

START SMART

Utah Breakfast Program Workbook



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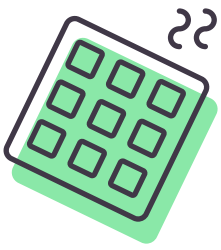
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Introduction

This workbook was compiled in conjunction with the Breakfast in the Classroom Handbook and Alternative Breakfast Models Handbook. The Start Smart Utah Breakfast Program was passed in legislation in 2020 and requires all Utah schools who participate in the National School Lunch Program (NSLP) to also provide a breakfast program. Please refer to the Alternative Breakfast Models Handbook for more specific detail. Use this workbook to:

01

Create a customized school breakfast program for individual schools.

02

Record notes, ideas, and plans in the spaces provided.

03

Identify and collaborate with breakfast stakeholders, including administrators, teachers, food service, custodians, parents, students, and school nurses.

04

Be creative! Multiple models and styles of breakfast plans can be implemented simultaneously.

Definitions

ALTERNATIVE BREAKFAST SERVICE MODEL:

A method of serving breakfast to a student after the instructional day begins (Start Smart Utah Program, Utah Code 53G-9-205.1)

TRADITIONAL BREAKFAST SERVICE MODEL:

A method of serving breakfast to a student before the instructional day begins (Start Smart Utah Program, Utah Code 53G-9-205.1)

BREAKFAST STYLE:

A method of how and where breakfast is served (i.e. grab and go). For more information on breakfast models vs. styles, refer to the Alternative Breakfast Models Handbook

UNIVERSAL FREE BREAKFAST:

Schools may choose to offer breakfast universally free to all students. This removes the financial barriers students may face when participating in the School Breakfast Program. Schools continue to claim federal reimbursement in the correct category for any student participating. Budgeting for a universal free breakfast program is essential to ensure anticipated reimbursement and other revenue will cover the costs of the meals served. Refer to the “Develop A Breakfast Budget” section of this workbook for more information.



Assessment

Create Your Breakfast Team

The first step to establishing a successful breakfast program is to identify all of the stakeholders that should be involved. These can and should be groups like food service staff, teachers, principals/administrators, students, parents, custodians, school nurses, etc. The purpose of this team is to discuss the implementation of the breakfast program, discuss concerns, and make improvements to the program. Please utilize the space below to determine who will be a part of your breakfast team.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

