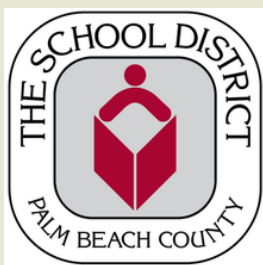




Back to School, Back to Breakfast!

Strategies to Promote Your School Breakfast Program



Thursday, August 9, 2018
2—3pm ET

Today's Panelists

Peggy Lee

Vice President of Business Development
National Dairy Council

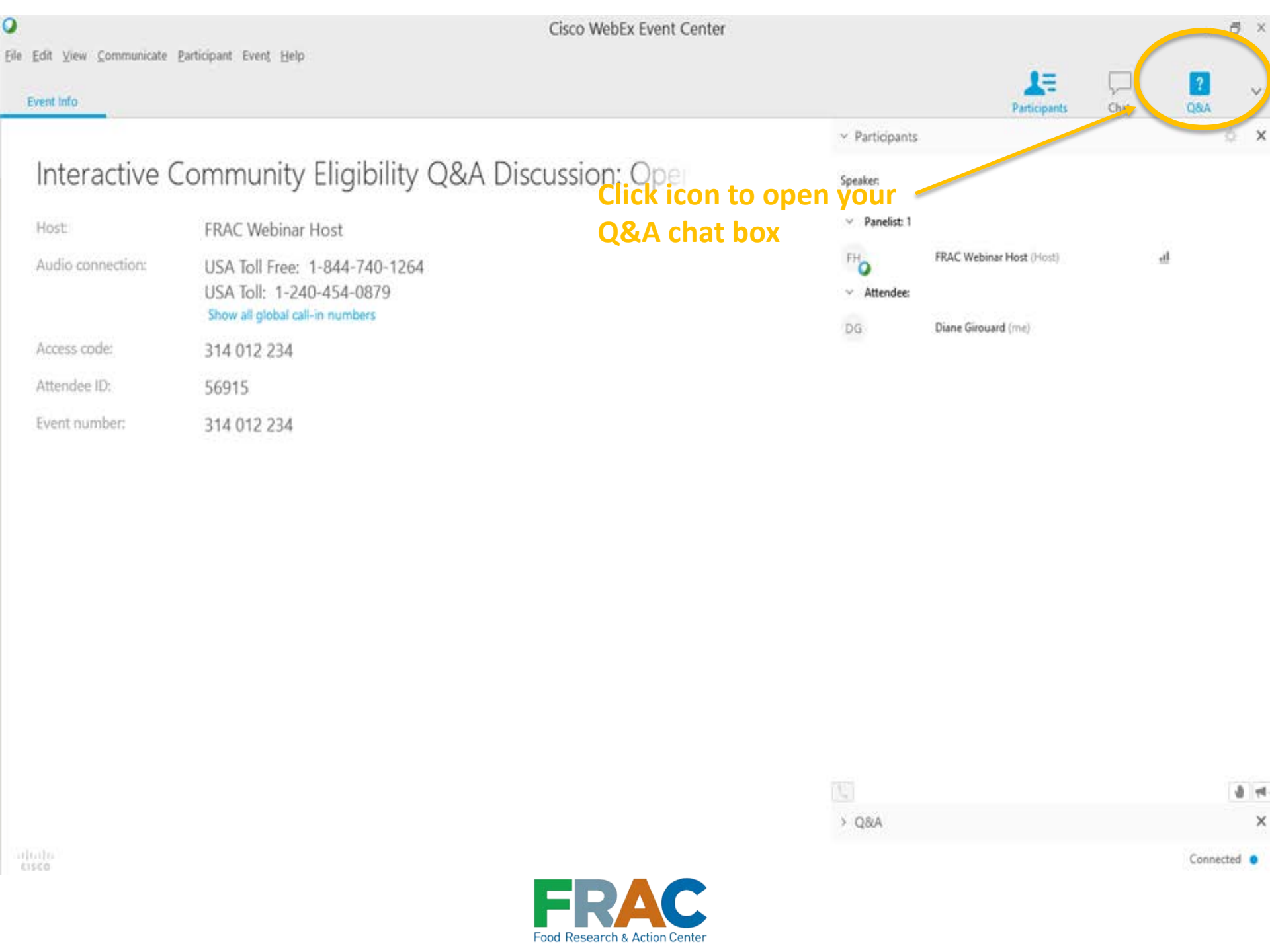
Lori Dornbusch

Manager, Site Based Operations
School District of Palm Beach County

Moderating:

