



Frequently Asked Questions

Q. What is the Iowa School Breakfast Challenge?

A. Iowa's Department of Education's Director, Jason Glass, is issuing a one year challenge to all schools in Iowa to increase school breakfast participation by 20%. School breakfast participation will be measured by the number of reimbursable breakfast served per student for the 2010-11 and 2011-12 school years. School districts and non-public schools with the greatest increase will be rewarded with cash prizes.

Q. How do I enroll my school in the Breakfast Challenge?

A. Every public school district and non-public school is automatically enrolled in the Challenge.

Q. How will the winners be selected?

A. The total breakfast served per student during the 2010-11 school year will be compared with the total breakfast served per student during the 2011-12 school year. The districts and non public schools with the greatest increases will be awarded. The winners must increase participation by at least 20%. All information will be pulled directly from the Iowa Department of Education's on-line claiming system.

Q. What if we didn't participate in the breakfast program last year?

A. If a school did not claim any reimbursable breakfasts for the 2010-11 school year, your baseline breakfast number will be generated by taking your average number of lunches served during the 2010-11 school year x 21.7% (percent of children in Iowa eating school breakfast who eat school lunch) per child enrolled. Your district's goal will be to increase the calculated breakfast baseline number by 20% or higher, per child enrolled, during 2011-2012.

Q. What if we already have excellent breakfast participation?

A. The school districts and non-public schools with the highest participation (based on average number of breakfast served/child enrolled) will be recognized by being placed on an honor roll and receive an award certificate. The honor roll will include the top 10% and will not be measured on % increase, but on overall participation.

Q. Is the winner by school or by district?

A. The participation rates will be compared based on each district or non-public school's monthly claim. Public School Districts submit claims at the district level, where many non-public submit claims on a school level.

Q. What is the goal for every district and non-public school?

A. The goal for every district to increase School Breakfast Program participation by at least 20%.



Frequently Asked Questions, cont.

Q . What are the awards for winners the Breakfast Challenge?

A .

Tier 1	Tier 2	Tier 3	Tier 4
< 350 students	350-899 students	900-3,999 students	4,000 +
Gold: \$4,000 Silver: \$2,500	Gold: \$4,000 Silver: \$2,500	Gold: \$4,000 Silver: \$2,500	Gold: \$4,000 Silver: \$2,500

Q . How can the awards be utilized?

A . Award dollars should be used to support your school wellness environment. At least 50% is to be used to support the school food service department, with the remaining going towards general wellness activities.

Q . What resources are available to assist with increasing breakfast participation?

A . There are a variety of resources available to help your school enhance your breakfast program including a toolkit, marketing and technical resources, and funding opportunities. Check them out at the following website:

<http://tinyurl.com/lAbreakfastchallenge>.

For more information, contact Carrie Scheidel at carrie.scheidel@iowa.gov.