Hear from Your Peers
Boosting Breakfast

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Participation in USDA's School Breakfast Program grew from 2009 to 2014 in almost all States

Change in per-capita School Breakfast Program participation, 2009-14


Breakfast Participation in Iowa

- Ranks 47th
- Over 80% do not participate in school breakfast
- However, 79% participate in school lunch

School meals participation in Iowa, 2011-2012

<table>
<thead>
<tr>
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<th>School Lunch</th>
<th>School Breakfast</th>
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<tbody>
<tr>
<td>Free</td>
<td>3.32%</td>
<td>11.73%</td>
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<tr>
<td>Reduced</td>
<td>43.18%</td>
<td>9.70%</td>
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<tr>
<td>Paid</td>
<td>53.50%</td>
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Table 1: Percentage of Iowa students participating in school lunch versus school breakfast by paid, reduced, and free participation, 2011-2012 school year school year.

School Breakfast Signage

- Identify items of a reimbursable meal
- https://www.educateiowa.gov/pk-12/nutrition-programs/school-breakfast-program

School Breakfast Survey

- Sample survey provided
- Run questions by a couple of students first
- Only ask questions you are willing to make changes to accommodate
- What do you really want to know?
- Use data to share future ideas with administration
- U of IA will assist with student survey, contact natoshia.askelson@uiowa.edu
**Best Practice Guide**
- Team Nutrition Grant
- Developed by U of IA
- Student perspectives:
  - Waukee High School
  - Pleasant Valley High School
  - Cedar Rapids Jefferson High School

**Student Involvement**
- Barriers to participating in school breakfast
- Benefits to eating school breakfast
- Ideas for improving breakfast participation
- Twitter campaign promoting school breakfast
- Best practices to increase participation

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**“No one knows about school breakfast”**
- Find a way to tell them about breakfast. Social media? Ask students what would work for them.
- Be consistent with messages, a message sent once a month with the menu is not effective
- Take pictures of breakfast items or taste test and promote them at lunch
- Students need an incentive to try it!

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**Competing Priorities**
- #1 is sleep!
- Must be convenient and require no extra time
  - Grab n’ Go station at entrance
  - Popular coffee shops, fast food restaurants, and convenience stores are all trying to entice students to eat breakfast
- Promote the benefits of school breakfast, use of school meal account, no cash or cards needed!

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**Policies**
- Allowing students to take food from the cafeteria
  - Have students share the benefits with administrations
- Bus schedules
  - Moving location of breakfast kiosks for convenience
  - If schedules are discussed in future, factor in breakfast

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**What do students want to eat?**
- Yogurt
- Smoothies
- Omelet Bar
- Parfait Bar
- Hash Browns
- Breakfast Pizza
- Sausage and Egg Biscuit
- Iced Coffee
- Breakfast Burritos
- Bacon
- Fresh Fruit (not just apples and bananas)
- Bagels
- Power Bars
- Mini Pancakes
- Waffles
- Hot Pockets
- Crackers and Cheese with Sausage
What do Alternative Breakfats Look Like?

- Packed into coolers and delivered to classroom by nutrition staff
- Students eat during first 10-15 minutes of class
- Meals counted using rosters

Grab n’ Go Breakfast

- Students pick up bags as they arrive (cafeteria or kiosk)
- Eat in commons area or classroom
- Meals counted via POS – manual or wireless

Second Chance Breakfast

- Students eat after first period in cafeteria or eat a bagged meal in between classes
- Works well for Middle or High Schools

Alternative Breakfast Sub-Grants

- $500
- Must support alternative breakfast
- Involve students in the planning
- Deadline: March 7th

National School Breakfast Week, March 7-11th

- Awareness of school breakfast
- Start or pilot alternative style breakfast
- Decorate the cafeteria
- Press release to local papers and news stations
- Inform teachers of the week
- Utilize social media, school website, and daily announcements
- www.schoolnutrition.org
Hear from Your Peers

- Lynn Large – Marshalltown CSD
- Ellen Sariet – Des Moines Public Schools
- Julie Miller – Oskaloosa CSD
- Lora Jenson – Mason City CSD

Marshalltown – Grab ‘n Go

Des Moines – Breakfast in the Classroom
Mason City – Grab ‘n Go

What alternative style breakfast are you doing at your school?

What were the challenges that you faced and how did you overcome them?

Describe the successes your school has experienced with alternative breakfast style.

What is one piece of advice that you would offer to schools that are considering alternative style breakfast?

Questions for our Panelists
Elbow Partner

Share two action steps you plan to take when you return to your school related to school breakfast.