Diane Girouard, Child
Nutrition Policy Analyst,
Food Research & Action
Center





Click icon to open your
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Interactive Community Eligibility Q&A Discussion: Open

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Access code: 314 012 234

Attendee ID: 56915

Event number: 314 012 234

Participants

Speaker:

Panelist: 1



FRAC Webinar Host (Host)

Attendee:



Diane Girouard (me)



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Q&A

All (0)

Ask: All Panelists

Select a panelist in the Ask menu first and then type your question here. There is a 256-character limit.

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Attendee:

DG

Diane Girouard (me)

When you ask questions,
please make sure your Q&A
box is set to "All Panelists".
Use the small carrot mark to
open the drop down menu.

Q&A

- Host
- Presenter
- Host && Presenter
- All Panelists**
- FRAC Webinar Host

Ask: All Panelists

Select a panelist in the Ask menu first and then type your question here. There is a 200 character limit.

Send

Connected

School Breakfast Participation Continues to Grow

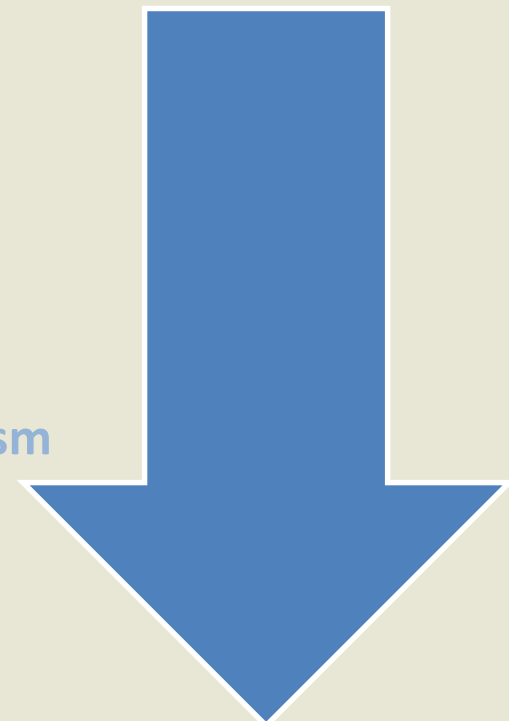
- In the 2016–2017 school year, almost **14.4 million children** participated in the School Breakfast Program; nearly **12.2 million students** received free or reduced-price school breakfast.
- Breakfast participation among low-income students increased by nearly **70,000 students**.
- Ratio of low-income children participating in school breakfast to low-income children participating in school lunch is **56.7 per 100** students.

Source: [FRAC's 2018 School Breakfast Scorecard](#)

Benefits of Breakfast



Increased test scores
Concentration
Alertness
Comprehension
Memory
Learning
Cognitive function
Attention and memory
Participation
Student nutrition
Sense of community



Tardiness
Absenteeism
Behavioral issues
Stigma

Breakfast Marketing Strategies

Poll #1:



What challenges does your program face that may be impacting the reach of your program?

Breakfast After the Bell Models:

1. **Breakfast in the Classroom:** breakfast directly delivered to the classroom
2. **“Grab and go:”** breakfasts are served in bags to be picked up from the cafeteria or kiosks in the hallway on the way to class
3. **Second chance breakfast:** after first period and often combined with a “grab and go” model, and is extremely popular in secondary schools



How to Start a Breakfast After the Bell Program



HOW TO START A

Breakfast After the Bell Program

Step 1: Meet with district leadership to discuss why you want to implement this program. If your state recently passed legislation, discuss the details of the policy, including the requirements and timeline for implementation.

Step 2: Host a meeting with school staff to discuss breakfast after the bell and start initial conversations about what model would work best for their school.

During this meeting, discuss why you (and hopefully the district) want to implement this best practice. Discuss the benefits of breakfast in the classroom (BIC) and your vision for the program; the different models available; and what they think will be most successful in the school. Make sure to listen to their thoughts and concerns. If you do not know the answer, say you will follow up, and then do it. Ensure all stakeholders are included: custodians, school support staff, teachers, and the principal.

