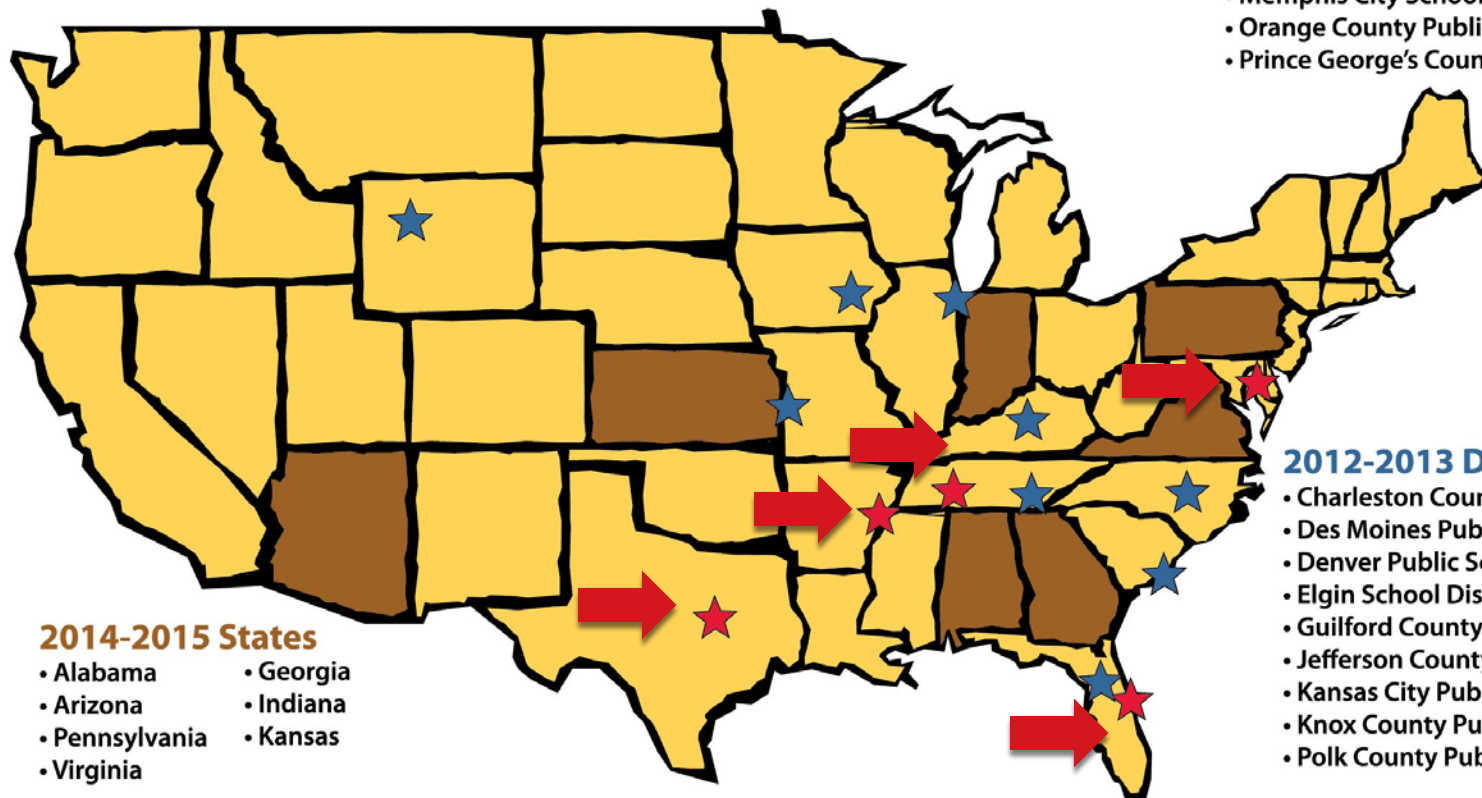
Grant Funds Can be Used for:

- Equipment needs and Supplies
- Limited Staff Support and Training
- Marketing and Promotion



WHERE WE HAVE BEEN: CYCLE 1

Breakfast in the Classroom Grants



2011-2012 Districts

- Dallas Independent School District, TX
- Little Rock School District, AR
- Memphis City Schools, TN
- Orange County Public Schools, FL
- Prince George's County Public Schools, MD

