

# SCHOOL BREAKFAST'S IMPACT IS AWESOME!



Your students use the word “awesome” to describe almost anything, everyday – but school breakfast’s impact truly is awesome! Its positive effects are being proven over and over again, quantitatively and qualitatively, with foodservice staff, teachers, principals, parents and, even students.

## Breakfast Counts – Tremendously!

The undeniable benefits of school breakfast include:

- Children’s nutrition is improved – school breakfast provides one-fourth or more of the nutrients needed per day
- Test scores improve
- Readiness to learn is enhanced
- Behavior problems diminish
- Absenteeism and tardiness decrease
- Foodservice receives additional revenue

In the last ten years, the number of states that have school lunch programs and that also participate in school breakfast increased from 50% to over 75%. A record number of 8.1 million children participated in school breakfast daily in the 2001-2002 school year.<sup>1</sup> However, if all children eating school lunch were eating school breakfast, the number would be 27 million students.

## How to Grow Breakfast Participation

We know that school breakfast is important, but how do we increase participation? A key way is through alternative breakfast service. Participation soars when breakfast is offered via Breakfast in the Classroom, Grab ‘n’ Go, or Breakfast After 1<sup>st</sup> Period. “While these options can all be successful a ‘cookie cutter’ approach would never work, so schools need to evaluate which alternative is right for them,” comments Camellia Patey, SFNS, director of school foodservice for NATIONAL DAIRY

COUNCIL®. “Fortunately, there’s a comprehensive Expanding Breakfast kit which takes you through the process of evaluating your operation, step-by-step, to help determine which expanding breakfast alternative works best for you.”

## The Right Tools

The newly updated Expanding Breakfast kit comes complete with an instruction manual, insightful case histories and a compelling new video that shows innovative, but simple, breakfast serving approaches different schools have taken. “The video is excellent for a multitude of audiences,” says Patey. “At less than 8 minutes long, it quickly builds a case for expanding breakfast and taking it to the students. School foodservice will find it very informative, but its effectiveness as a presentation tool for convincing district level administrators, principals, teachers, and even parents, is immeasurable.”

## 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!

## Call for Local Dairy Council® Assistance

An excellent resource for planning and implementing an Expanding Breakfast program is your local Dairy Council®. Call 800-426-8271 for the local Dairy Council in your area.

## Order the Kit, Today!

The Expanding Breakfast kit is available through the ASFSFA Emporium. To order call 800-728-0728.



<sup>1</sup> The Food Research and Action Center School Breakfast Scorecard 2002.