Resources to help you plan for your stakeholder meetings:

- [School Nutrition Foundation's Developing Stakeholder Support for Breakfast in the Classroom video](#)
- [National Association of Secondary School Principals and FRAC's Secondary School Principals' Breakfast After the Bell Toolkit](#) (this includes a PowerPoint that can be customized for a meeting with school staff)
- [The NEA Foundation's School Breakfast Toolkit](#) (highlights potential questions educators might ask)

- [American Federation of Teachers and FRAC's Breakfast Blueprint](#) (also shares useful information about what educators may be curious about regarding a new breakfast program)

Breakfast After the Bell Service Options:

1. Breakfast in the Classroom (breakfast directly delivered to the classroom)
2. "Grab and go" (breakfasts are served in bags to be picked up from the cafeteria or kiosks in the hallway on the way to class)
3. Second chance breakfast (after first period and often combined with a "grab and go" model, and is extremely popular in secondary schools)

Resources to share with stakeholders as you consider a model:

- [FRAC's How it Works: Making Breakfast Part of the School Day](#) (fact sheet)
- [School Nutrition Foundation's Choosing Delivery and Distribution Models for Breakfast in the Classroom video](#)

Step 3: Set up the district for financial success.

Typically, districts see an improvement in their school nutrition finances when implementing breakfast after the bell programs due to increased participation and economies of scale. Does your state legislation require you to offer meals for free? If not, you should still consider offering breakfast for free. Doing so eliminates two main barriers to breakfast — stigma associated with the program, and cost — and this helps to increase participation even more.

Step 5: Make breakfast a buzzword.

Make sure students and parents know about your new breakfast program by executing innovative marketing strategies.

Effective marketing strategies include the following:

- Create a digital marketing campaign to promote program to parents and students on social media. Check out <https://www.facebook.com/BreakfastinTheClassroom/> to see how other districts promote their program.
- Host a contest. Students can submit logo or poster ideas for the new program, or recipes that could be featured on the menu.
- Host a food show for students to sample menu items and provide feedback on items.
- Plan events to celebrate National School Breakfast Week (NSBW), which is usually the first week in March. [Click here](#) for School Nutrition Association's marketing toolkit to help you promote breakfast during NSBW and year-round.

Helpful Marketing Resources:

- [Sample Letter to Parents](#)
- [Sample Press Release](#)
- [Sample School Public Announcements](#)
- [Automated Phone Call Script](#)
- [U.S. Department of Agriculture's Marketing Resources for the School Breakfast Program](#)

Sample Posters:

- [Did you know? You can eat your breakfast in the classroom](#) (pdf)
- [Have you had your morning](#)

[nutrition breakyot? \(pdf\)](#)

- [Did you know? You can grab breakfast on the go](#) (pdf)
- [Video contest poster template](#) (MSWord)

Step 6: Incorporate strategies to maximize student input and participation.

The more students buy into the program, the more likely they are to participate.

- Develop an appealing menu.
 - Survey students on menu items to see what they like, and what items make them not participate.
 - Make sure to review your data regularly, and adjust accordingly.
 - Offer scratch cooking.
 - Create excitement by incorporating local foods and student-grown foods.
- Make students part of the process.
 - Many schools have made breakfast a leadership opportunity through various methods, such as room breakfast captains or serving on planning committees.
- Offer free breakfast to teachers to gain buy-in and create excitement.
- Establish [shared tables](#) to eliminate waste.

Step 7: Be flexible and adjust to what works best for your district, school, or both. If your initial plan is running into challenges, engage stakeholders and make adjustments (cart location, menu items).

Make Breakfast a Buzzword!

- Get input from students
- Analyze current recipes and develop an appealing menu
- Hold a taste test event
- Make sure to review your data regularly
- Make a breakfast a leadership opportunity
- Offer scratch cooking

Effective Marketing Strategies

Effective marketing strategies

- ✓ Create a digital marketing campaign to promote on social media
- ✓ Host a logo contest among students/community
- ✓ Plan a taste test
- ✓ Plan a National School Breakfast Week celebration
- ✓ Advertisements on school computer screensavers
- ✓ Teacher encouragement
- ✓ Articles in school newspapers
- ✓ Invite special guests to breakfast

Resource:

- ✓ [sample letter to parents](#)
- ✓ [sample press release](#)
- ✓ [sample public announcement](#)
- ✓ [sample automated phone call script](#)

Sample Posters

Have you had your
morning nutrition
break yet?

