

EXPANDING BREAKFAST DELIVERS RESULTS BREAKFAST IN THE CLASSROOM BOOSTS PARTICIPATION AS MUCH AS 28%!



DISTRICT:	Itawamba County School District, Fulton, Miss.
SCHOOL NUTRITION PROFESSIONAL:	Kenny Coker, Foodservice Director
FREE/REDUCED RATE:	58%
ENROLLMENT:	3,781
NUMBER OF SCHOOLS:	9
NUMBER OF EXPANDING BREAKFAST SCHOOLS:	3
IMPLEMENTED EXPANDING BREAKFAST:	2007
ALTERNATE BREAKFAST SERVICE:	Breakfast in the Classroom

★ BACKGROUND

Coming from a background in restaurant management Kenny Coker knew you have to define who your clientele is and reach out to them. He realized the reason many students were not participating in breakfast was they were intimidated to go to the cafeteria since so many older students were there. He heard about another district in the state that was very successful taking breakfast to the classroom and was determined to market breakfast in this way to increase participation.

★ IMPLEMENTATION

Coker started Breakfast in the Classroom in one school and soon another principal was requesting to have it. He now has the program in one elementary school and two elementary/middle schools. The process starts with the classroom teacher completing a count for the next day's breakfast and sending to the cafeteria. In the morning school nutrition staff prepares and wraps breakfast items and distributes them, as ordered, into numbered baskets in the cafeteria. Students and teachers pick up the baskets and take them to the classroom. Teachers distribute breakfast to participating students and complete a point of service count. Children eat breakfast in a familiar setting as teachers take roll and begin the classroom day. Trash is collected in a garbage bag and placed in a garbage container in the hallway. This was accomplished without an increase in child nutrition staff.

★ IMPACT

Breakfast in the Classroom is now in three schools and participation has increased as much as 18-28%, with an average increase of 23%. Not only has breakfast participation increased, principals report that discipline problems have been reduced by at least 50%.

Teachers say students are settled and ready for instruction as soon as the bell rings, where before they were slowly trickling in from the cafeteria. A parent told Coker that for two years she had been unsuccessful in trying to get her child to eat breakfast in the cafeteria. Now her child eats breakfast every day.

School nutrition staff who initially thought this was going to be more work for them now realize it is much less work because they do not have to clean up the cafeteria and the students and teachers pick up and return the baskets.