11 _____

12 _____

13 _____

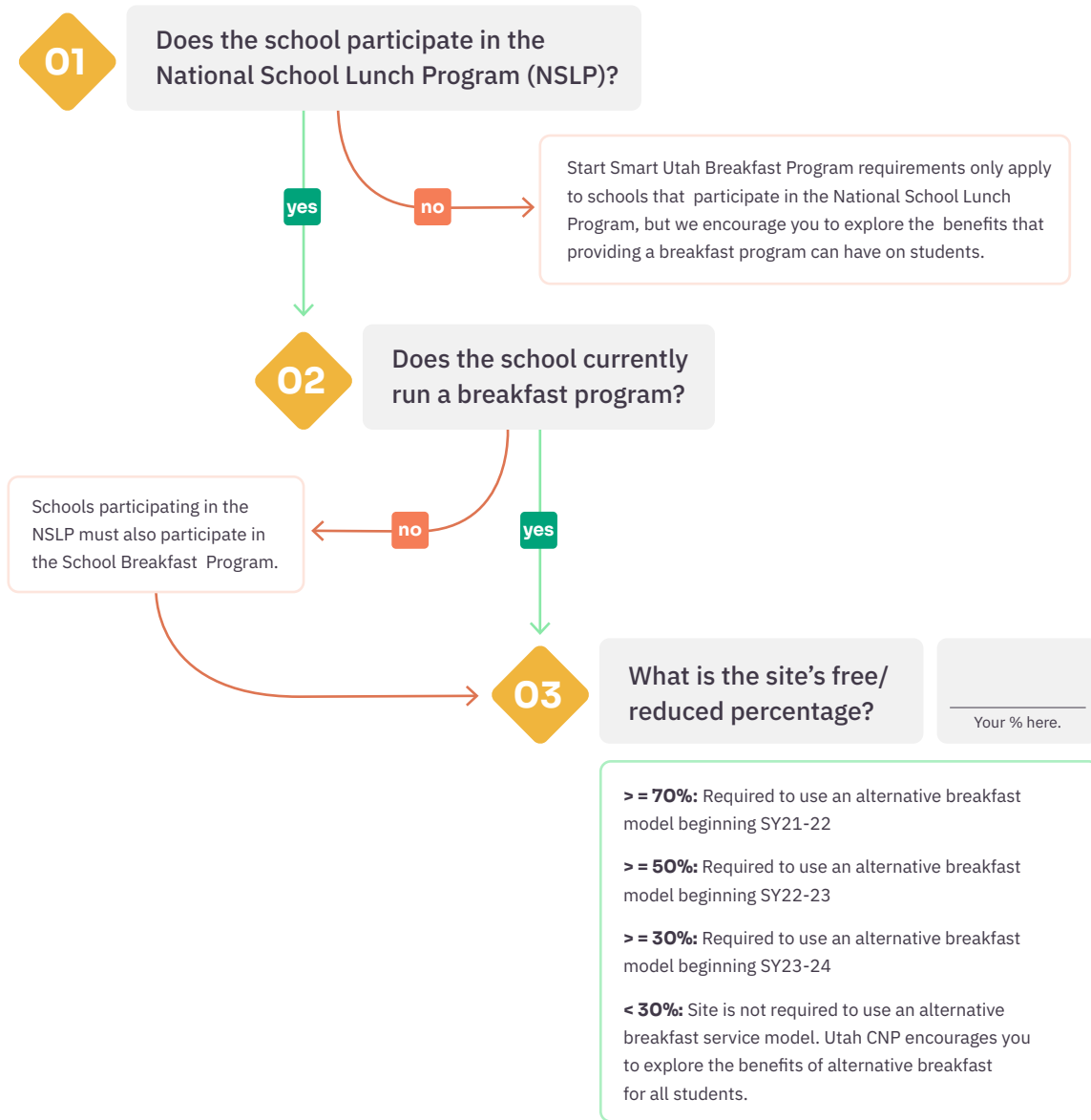
14 _____

15 _____

16 _____



What is Required?



This school is required to: _____

If 70% or more of the free and reduced student population already participate in the School Breakfast Program the site is exempt from these requirements. If meeting these requirements causes a financial or logistical hardship, LEA's may apply for an annual waiver of these requirements through the Child Nutrition department at USBE. Contact a Child Nutrition specialist for further information at 801-538- 7680.

Breakfast Models/Styles Available

Many types of breakfast models and styles can be implemented in schools. Several options are listed below with example scenarios of how they may be implemented. Explore each option to determine what model and styles may be adopted or altered to fit your program's needs.



TRADITIONAL BREAKFAST SERVICE MODEL

Breakfast is offered before the instructional day begins



Alternative Breakfast Service Model

BREAKFAST IN THE CLASSROOM

Breakfast is delivered to classrooms by nutrition staff or designated students via coolers or insulated bags, or

Meals are picked up by students from the cafeteria and then taken to the classroom to be consumed



Alternative Breakfast Service Model

SECOND CHANCE BREAKFAST

Breakfast is offered between first and second period, or

Offered during a pre-scheduled morning break, or

Offered on the way out to or during recess for younger grades

Second Chance may be offered from the cafeteria or grab and go style



GRAB AND GO

Pre-packaged breakfast meals are offered in areas that are convenient to students such as hallways, entryways, common areas, or cafeterias.

Service carts, kiosks, or even tables can be used for pick-up areas.



BREAKFAST VENDING

Breakfast vending allows students to access a reimbursable breakfast through vending machines. This model is most often implemented in secondary schools and vending machines can be made available before the bell, after the bell, or both.

Customize one or more of these models to your school by asking these questions:

What time(s) will breakfast be made available to students?

- Before school begins (traditional model)
- In the classroom/After the first bell (alternative model)
- During a morning break (alternative model)

Does the current schedule allow for an alternative model? Can it be modified?

Where will breakfast be served?

- Cafeteria
- Classroom
- Common areas via service carts/ kiosks/tables
- Other ideas:

Where may breakfast be eaten?