Grab it at:



FRAC
Food Research & Action Center

NASSP
National Association
of Secondary School Principals

Did you know?
You can eat breakfast
in your classroom



Grab it at:

FRAC
Food Research & Action Center

NASSP
National Association
of Secondary School Principals

Did you know?
You can grab
breakfast on the go

Grab it at:



FRAC
Food Research & Action Center

NASSP
National Association
of Secondary School Principals

Using Social Media



SOCIAL MEDIA DOS AND DON'TS

DO	DON'T
✓ Use hashtags to track the conversation: #NSBW18 and #SchoolBreakfast.	✗ Post pictures of students unless their parents have completed a media release form. Your school district's communication office should have the release template.
✓ Include a link, or ask a question in your post.	✗ Use the zoom feature. This can make your image look grainy or pixilated. Crop your photos instead of using your phone's zoom whenever possible.
✓ Snap pictures of healthy menu options. List what's on the tray in the caption of the picture. Using local ingredients? Tag the farmer/producer.	✗ Share blurry and unclear pictures. This type of content will not captivate your audience.
✓ Make sure there is good lighting. Try to take photos in the most natural light possible – near a window. Avoid low lighting or harsh, florescent lights.	✗ Stop talking about NSBW until it's over! We want to see pictures, posts and tweets before, during and after NSBW.
	✗ Skip out on social media participation because your school doesn't have it's own Facebook page. Send them our way via Facebook and Twitter.

GETTING CREATIVE: DEVELOPING YOUR SOCIAL CONTENT

- Use photos of faces (students, your nutrition team, school staff, and parents) if you can. Facebook ads that feature human faces perform better than those without.
- Create your own photo booth and make some social media photo props using the I ❤️ SCHOOL BREAKFAST logo and artwork. We have given you a head start and have some templates available to download at www.schoolnutrition.org/NSBW.
- If you'd like to create your own graphics for social media, there are plenty of ways to do so:
 - You can use the Canva tool to create customized designed graphics
 - Or, use plain old PowerPoint to create your graphics. Just save the slide as a JPEG and you're good to go.
- Share photos of school breakfast/menu items, parties, prizes, special events, students, and special guests.
- Do you have a photography wiz on staff? Ask them if they'd be willing to help take food photos.
- Use the collected photos and stories from your staff members to create photo albums or stories on Facebook and Instagram.
- Download SNA's ready to use social media graphics at www.schoolnutrition.org/NSBW.

Don't limit yourself to just photos! In the world of social media, photos are old news and it's all about video. That's because 100 million hours of Facebook videos are watched every day. Posting videos on Facebook will significantly improve both views and engagement (clicks, likes, shares) on your posts—and they're proven to be more memorable.

f LIVE

Consider going live. Launch a 'Facebook Live' video during NSBW. Interview students, staff, and administrators on air about the importance of school breakfast. Just make sure you have the help you'll need to coordinate it and pull it off—start planning early and bring in a communications expert from your district.

Post a 'Cafeteria Tour' video so your school community can see what a clean, friendly, and fun place it is both to eat and to work.

▶ Play

Made possible by:

7

Source: [School Nutrition Association's Social Media Tips Sheet](#)

Make Breakfast a Buzzword!

Poll #2:



What activities does your school do to promote your breakfast program?

Back to School, Back to Breakfast!



Peggy Lee

**Vice President of Business
Development
National Dairy Council**



New Resources on The Value of School Meals



The Value of School Meals

School meals can have a major purpose in the nation's schools as well as in the lives of families and communities. They nourish millions of students daily helping them get the nutrients they need for growth and development.¹ This is especially true for the 1 in 6 children who live in a food insecure household.² The nutritional impact and value of school meals can make them a vital resource for our nation's children.