2012-2013 Districts

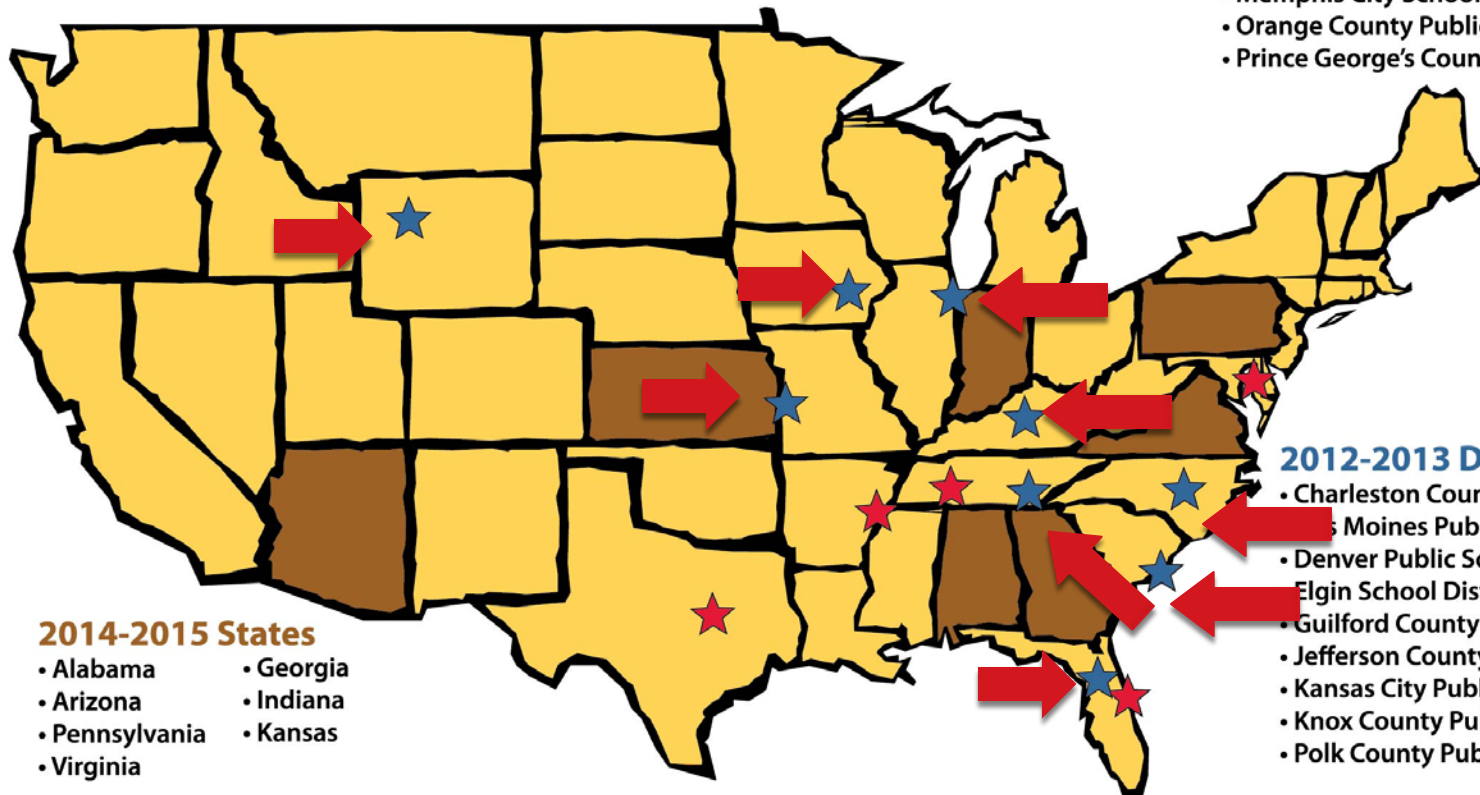
- Charleston County School District, SC
- Des Moines Public Schools, IA
- Denver Public Schools, CO
- Elgin School District, IL
- Guilford County Schools, NC
- Jefferson County Public Schools, KY
- Kansas City Public Schools, KS
- Knox County Public Schools, TN
- Polk County Public Schools, FL

2014-2015 States

- Alabama
- Arizona
- Pennsylvania
- Virginia
- Georgia
- Indiana
- Kansas

WHERE WE HAVE BEEN: CYCLE 2

Breakfast in the Classroom Grants



2011-2012 Districts

- Dallas Independent School District, TX
- Little Rock School District, AR
- Memphis City Schools, TN
- Orange County Public Schools, FL
- Prince George's County Public Schools, MD