- Cafeteria
- Classroom
- Common areas
- Other ideas:

Will breakfast need to be transported/delivered? How?

- Nutrition staff delivery
- Designated students
- Grab and go
- Kiosks/carts
- Vending

Will you choose to provide breakfast universally free for all students?

- Yes
- No

How can breakfast meals be counted?

- Point of service software system
- Class rosters/attendance sheets
- Tally sheets
- Other ideas:

Consider What is Already Taking Place at Your School

Implementing a breakfast program will not require an overhaul of current routines. Consider the following questions to determine if there are any processes or habits already in place that can be modified to help meet requirements.

Do classrooms have any routines that already occur at the beginning of the day before formal instruction begins? (i.e., announcements, taking attendance, board work, homework turn-in time, check-in with teacher, etc.)

Could these times be used to have breakfast in the classroom while these same activities take place?

Does the school now or has the school ever operated a breakfast program?

If *yes*, what works? What could be changed to make it more successful?

If *no*, why? What strengths does your school have that could be utilized to implement a successful program?

What happens if a student comes to school hungry? Are morning snacks already being provided to students, either formally or informally? (*cafeteria, teacher's drawers, during recess, vending machines, etc.*)

Could a few items be added to make a snack a "breakfast" and make it reimbursable?

Could a snack-type breakfast (*i.e., granola bar, applesauce, cheese stick, milk*) be served after the bell to count as an alternative model? (*in the classroom, after first period, during recess, etc.*)

Are late students allowed to get a breakfast after the bell? Could they be allowed to do so?

Is the meal pre-packaged or easily portable? If not, could it be?

Evaluate the current breakfast participation rates in your school:

What is the current breakfast participation rate in your school?

Why do you think students may not be participating?

Assess the perceptions or attitudes toward school breakfast.

What are the attitudes about the school breakfast program?

Are stakeholders supportive of your program? Why or why not, and how do you know?

Have you spoken with stakeholders to gather their thoughts and ideas about the breakfast program?

Have you set up regular communication with the following stakeholders?

- Teachers: _____
- Principals: _____
- Students: _____
- Parents: _____
- Food service staff: _____
- Custodians: _____
- School nurse: _____

Other ideas/things we already do:

Models/Styles We Plan to Use:

Set Goals and Objectives

Based on the findings of your assessment, it is now time to begin thinking about the overall objectives of your breakfast program. Setting goals for the program will help guide decision making when creating plans throughout this workbook. A key to remember when setting goals is to make sure they are SMART (*Specific, Measurable, Attainable, Relevant, and Time-Based*).



Specific: Goals should be specific and narrow for effective planning

What is the desired outcome? Are there several pieces that need to be specified?



Measurable: What evidence is necessary to show success?

When will re-evaluation take place? What do you want to see happen? How will you know your goal has been successfully implemented?



Attainable: Goals can be reasonably accomplished within a specific time frame

Do you have a written timeline? Do you have specific tasks and who will be assigned to each task?



Relevant: Goals should be reasonable and aligned with values

Are your goals helping you reach your desired outcome?



Time-Based: Set a realistic yet ambitious end date for task prioritization

Include specific dates of anticipated completion for each goal.

What are your overall objectives for the school breakfast program?

Example: We want to implement an alternative breakfast model at 4 schools by October 2021.

Refer to the Breakfast in the Classroom Handbook and Alternative Breakfast Models Handbook for other examples.

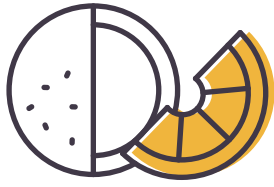
Goal #1: _____

Goal #2: _____

Goal #3: _____

Goal #4: _____

Goal #5: _____



Develop the Breakfast Program

Menu

The menu is a vital component of the breakfast program as it will affect decisions made on budgeting, staffing, equipment, and overall execution of your goals. This section of the workbook will guide you through the steps of creating a menu based on your chosen breakfast models and styles, costing out menu items, and determining what you will need to implement a menu successfully.

Refer to NSLP Central on CANVAS at <https://usbe.instructure.com/courses/54> to learn more about the requirements of the breakfast meal pattern and Offer vs. Serve.