Photo Courtesy of the U.S. Department of Agriculture

Photo Courtesy of the Urban School Food Alliance

Nutritional Value

Nutrition standards for school meals are science based. In 1994 Congress required that nutrition standards for school meals must reflect the most recent edition of the *Dietary Guidelines for Americans*.³ In 2010 the Institute of Medicine (IOM) of the National Academy of Sciences recommended standards for several child nutrition programs.⁴ In broad terms, the US Department of Agriculture (USDA) adopted most of the IOM's recommendations as they implemented the Healthy, Hunger-Free Kids Act of 2010. As a result of this law, federal nutrition standards were updated to include more fruits, vegetables, low-fat dairy and whole grains and less saturated fat, trans fat, sodium and calories.⁵

Highlights from the Standards of the National School Lunch and School Breakfast Programs	
More Fruits & Vegetables	Fruits & vegetables are offered to students daily and they are required to take at least one half-cup serving of fruits or vegetables with every breakfast and lunch. A variety of vegetables are served throughout the week including red, orange and dark green vegetables.
Increase in Whole Grain Offerings	All grains offered with school meals must be whole grain-rich (51% whole grain).
Choices for Milk*	Both low-fat milk and fat-free milk varieties are offered. NHANES dietary intake data indicate milk is the No. 1 food source of three of the four nutrients of concern identified in the 2015 Dietary Guidelines for Americans: calcium, potassium and vitamin D.
Sodium Limits	Schools are gradually reducing sodium levels in school meals to meet identified targets.
Calorie Limits	School meals must meet age-appropriate calorie minimums and maximums.

* Because of its unique nutrient profile, milk has been a fundamental component of school meals since their inception in 1946.

With USDA setting regulations for nutrition standards, it is the responsibility of the state agencies to administer the program with school districts accountable for implementing them in their operations. The schools determine what specific foods to serve and how to prepare them in ways that are appealing and palatable for their student population. It's important to remember that it's only nutritious if they eat it.

Nutrition Standards in Motion

```

graph LR
    A[Congressional Ruling] --> B[USDA, Food and Nutrition Services]
    B --> C[State Agency]
    C --> D[School District]
    A --> D
  
```

- Congressional Ruling**: Law to update federal nutrition standards for school meals
- USDA, Food and Nutrition Services**: Interprets the law & sets regulations for nutrition standards
- State Agency**: Administers the programs & ensures compliance with nutrition standards
- School District**: Decides what specific foods to serve & how to prepare them to meet the nutrition standards

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Speakers include representatives from:





Resources for Breakfast

2018-2019 Playbook



Breakfast for Everyone — First Meal Matters

The morning is the perfect time to fuel up for success and start the day right. Work with your school's nutrition manager to adopt one or more of the breakfast programs found in this Play.



Poll #3:



How often do you feature quick scratch/scratch recipes on your breakfast menus?

Spice up school breakfast!



Back to School, Back to Breakfast!



Lori Dornbusch

**Manager, Site Based
Operations**

**School District of Palm Beach
County**



School District of Palm Beach County

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Fall in Love WITH SCHOOL BREAKFAST

February 8, 2016 - February 26, 2016
Join us each morning for breakfast, It's Free.
Enter for chance to win a \$35.00 Amazon Gift Card

Each day a winner will be selected for entry in the final drawing.
Each school will select one contest winner randomly, after February 29, 2016.



FRAC
Your BEST Choice!

School District of Palm Beach County

Directions for Food Service Managers to run promotion. Start announcements February 1

Get your students energized to “***Fall in Love with School Breakfast***”. Starting **Monday, February 8th through Friday, February 26th** School Food Service will be running a breakfast promotion to support the addition of the new breakfast cart at your school site.

Each day you will receive an email with the name of the daily winner at your school. Work with your administration to announce the daily winner during the morning announcements the following day. The daily winner will receive an Energize with School Meals bracelet. The daily winner's name will be written on a sticky note and placed into your ballot box. At the end of the three week promotion, two winners will be drawn from the ballot box. The final winners will each receive a \$35.00 Amazon Gift Card. You will conduct the final drawing on **Monday, February 29th**.

School District of Palm Beach County

In your packet you will receive:

10 Posters 8 ½ x 11 (Place these in your cafeteria and other school locations, if permitted.)

Packages of Sticky Notes

1 Ballot Box (with directions for assembling) (Should be kept in manager's office.)

20 Silicone *Energize with School Meals* Bracelets for daily winners

2 - \$35.00 Amazon Gift Cards (Please keep in lock boxes until final drawing on Feb. 29.)