2012-2013 Districts

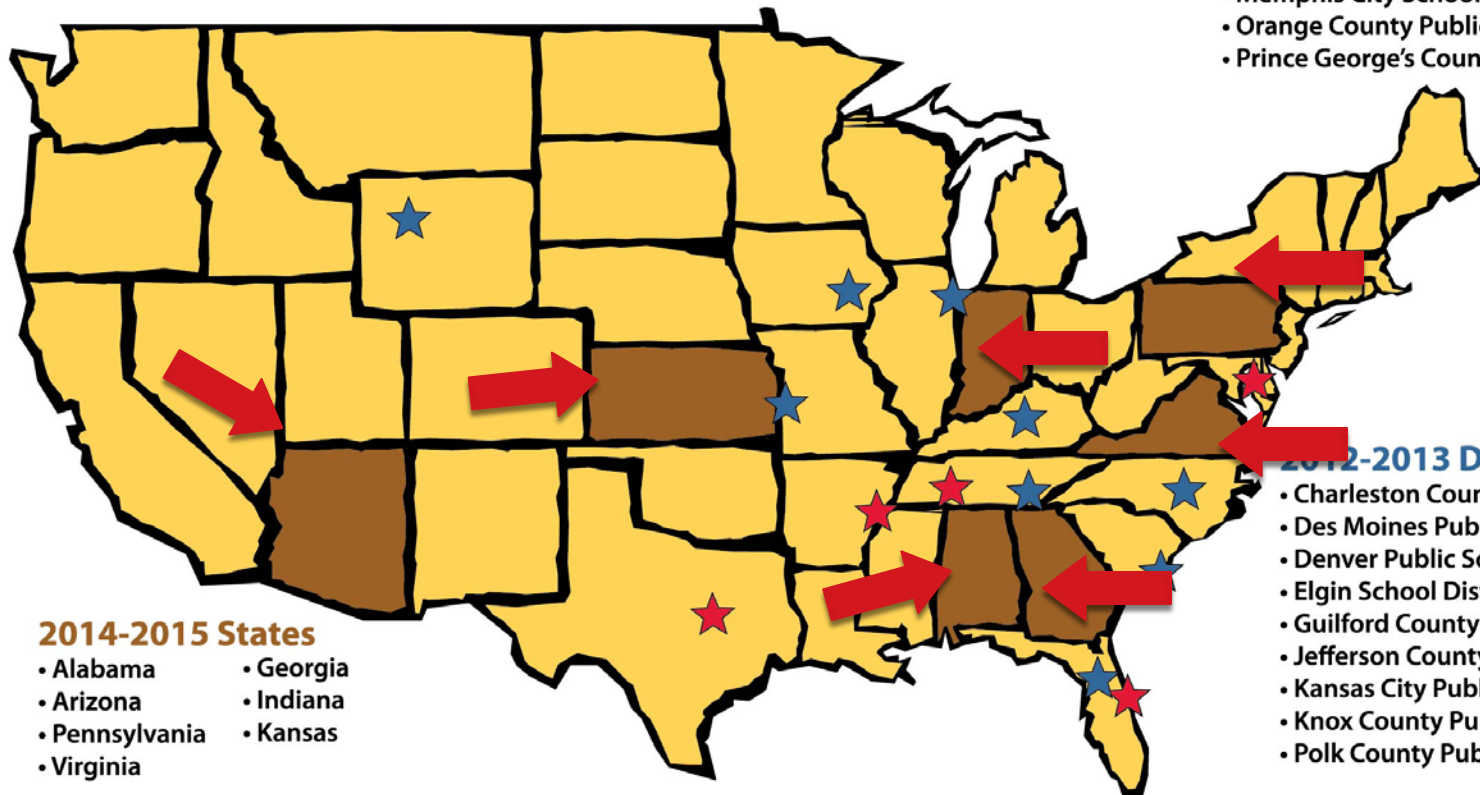
- Charleston County School District, SC
- Des Moines Public Schools, IA
- Denver Public Schools, CO
- Elgin School District, IL
- Guilford County Schools, NC
- Jefferson County Public Schools, KY
- Kansas City Public Schools, KS
- Knox County Public Schools, TN
- Polk County Public Schools, FL

2014-2015 States

- Alabama
- Arizona
- Pennsylvania
- Virginia
- Georgia
- Indiana
- Kansas

WHERE WE ARE NOW: CYCLE 3

Breakfast in the Classroom Grants



2011-2012 Districts

- Dallas Independent School District, TX
- Little Rock School District, AR
- Memphis City Schools, TN
- Orange County Public Schools, FL
- Prince George's County Public Schools, MD