Models/Styles Chosen _____

Menu Considerations

Consider the following questions when planning menus based on the breakfast models/styles you have chosen:

- Are there any specific conditions, environments, or restrictions that will affect the menu? (i.e., avoid sticky items, no extra condiments, specific packaging, special diet restrictions, etc.)

- Does the meal need to be specifically packaged, transported, or delivered?

- Will you offer more than one entree choice? Ex: Cereal or French toast sticks

- If you have had a breakfast program before, were there meals that the students preferred? Have you conducted product testing and solicited student feedback to understand preferences? How will you meet daily and weekly meal pattern requirements?

- Will meals be appealing in color and appearance?

- Consider menu items that could be purchased and served in different ways to save on cost per serving. (i.e., A prepackaged cereal bowl costs about \$0.50. A cereal dispenser using bulk bags and disposable bowls would cost about \$0.12 per bowl.)

Breakfast Menu Ideas



Pre-packaged Pancakes or Waffles



French Toast Sticks



Pancake on a Stick



Chicken and Biscuit



Oatmeal or Cereal



Cinnamon Rolls



Breakfast Burrito
(from scratch or pre-made)



Breakfast Pizza



Yogurt Parfaits



Hash Browns & Eggs



Eggs and Sausage
with Toast or Biscuit



Tater Tots

My Menu Ideas

Meal Costing

Identifying and monitoring food costs is an essential piece of menu planning and contributes greatly to program success. Use the blank “My Breakfast Menu Costing” table in this section to fill in a five-day breakfast menu, determine the cost per menu item, and calculate the total cost for each day’s meal. After you have filled in the table, follow the instructions to calculate the average food cost per breakfast. *An example table is provided below as a reference.*

EXAMPLE 5 DAY MENU COST TABLE

Day 1

Food Items	Cost per item
Muffin (2 oz., prewrapped)	0.22
Juice (4 oz. 100%)	0.30
Fruit or Vegetable (1/2 cup)	0.10
Carton of milk	0.25
Total Day 1 Cost	0.87

Day 2

Food Items	Cost per item
Cereal Bowl – Single serving	0.50
Graham Cracker Packet	0.36
Juice (4 oz. 100%)	0.30
Fruit or Vegetable (1/2 cup)	0.10
Carton of milk	0.25
Total Day 2 Cost	1.51

Day 3

Food Items	Cost per item
PBJ or Cheese Sandwich	0.52
Juice (4 oz. 100%) or fruit (1/2 cup)	0.10 - 0.30
Carton of milk	0.25
Total Day 3 Cost	0.87 - 1.07

Day 4

Food Items	Cost per item
Breakfast bar	0.62
Juice (4 oz. 100%)	0.30
Fruit or Vegetable (1/2 cup)	0.10
Carton of milk	0.25
Total Day 4 Cost	1.27

Day 5

Food Items	Cost per item
Yogurt (4 oz.)	0.56
Soft Pretzel	0.32
Juice (4 oz. 100%)	0.30
Fruit or Vegetable (1/2 cup)	0.10
Carton of milk	0.25
Total Day 5 Cost	1.53

MY 5 DAY MENU COST TABLE

Day 1

Food Items	Cost per item
Total Day 1 Cost	

Day 4

Food Items	Cost per item
Total Day 4 Cost	

Day 2

Food Items	Cost per item
Total Day 2 Cost	

Day 5

Food Items	Cost per item
Total Day 5 Cost	

Day 3

Food Items	Cost per item
Total Day 3 Cost	



Determine the Average Food Cost per Breakfast

Follow the instructions below to calculate the average food cost per breakfast. Food costs account for a significant portion of the costs of school meals, and menus directly drive these costs. Understanding what your average food costs are and identifying where you need to keep them is critical to creating a cost-effective menu. The average food cost per breakfast will also be used later in this workbook when developing a breakfast budget.

Add together the total cost for Days 1-5 from the table above**:

Day 1 Cost + Day 2 Cost + Day 3 Cost + Day 4 Cost + Day 5 Cost = Weekly Cost

Divide the weekly cost by 5 to get the average daily food cost per breakfast:

Weekly Cost ÷ 5 = Average Breakfast Food Cost*

*Add additional meals and costs if serving a 6-day or 7-day schedule.

