

# GOT BREAKFAST? GOT "EXPANDING BREAKFAST?"



Increasing participation in school breakfast programs is an ongoing goal for St. Louis District Dairy Council. A new program, "Expanding Breakfast," can increase participation by meeting students' needs while helping food service programs remain profitable.

Expanding Breakfast is a concept designed to offer alternative serving methods, sites and times to traditional before-school, in-the-cafeteria breakfast, often bringing the breakfast to students, instead of students to breakfast. These include:

- Grab 'n' Go Breakfast
- Breakfast in the Classroom
- Breakfast After 1st Period

Rita Sissel Duncan, R.D., said, "Expanding Breakfast by offering the meal in the classroom is a way to increase participation because not all students arrive at school in time to eat before class, and yet many kids are not eating at home, either."

Duncan, executive director of St. Louis District Dairy Council, said that non-traditional service requires food items which are portable, can be eaten without utensils and are available in single-serve portions. Suitable entrees include cold pizza, crispy rice cereal treats, cinnamon rolls, burritos, bagels and cream cheese, ham and biscuits, fruit muffins, cereal and toast, fresh fruit, breakfast pinwheels, peanut butter and crackers.

She said "Dairy Council® is working with schools that already have a breakfast program and encouraging them to branch out. It's a way to get

kids to eat breakfast who normally would not. When they drink milk as part of the meal it's a way to get another Milk Group serving into kids to increase their calcium intake."

*For more information on Expanding Breakfast in your schools, contact your local Dairy Council®.*

## **Expanding Breakfast Presentations**

Dairy Council recently co-sponsored a presentation on "Expanding Breakfast" for the Illinois Dietetic Association's Annual Spring Assembly. Patricia Mouser, R.D., L.D., director food services for Midland, Texas Independent School District, told 40 dietitians that in Midland serving Breakfast in the Classroom is a "win-win" situation.

According to Mouser, academics have improved; student health has improved. Parents are assured their kids get a healthy breakfast and it saves them money. Food service staff get additional hours, and the district benefits from positive publicity in the community and receives additional funding for attendance.

Also in Texas, Dora Rivas, M.S., R.D., S.F.N.S., in the Brownsville Independent School District Food Service Department, is an Expanding Breakfast booster. In a recent talk on the topic in Chicago, she cited these benefits to students:

- Fewer behavioral problems
- Improved test scores
- Fewer trips to the nurse's office



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(continued from *Got Breakfast?*  
*Got "Expanding Breakfast?"*)

Rivas' district has 40,000 students enrolled; it serves 22,000 breakfasts daily. She noted that support is needed from principals, support staff, parents and employees, as well as an efficient and effective system of distribution, to ensure the success of an Expanded Breakfast program.

### **Success Stories**

Some area schools are expanding their breakfast horizons, as well. For instance, **Franklin-Edison Primary School and Loucks-Edison Middle School in Peoria Ill. School District 150** served Breakfast in the Classroom to all students for the first time during the past school year, after a pilot program the previous year with a smaller number of students.

School food service director Darcy Holford plans to continue Breakfast in the Classroom this school year because she said many more children are eating breakfast and the increased reimbursement from serving Breakfast in the Classroom offsets the increased labor cost.

Jennifer Moluf, Dairy Council registered dietitian in Hanna City, Ill., provided promotions and materials to support them and 10 other schools in the district's breakfast program. Her promotional items include *Discover Dairy Daily*, *the got milk?*<sup>®</sup> *Menu Marketing Kit*, *Start Your Head with breakfast at school*, and *Xtreme Flavors*.

In a pilot program of Expanded Breakfast, from January through May 2002, **Shay Pirtle, school food service director at Canton Union School District 66 in Illinois**, served the Eastview Elementary School fourth grade class breakfast in a bag. The menu included milk, juice, and a choice of cereal or entree.



Breakfast was served in the classroom between 9 and 10 a.m. to a total of 80 students; the fourth grade class was chosen because of its late lunch time, 12:30 p.m. Between 50 and 60 students participated in breakfast each day.

The teachers gave positive feedback, reporting that students were more attentive and better behaved when they ate breakfast. Pirtle said recently that with all of the positive feedback she anticipates continuing her efforts to expand the breakfast program this year.

Dairy Council nutrition educator Carla DeBoe reports that **Edgar County School District #6 in Chrisman, Ill.** operated an alternative breakfast program serving breakfast during the first period of school in 2001-2002. About 260 of its 415 students in elementary through senior high school participated.

**Alice Rhoades, school food service director**, says, "Using this method gives children who may come to school late or ride the bus to school an opportunity to receive breakfast. The alternative breakfast method

works well in our schools." She plans to offer alternative breakfast in the district's junior and senior high schools this year.

Rhoades has also used Dairy Council's *got milk?*<sup>®</sup> *Menu Marketing Kit*, *Start Your Head with breakfast at school*, *Discover Dairy Daily* and *Xtreme Flavors* promotions to add interest and increase participation.