2012-2013 Districts

- Charleston County School District, SC
- Des Moines Public Schools, IA
- Denver Public Schools, CO
- Elgin School District, IL
- Guilford County Schools, NC
- Jefferson County Public Schools, KY
- Kansas City Public Schools, KS
- Knox County Public Schools, TN
- Polk County Public Schools, FL

2014-2015 States

- Alabama
- Arizona
- Pennsylvania
- Virginia
- Georgia
- Indiana
- Kansas

LESSON: FINANCIAL SUSTAINABILITY

- **UNIVERSAL: PROVISIONS 2 OR 3, CEP, NON-PRICING**
- **70% OR HIGHER FREE AND REDUCED ELIGIBLE POPULATION**
- **CLUSTERING OF SCHOOLS**
- **OFFER VS. SERVE APPLICABLE**

FINANCIAL RESOURCES

Universal Breakfast in the Classroom

A Guide for School Nutrition Professionals
to Plan for a Successful Program

Developed for the Partners for Breakfast in the Classroom Project by
Liz Campbell, MA, RD, May 2014



"Breakfast in the Classroom has really enhanced the feeling of community in our school. I would never go back now that I have seen the benefits: reduced tardiness, fewer nurse visits, and students who are more ready to learn."

Elementary Principal
Springdale, Arkansas

Breakfast in the Classroom

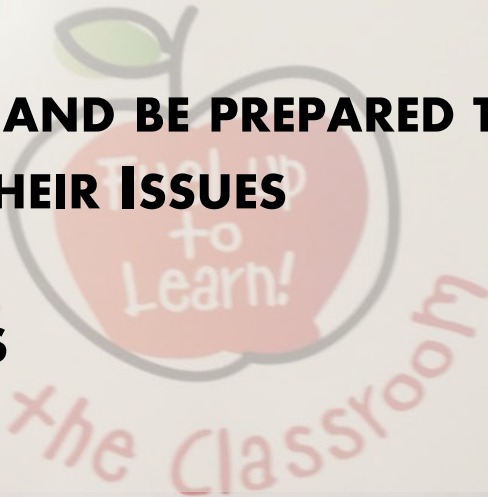


AWAKE • ALERT • ACHIEVE

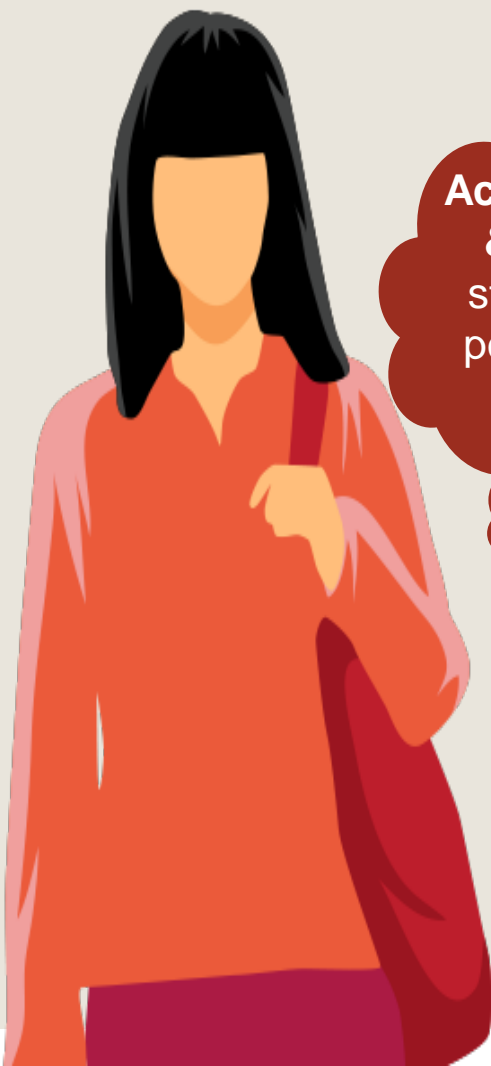
Toolkit for Arizona Schools

LESSON: STAKEHOLDER ENGAGEMENT

- **ALWAYS INCLUDE STAFF FROM INDIVIDUAL SCHOOLS DURING PLANNING PHASE**
- **PRINCIPALS ARE KEY TO IMPLEMENTATION**
- **KNOW YOUR AUDIENCE AND BE PREPARED TO SPEAK TO THEIR CONCERNS/APPEAL TO THEIR ISSUES**
- **FIND YOUR CHAMPIONS**



