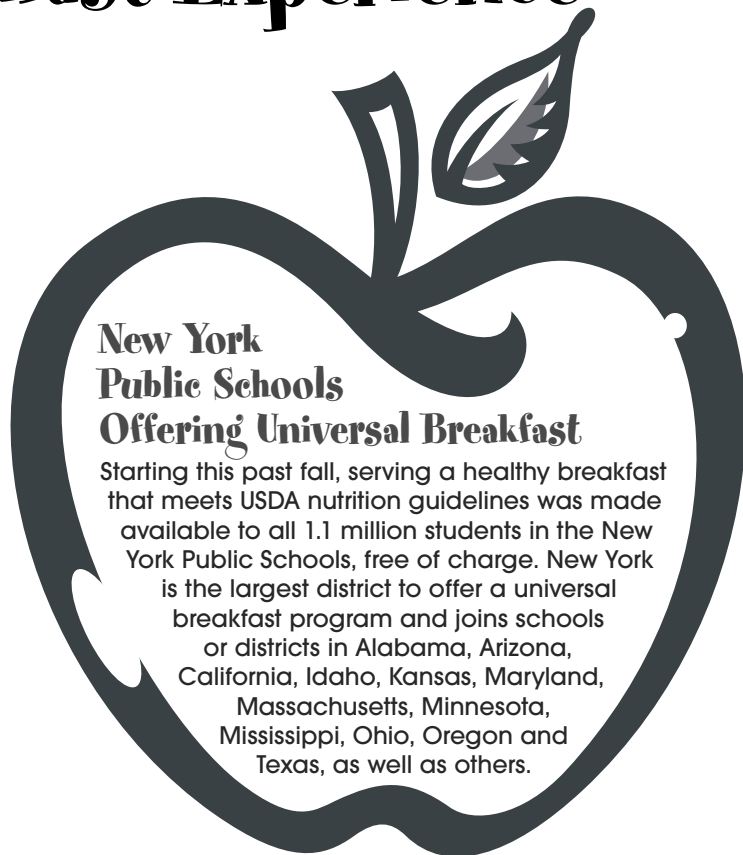


Teacher Resistance **MELTS** with Expanding Breakfast Experience

It's easy to understand why teachers may be hesitant to greet an Expanding Breakfast program with open arms. It's on their turf, where by definition learning takes place, not eating, or the perceived extra work that accompanies eating.

Amy Begley, a teacher at Shady Springs Elementary School, Baltimore County, Md., sums up the situation perfectly. "I would say, not to be worried or scared that they (teachers) are going to have to do a lot of work, because I think that was what the thoughts were in this school; that it's going to be a lot of pressure on the teachers and it's really not. It's easy. The kids do their jobs themselves and they've become more independent. And, it also guarantees that everybody will be starting the day on a full stomach, ready to work."

Start the "resistance meltdown" in your school when you begin an alternative breakfast program with page 2 of this blackline master. Distribute copies to teachers with a cover letter detailing other relevant information like when the Expanding Breakfast program will start, menu items, trash removal, etc. Find additional fact sheets like this one, targeting your foodservice staff, principals, parents and students, by going to www.NutritionExplorations.org, and clicking on *School Foodservice, Expanding Breakfast and Fact Sheets*.



Do You Offer Healthy School Milk?

Of course the milk you **offer** is healthy. But if your students aren't **taking** milk or **drinking** milk once they've taken it, then the answer quickly acquires a different meaning.

The recent School Milk Pilot Test ** in which an enhanced school milk program was studied, included making changes in: packaging, flavor variety, product mix, points of distribution, serving milk cold and merchandising milk well. These changes led to significant findings - students took 18% more milk; they consumed 37% more of the milk they took; and in secondary schools, the enhanced milk package drew almost 5% more students to the meal line.

These results proved that it's time to stop treating milk like a commodity and position it as a milk marketing opportunity. With its nutritional benefits milk can be part of the solution to help fight obesity in your schools.



Assessing Your School Milk Program

A new, easy-to-use *Healthy School Milk Assessment* form is available to help evaluate your current school milk service options and see if your methods of milk service are providing you and your students with the many nutritional and revenue-generating benefits to be had.

In addition, the results will form an excellent foundation to begin working with processors in your area to determine which of the key elements you want to incorporate in your school foodservice program. The evaluation, which is mostly fill-in-the-blank, will provide you with the complete picture you'll need to decide on your next steps.

To get the *Healthy School Milk Assessment* form, contact your local Dairy Council® or call 800-426-8271 for the Dairy Council nearest you.

** For more details on the School Milk Pilot Test, go to www.NutritionExplorations.org, click on School Foodservice, School Milk, and New Look of School Milk

A Proven Way to Improve Student Learning, Performance and Health



Want your students to be more alert, focused and ready to tackle the academic challenges of the school day? It's hard not to answer yes. There is a well-documented method of foodservice that can support you and your students in achieving what you want – it is Expanding Breakfast outside the cafeteria.

Feeling resistant? We've done our homework and were expecting that. Everything we've read said there would be resistance—at first. However, staff at schools where Expanding Breakfast has been implemented, confirm the "benefit curve" is fast. Almost as soon as the program starts, some advantages are immediate and that resistance disappears. Here are a few reasons why.

Expanding Breakfast Receives High Grades*

- Improves classroom performance and yields better test scores and grades
- Increases children's ability to focus and concentrate on school work
- Decreases disciplinary problems, tardiness and visits to the nurse
- Increases attendance rates



An Important Part of an Overall Healthy School Environment

- School breakfast offers a wide variety of healthy foods, meeting USDA requirements and supplies 1/4 of the Recommended Daily Allowances children need.
- Students look forward to a nutritious meal to start the day off right – they're healthier, happier, better behaved, and more productive throughout the day.

Teacher Frequently Asked Questions

- **What about lost instructional time?** Teachers report they have actually gained instructional time due to fewer nurse visits and less tardiness and absenteeism. Also, it allows children the time to quietly socialize, settle down and get organized for the day.
- **How messy is breakfast outside the cafeteria?** It's not messy. We've taken the necessary steps to provide easy-to-serve, -eat, and -cleanup, nutritious breakfast foods to minimize labor and mess.
- **How much extra work is involved?** We won't lie to you – a little more work. It's probably much less than you think. And, current teacher participants, even the skeptical ones, have found it well worth the effort and want their programs to continue.



Contact the Foodservice Department with questions or suggestions.

**Get on the Expanding Breakfast Band Wagon Today!
Encourage Your Students to Eat Breakfast.**

*Based on the Maryland Meals for Achievement Year III Final Report 10/01 and the Minnesota Dept. of Children, Families & Learning Studies. For the studies go to www.NutritionExplorations.org and click on the Educators Section.