*A comprehensive food costing tool is available on Canvas State Forms & Resources

Equipment & Staffing

Consider the following questions to help determine your school's equipment and staffing needs. Converting from a traditional program to an alternative breakfast program can typically be implemented with little to no increase in labor by shifting production and tasks.

What kitchen equipment is available to use for food preparation? (*Ovens, freezers, refrigerators, storage, etc.*) If new equipment must be acquired, how much will it cost?

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

How many staff do you have? How many staff can you have?

How many staff will be needed to prep and serve?

Can students be designated as Breakfast Ambassador/Sheriff to help with delivery or clean-up? How will meals be counted?



**Student Ambassadors
Deliver Breakfast**

How will breakfast be served?

How many staff are required?

Based on your meal service, what equipment will you need for implementation?

(rolling carts, point of service equipment, insulated bags, kiosks, etc.) If equipment must be acquired, how much will it cost?

***Breakfast in the Classroom Equipment Example:** Insulated bags, rolling carts, clipboards, extra trash cans, and classroom cleaning supplies*

***Second Chance Equipment Example:** mobile meal cart kiosk, rolling carts, point of service computer and keypad, and cooler or tubs for ice*

_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____
_____	\$	_____

Breakfast Service Task List

Based on your breakfast program model/style and a menu plan, write down a step-by-step breakfast service task list from start to finish for one day. Start at the beginning of the day and list the tasks to be completed from preparation all the way to clean up and who will be responsible for each.

TASKS	TIME	WHO
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
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<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	
<input type="checkbox"/>	: AM PM	

Set Some Goals!

Use the space provided to set goals related to your menu, meal costing, equipment, and staffing.

Example 1: Average cost of breakfast needs to be kept at less than \$1.50.

Example 2: Meals will be transported and served in the hallway between first and second period and will take less than 20 minutes total.

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Develop A Breakfast Budget

This section of the workbook will guide you through the steps of creating an estimated breakfast budget. You will calculate estimated meal costs vs. revenue to determine if you can consider implementing a Universal Free Breakfast program or reducing the price for breakfast. For more information on Universal Free Breakfast, refer to the Alternative Breakfast Models Handbook.

CALCULATE TOTAL COSTS VS. TOTAL REIMBURSEMENT



CALCULATE FOR YOUR NET REVENUE

Average Meal Cost _____	x	Total Participating Students _____	=	Total Meal Cost _____
Free Reimbursement Rate _____	x	Free Total Participation _____	=	Free Reimbursement Total _____
Reduced Reimbursement Rate _____	x	Reduced Total Participation _____	=	Reduced Reimbursement Total _____
Paid Reimbursement Rate _____	x	Paid Total Participation _____	=	Paid Reimbursement Total _____

Total Reimbursement _____	-	Total Meal Cost _____	=	Net Revenue _____
-------------------------------------	---	---------------------------------	---	-----------------------------

Fill in the table above using the following information:

AVERAGE MEAL COST

1. Determine the Average Food Cost per Breakfast. This was calculated in the menu section on pg. 17-18.

2. Determine the Average Supply Cost per Breakfast

This is the cost of non-food items needed to run the program in a week divided by the number of meals served. This is typically from \$0.02 to \$0.10 per meal.

Supplies	Cost per item
My Average Supply Cost	

3. Determine the Average Labor Cost per Breakfast

- In the table below, write out each breakfast employee's name and hourly wage, then divide those numbers by the average number of breakfast meals produced per hour to determine the average labor cost per breakfast. Add the average labor cost per breakfast for all employees together to determine the total Average Labor Cost per Breakfast. (A typical estimate is for a single employee to produce 300-350 breakfast meals per hour.) Total average labor cost for all breakfast staff is typically from \$0.15 to \$0.30 per meal.*
- Many alternate breakfast programs can be implemented with little to no increase in labor if you already operate a traditional breakfast program. Kitchen staff is usually already available for the traditional cafeteria breakfast program and shifting to an alternate program may only require a shift in production and tasks.*