HOW TO EFFECTIVELY RESPOND TO STAKEHOLDER CONCERNS:



Acknowledges & respects
stakeholders'
points of view

Asks for ideas
about solutions

Responds with
new facts that are
relevant

Frames a new
perspective to
consider

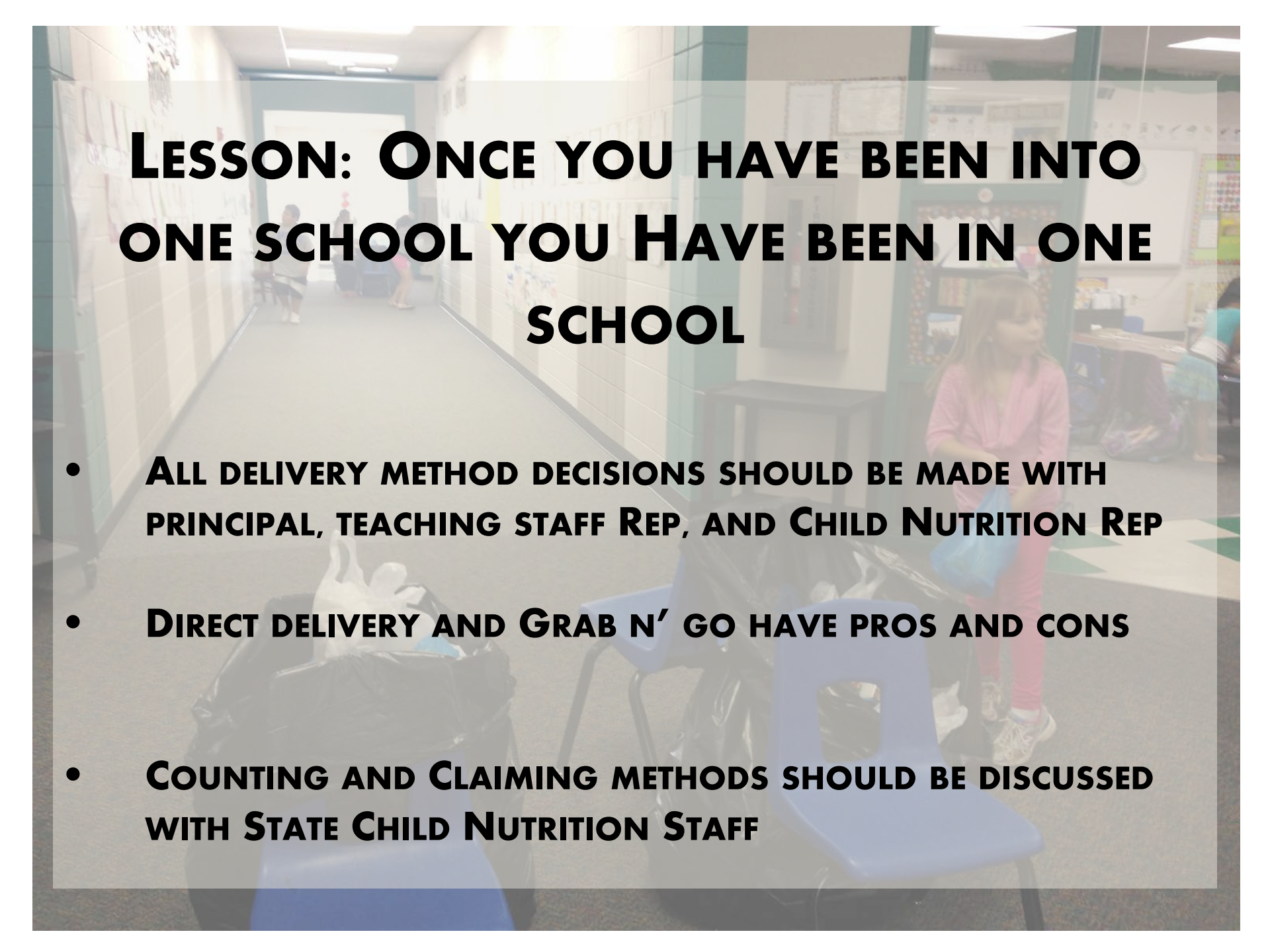
Seeks out
examples
of success
elsewhere

GROUP DISCUSSION

“I am worried about bugs in the classrooms. How will we keep it clean?”

