

EXPANDING BREAKFAST EXPERIENCE - NOTHING SPEAKS LOUDER!



There's no greater teacher than experience. Many initially doubted that Expanding Breakfast out of the cafeteria using alternate service could work in their school/district. In virtually every case history we've looked at, Breakfast in the Classroom, Grab 'n' Go and Breakfast After 1st Period programs have been successful for foodservice, teachers, administrators, parents and students.

Network with schools in your area that have Expanding Breakfast programs. Arrange for visits to see them in action. Set up opportunities for principals to talk to principals...teachers to talk to teachers, etc. Here are a few quotes about Expanding Breakfast programs to get you moving!

Principal Quotes

"Breakfast is the foundation for learning. This plays out in the dramatic improvements we've seen in academic performance, attendance, behavior and overall focus."

Edward Koch, principal, Fairhill Elementary School, Philadelphia, Pa.

"We expected it [Breakfast in the Classroom] to take a few weeks for everything to run smoothly. Instead the kids and teachers had the program working after the second day and now they won't go back!"

Paul Schnitman, principal, Rosemont Elementary School, Montgomery County, Md.

Foodservice Quotes

"There is an incredible amount of reliable evidence on the learning, nutritional and behavioral benefits that a good breakfast has on children, and solid, easy-to-follow directions on how to set up a Breakfast in the Classroom program that will work

for you. Use these tools and the experiences of others to your advantage."

Jill Kidd, director of nutrition services, Pueblo School District No. 60, Pueblo, Colo.

"For those campuses serving Breakfast in the Classroom, participation has gone from serving 30% to 80% of the enrollment. Students have benefited nutritionally and academically. Teachers report the children are more productive, ready to learn and less disruptive and encourage students to eat at school. The meal count reflects it."

Patricia Mouser, food service director, Midland ISD, Midland, Texas.

"Everyone benefits from this program, especially the children. When you see the program in action, it gives you chills."

Foodservice Director, Laurens District 56 Schools
Clinton, S.C.

"Kids like eating in the classroom. They're not rushed and they can talk with their friends. Mess in the classroom has not been a problem. We serve over 400 children in 20 minutes. The staff does as much preparation as possible the day before, so things run smoothly in the morning."

Cafeteria Manager, Parkway Elementary
Elizabethtown, Ky.

"Due to the large student numbers and limited time and space we were unable to have breakfast at this school. Breakfast in the Classroom has been a creative way to meet this need. I have received many positive statements about the program. It's a real plus."

Foodservice Administrator, Hinds County Schools
Raymond, Miss.



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(continued from *Expanding Breakfast Experience*
- *Nothing Speaks Louder*)

“Late breakfast has not caused lunch participation to decrease. If anything, it has increased.”

Foodservice Director, Maryland City Schools, Tenn.

“Children need breakfast to prepare them for learning. Many students at our schools were not arriving in time for breakfast in the cafeteria. For many, playing and socializing took priority over coming in for breakfast. Our society is so fragmented now. Many children are responsible for getting themselves up and often have no time to get any breakfast at home before leaving for school. This program helps fill that need.”



Foodservice Director, Taos Municipal Schools
Taos, N.M.

“This is a great program. I see kids eating who weren’t before. They look forward to breakfast every day.”

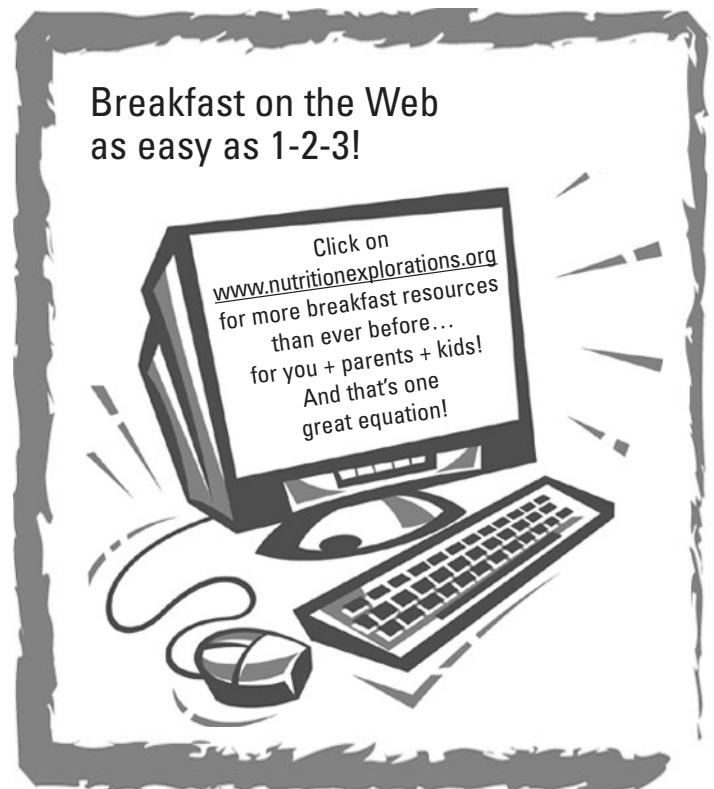
Cafeteria Manager, Parkway Elementary Elizabethtown, Ky.

“Due to some ongoing problems at one school, breakfast was temporarily taken out of the classroom. Within days the principal was calling to get it back, as he was already seeing more students in his office. The initial problems were resolved and breakfast returned to the classroom with very positive results.”

Foodservice Director, West Las Vegas Schools
Las Vegas, N.M.

The Bottom Line

Serving more children breakfast significantly contributes to a healthy school environment and can help children – all children – meet their nutritional requirements, and enhance good health and learning. And, that truly is awesome!



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