Morning/Afternoon Announcement Script (see attached)

School District of Palm Beach County

Week of February 1-5, 2016

Next Week, come energize with a fast, free breakfast to go.

Look for our new Courtyard Breakfast Cart.

All students eating breakfast with us during the “Fall in Love with School Breakfast” month promotion have a chance to win gifts. Daily winners will receive an Energize with School Meals Bracelet and their name will be entered in a drawing for a \$35.00 Amazon Gift Card.

So join us for breakfast and start your day Energized!

Week of February 8-12, 2016

The Breakfast Cart is here and hitting the pavement this week. We’re open for business from ??? to ??? Don’t forget, breakfast is free, what’s not to love.

When you stop for breakfast you will automatically be entered to win a \$35.00 Amazon gift card. Daily winners will receive an Energize with School Meals Bracelet and their name will be entered in the grand prize drawing. Starting tomorrow, listen carefully, the winner could be you. Remember, stash your trash in the cans!

Sample Announcements

Week of February 16-19, 2016

Have you tried our breakfast cart yet? We have an assortment of cereals, yogurts, PB&J's, donuts, and Pop-Tarts to satisfy your morning hunger. Fresh fruit, milks and juices are also available. Come join us for breakfast and have a chance to win the \$35.00 Amazon gift card. Also, be sweet, keep the campus neat.

Week of February 22-26, 2016

We hope you have been enjoying the new breakfast cart. You may be on your way to starting a new, life-long healthy habit. Remember, each day you receive a breakfast you will be entered into the daily drawing to win a bracelet and maybe even win the grand prize. Good luck! Breakfast eaters are always winners, fall in love with school breakfast!

Daily Winner Announcement

Congratulations to _____, you are today's winner of the Energize With School Meals Bracelet and your name has been entered into the Grand Prize Drawing. Stop by the Cafeteria Manager's office to claim your prize.

School District of Palm Beach County

The success of the promotion begins with you and your staff. To encourage a little friendly competition, the staff at the school with the highest percent increase in breakfast participation will each receive a \$15.00 Walmart Gift Card.

Every Friday during the promotion we will send out a spreadsheet so you may track your progress. Remember...this is a friendly competition so:

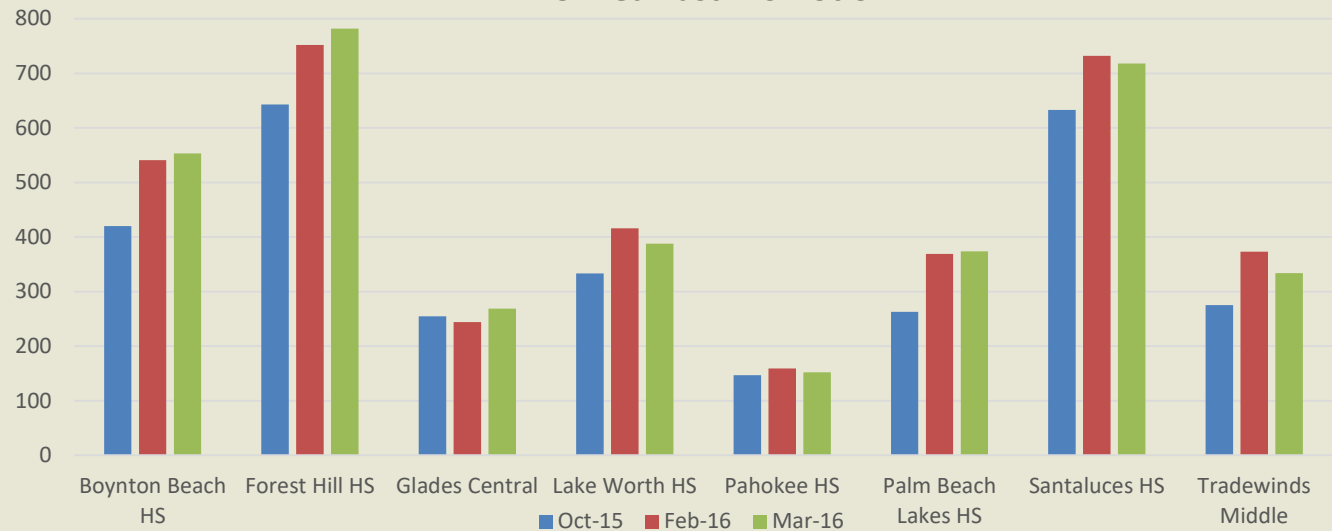
- use the marketing materials provided,
- reach out to your student organizations and clubs to get them involved in the excitement
- utilize morning and afternoon announcements
- energize staff to talk up the program, even at lunch, to help promote the event.

