

EXPANDING BREAKFAST DELIVERS RESULTS BREAKFAST PARTICIPATION INCREASES 27%!



DISTRICT: Marietta City Schools,
Marietta, Ga.

SCHOOL NUTRITION PROFESSIONAL: Sandy Laffan, School Nutrition Director

FREE/REDUCED RATE: 62%

ENROLLMENT: 6,481

NUMBER OF SCHOOLS: 12

NUMBER OF EXPANDING BREAKFAST SCHOOLS: 9

IMPLEMENTED EXPANDING BREAKFAST: 2006

ALTERNATE BREAKFAST SERVICE: Breakfast in the Classroom;
Grab 'n' Go Breakfast

★ BACKGROUND

Marietta City Schools has nine schools that have successfully implemented an Expanding Breakfast program. Sandy Laffan, School Nutrition Director of Marietta City Schools says the schools that have implemented an Expanding Breakfast program have seen an increase in breakfast participation and milk sales, and a decrease in tardiness and nurses visits. Laffan has Breakfast in the Classroom in some schools and Grab 'n' Go Breakfast in others. She suggests piloting a program to see which program will work best for individual schools.

★ IMPLEMENTATION

Marietta 6th Grade Academy has a Breakfast in the Classroom program. Each teacher provides a breakfast count to the cafeteria one day in advance. The school nutrition staff assembles hot breakfasts in the morning. A typical breakfast may include a chicken or sausage biscuit, fruit, and milk or orange juice. Insulated rolling coolers are used to transport the breakfasts to each classroom. Milk and other cold items are placed inside the insulated cooler and the hot items are placed in a nylon bag that is tied to the handle of the cooler. Each cooler is labeled with the teacher's last name and a class representative rolls the coolers from the cafeteria to the classroom. Breakfast is served to the students during morning announcements and trash is disposed of in plastic garbage bags and placed outside the classroom for custodial staff to retrieve.

★ IMPACT

Teachers, students, and school nutrition staff have all responded very positively to the breakfast programs. The teachers have noticed better class participation and attentiveness from the students. The students have adequate time to eat breakfast at school and are not rushed from the cafeteria. And the staff has noticed an increase in breakfast participation. During the 2006-07 school year, Marietta City's average daily participation for breakfast was about 3,616 students. As of September 2007, the average daily participation for breakfast was 4,583, an increase of 27%. Laffan plans to document the state achievement test scores for the 07-08 school year to compare with the previous year. She anticipates seeing better test scores related to better breakfast participation.