

EXPANDING BREAKFAST DELIVERS RESULTS



DISTRICT: North Pocono School District,
Moscow, Pa.

SCHOOL NUTRITION PROFESSIONAL: Lisa Miller, Foodservice Director

FREE/REDUCED RATE: 6%

ENROLLMENT: 3,240

NUMBER OF SCHOOLS: 5

NUMBER OF EXPANDING BREAKFAST SCHOOLS: 5

IMPLEMENTED EXPANDING BREAKFAST: 2001

ALTERNATE BREAKFAST SERVICE: Breakfast in the Classroom

★ BACKGROUND

In 2001, when American Dairy Association and Dairy Council, Inc. (ADADC) first instituted Expanding Breakfast grants, North Pocono School District was one of the first districts to jump on board. The program continued to go strong after all these years and continues to blossom with new ideas and a constant momentum to increase participation.

★ IMPLEMENTATION

In 2001, Pocono Mountain started with Breakfast in the Classroom for the elementary schools. Today, the district is continuing to expand throughout the district. They are in their first year of breakfast at the high school. In addition to the normal breakfast hours, they serve breakfast to the first two Study Hall periods. The periods are grade-rotating which allows them the opportunity to capture all of the students at one point or another. They are also in the process of having the Shop Class build picnic tables to have "Breakfast on the Patio" next school year. The Foodservice Director can always count on ADADC to be sure that the program has the necessary equipment to keep milk cold and keep the program going strong!

★ IMPACT

Participation is 16%, an excellent rate for a district with a very low Free & Reduced student population. At the high school alone, 210 breakfasts are served every day during the rotating Study Hall periods.