Please share any highlights of the program including pictures *(if students agree to be photographed)*.

School District of Palm Beach County

School Name	Oct-15	Feb-16	Mar-16
Boynton Beach HS	420	541	553
Forest Hill HS	643	752	782
Glades Central	255	244	269
Lake Worth HS	333	416	388
Pahokee HS	147	159	152
Palm Beach Lakes HS	263	369	374
Santalucas HS	633	732	718
Tradewinds Middle	275	373	334

FRAC Breakfast Promotion



School District of Palm Beach County



School District of Palm Beach County



School District of Palm Beach County

Student Survey – School Breakfast Program

We want to know what you think! This survey is your chance to let us know how we're doing. Please take a few minutes to provide feedback on the quality of your breakfast experience at school.

Section 1. Your breakfast experience

Instructions: As you respond to each question, use the phrase, "When I eat school breakfasts..." before each statement and then mark your level of agreement by circling the number between 5 (strongly disagree) and 1 (strongly agree) that best describes your opinion.

When I eat school breakfasts...	Strongly Agree.....Strongly Disagree				
1. The food served is fresh.	1	2	3	4	5
2. The food tastes good.	1	2	3	4	5
3. There is a variety of foods to choose from.	1	2	3	4	5
4. The menu provides healthy options.	1	2	3	4	5
5. The amount of food I get is enough.	1	2	3	4	5
6. Food is cooked to the proper doneness.	1	2	3	4	5
7. The service is friendly.	1	2	3	4	5
8. I know I can give food service staff honest feedback about the food.	1	2	3	4	5
9. I have enough time to eat.	1	2	3	4	5
10. Changes made to the program since this Fall make it more convenient to participate	1	2	3	4	5

School District of Palm Beach County

Section 2. Top Reasons for eating school breakfast

Instructions: Read the statements below. Please choose the TOP FIVE REASONS why you eat school breakfast.

- ☐ It's convenient
- ☐ I like the food
- ☐ I am hungry
- ☐ I get a balanced meal
- ☐ I didn't bring anything to eat
- ☐ I get to try different foods.
- ☐ I have no choice
- ☐ I like the variety of menu items
- ☐ My friends eat school breakfast
- ☐ I know what is being served
- ☐ It fits my schedule
- ☐ It prepares me for the school day
- ☐ It's free

School District of Palm Beach County

Section 3. Tell us about you

1. What grade are you in?

☐ 9th grade ☐ 10th grade ☐ 11th grade ☐ 12th grade

2. What is your gender? ☐ Male ☐ Female

3. On average, how many times PER WEEK do you eat school breakfast?

☐ Never ☐ Two or less ☐ Three or more

Section 4. Use the space below for additional comments

Resources

- FRAC's [Breakfast for Learning](#), [Breakfast for Health](#), and [The Connections Between Food Insecurity, the Federal Nutrition Programs, and Student Behavior](#) for information on how breakfast and student achievement and learning are connected.
- [School Nutrition Association Social Media Tips Sheet](#)
- U.S. Department of Agriculture's [Marketing Resources for the School Breakfast Program](#)
- FRAC and NASSP Posters:
 - [Did you know? You can grab breakfast on the go](#)
 - [Have you had your morning nutrition break yet?](#)
 - [Did you know? You can eat breakfast in the classroom](#)
- Check out <https://www.facebook.com/BreakfastInTheClassroom/> to see how other districts promote their program.
- FRAC and Partners for Breakfast in the Classroom [sample menu surveys](#)

Back to School, Back to Breakfast!



**Please ask any
questions!**

Back to School, Back to Breakfast!



**Thank you for
joining us today!**