

**EXPANDING BREAKFAST DELIVERS RESULTS
PARTICIPATION AVERAGES 90%+ IN IRVING ISD EXPANDING BREAKFAST SCHOOLS!**



DISTRICT: Irving Independent School District,
Irving, Texas

SCHOOL NUTRITION PROFESSIONAL: Michael Rosenberger,
Director of Food Service

FREE/REDUCED RATE: 73%

NUMBER OF SCHOOLS: 34

NUMBER OF EXPANDING BREAKFAST SCHOOLS: 15

IMPLEMENTED EXPANDING BREAKFAST: 2002

ALTERNATE BREAKFAST SERVICE: Breakfast in the Classroom

★ **BACKGROUND**

Michael Rosenberger, director of food service, has principals standing in line to implement a Breakfast in the Classroom program in their school, because it has been so successful at Irving Independent School District (ISD). The Expanding Breakfast program started with two schools in 2002 and now has expanded to fifteen schools with more to start in the fall of 2008. There is no mandate in Irving ISD that all schools must participate in the Breakfast in the Classroom program but principals have to request the program in order for it to be implemented.

Rosenberger believes this principal support is the key to making the program successful. He states, "A school administrator is not going to voluntarily request a program unless he or she already supports it. I then have a built-in partner who is willing to assist me to find a way to make the program work."

He feels principals and teachers realize that hunger is a barrier to education and learning. According to Rosenberger, "Just as we have free busing for students who need transportation and free nursing for sick children, campus administrators and staff support the concept of breakfast at no charge for hungry children."

★ **IMPLEMENTATION**

When the program first started in 2002-03, the breakfast items were put in an insulated bag and the classroom teacher was charged with making sure that each participant took the right foods and beverages. The service was then streamlined for the teachers, by packaging all of the items for each student together in separate bags. This practice makes service smoother, faster and easier for teachers to administer.

There is a robust system of checks and balances which includes school nutrition staff double-checking all outgoing meals and then checking returns against the rosters to see if there are any variances. These processes allow the school nutrition staff to quickly identify and remedy any potential problems in a pro-active manner.

★ **IMPACT**

The Breakfast in the Classroom campuses average 90%+ participation while the non-Breakfast in the Classroom campuses average approximately 30-33% participation. Thus, the Breakfast in the Classroom program nearly triples overall breakfast participation.