“You expect me to give you the first 15 minutes of my day? How am I supposed to get through all the material that I need to teach?”

“I have seen the lines in the cafeteria. How are we going to feed 400 children in the first few minutes of school?”



LESSON: ONCE YOU HAVE BEEN INTO ONE SCHOOL YOU HAVE BEEN IN ONE SCHOOL

- **ALL DELIVERY METHOD DECISIONS SHOULD BE MADE WITH PRINCIPAL, TEACHING STAFF REP, AND CHILD NUTRITION REP**
- **DIRECT DELIVERY AND GRAB N' GO HAVE PROS AND CONS**
- **COUNTING AND CLAIMING METHODS SHOULD BE DISCUSSED WITH STATE CHILD NUTRITION STAFF**

DELIVERY METHOD

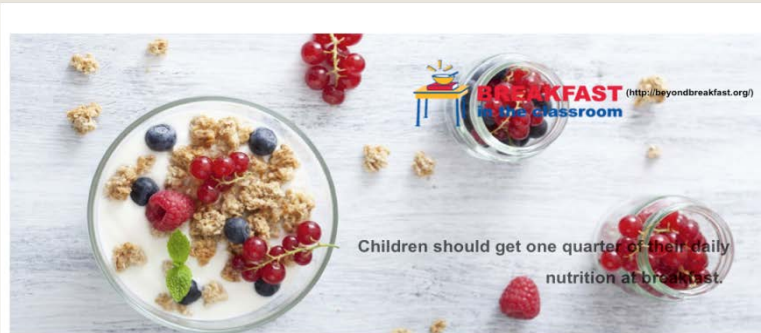
Delivery Method	Pro	Con
Direct Delivery	Meals are waiting for students when they arrive, so morning routine is not affected	Teacher is often responsible for delivering reimbursable meal Teacher is often responsible for counting and claiming students Hot meal may not stay hot or food becomes soggy Have to estimate accurate numbers every day for breakfast service
Grab n' Go	School nutrition staff is responsible for delivering reimbursable meal Quality of food is usually better because food can stay in holding units right up until service School nutrition staff is responsible for counting and claiming	Changes morning routine May need additional breakfast staff person

SOCIAL MEDIA

BEYONDBREAKFAST.ORG

beyondbreakfast.org

7/13/15, 6:07 AM



(<http://beyondbreakfast.org/on-the-road-anc-2015-slc>)

Beyond Breakfast On-the-Road: ANC 2015 in SLC!
(<http://beyondbreakfast.org/on-the-road-anc-2015-slc>)

Hi everyone! Just a quick note from me, Christina, your resident Beyond Breakfast blogger! I am so excited to return to ANC this year. Utah is one of my very favorite places on earth, and Salt Lake City is one ... [Continue reading ->](#)

(<http://beyondbreakfast.org/on-the-road-anc-2015-slc>)



(<http://beyondbreakfast.org/june-2015-in-the-news-summer-meals-food-trucks>)

In the News: School Nutrition Association's Annual National Conference, Summer Meals—and the Food Truck Takeover!
(<http://beyondbreakfast.org/june-2015-in-the-news-summer-meals-food-trucks>)

Each month, our staff reads hundreds of media reports on the subject of school nutrition. We curate our favorites in a monthly blog post we call, "In the News." Highlighting positive stories about the great things going on in school ... [Continue reading ->](#)

(<http://beyondbreakfast.org/june-2015-in-the-news-summer-meals-food-trucks>)



(<http://beyondbreakfast.org/july-is-national-blueberry-month>)

July is National Blueberry Month
(<http://beyondbreakfast.org/july-is-national-blueberry-month>)

It's July, and we're celebrating National Blueberry Month! We absolutely love that powerful, purple berry, and all of the delicious ways it can be eaten. Low in calories and fat, high in fiber and antioxidants, the humble blueberry deserves all ... [Continue reading ->](#)

(<http://beyondbreakfast.org/july-is-national-blueberry-month>)



(<http://beyondbreakfast.org/social-media-school-nutrition-getting-started>)

Social Media for School Nutrition: Getting Started
(<http://beyondbreakfast.org/social-media-school-nutrition-getting-started>)

Using social media for business can be intimidating; what if you post something offensive, or someone visiting your page posts something offensive? What if no one likes your pages, or follows you? What if your pictures don't turn out well, ... [Continue reading ->](#)

(<http://beyondbreakfast.org/social-media-school-nutrition-getting-started>)



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QUESTIONS?
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