Employee	\$ Per Hour	Average Meals Produced Per Hour	Average Labor Cost Per Breakfast
		÷	=
		÷	=
		÷	=
		÷	=
		÷	=
			Total =

Average Food Cost + Average Supply Cost + Average Labor Cost = Average Meal Cost

TOTAL PARTICIPATING STUDENTS

1. Estimate the total number of students that will participate in the program. (Most universal breakfast in the classroom programs have about an 80% participation rate.)
 - a. $\text{Participation rate} \times \text{Total enrolled students} = \text{Total Participating Students}$
2. $\text{Free Total Participation} = \text{Enrolled free students} \times \text{participation rate}$
3. $\text{Reduced Total Participation} = \text{Enrolled reduced students} \times \text{participation rate}$
4. $\text{Paid Total Participation} = \text{Enrolled paid students} \times \text{participation rate}$

REIMBURSEMENT RATES

1. Schools receive reimbursement for all reimbursable meals served. The reimbursement rates for free, reduced, and paid meals are determined each school year and can be found on CNPweb or by contacting a Child Nutrition specialist at the Utah State Board of Education.

TOTAL REIMBURSEMENT

1. $\text{Free Reimbursement} + \text{Reduced Reimbursement} + \text{Paid Reimbursement} = \text{Total Reimbursement}$

NET REVENUE

1. Subtract the Total Meal Cost from the Total Reimbursement to determine the Net Revenue the program will generate based on the anticipated participation rate.
2. If net revenue is positive, this means that reimbursement would cover the costs of the program and you will likely be able to provide a self-sustaining Universal Free Breakfast program.
3. If net revenue is negative, what amount per paid student would be necessary to break even?

Budget Considerations

What participation rate would be needed to generate adequate revenue to run a successful program?

What does average food cost need to be in order to keep the program sustainable? Are there other sources of revenue in addition to reimbursement that could help to offset costs and make a Universal Free program possible?

Revenue from adult meals? Participation in the Food Distribution Program to receive free USDA Foods? Grants? Community organizations (Dairy West, No Kid Hungry, USDA, etc.)

If you choose to charge for breakfast meals, would that added revenue allow you to cover the costs of reduced-price meals and offer those students free breakfast?

If you choose to charge for breakfast meals, would that added revenue allow you to cover the costs of reduced-price meals and offer those students free breakfast?

What do breakfast costs need to be to make the program sustainable?

What is the plan to address future labor costs?

Are there other costs to consider? Equipment, maintenance, utilities, etc.

My Budget

Goal Food Cost	\$
Goal Supply Cost	\$
Goal Labor Cost	\$
Goal Participation Rate	%

Notes

Tips for Financial Success

- Print daily meal reports to help monitor participation
- Control food costs
- Find ways to offset costs with help from USDA Foods, community organizations, & grant funding
- Market the program
- Get buy-in from all stakeholders
- Check out these Breakfast in the Classroom Videos from the School Nutrition Foundation



Set Some Goals!

Use the space provided to set goals related to your budget.

Example 1: We will eliminate the reduced-price meals by maintaining meal costs at less than \$1.50 and participation above 75%.

Example 2: We will increase our participation to 75% by marketing the breakfast program in classrooms, newsletters, and through the student government organization.

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Breakfast Service Logistics



Answer the following questions regarding the specifics of how you would like breakfast service to run:

Have you ever seen an alternative breakfast program run in person?

Contact your specialist to help find alternative breakfast programs in your area. Then arrange with the school(s) to observe several types of meal services to help you see what would work best for you.



Getting Buy-in From Everyone

Counting Meals

How will meals be counted? (Point of Service software, class roster, tally sheets, etc.)

Are any supplies needed for meal counting? (keypads, clipboards, etc.)

Who is responsible for meal counting? (teachers, aides, cafeteria staff, etc.)

How will meal counts be given to food service?

What is the process for clean up?

Are more trash cans needed where breakfast is served? (Hallways, classrooms, playground, etc.)

Will trash be emptied after breakfast? Will trash bags be put in hallway to be picked up?

How will students be involved/given accountability in this process?

Will sharing tables/baskets be implemented?

A sharing table is a place where students can place unopened food items that they choose not to eat to provide other students the opportunity to take extra helpings at no cost.

Will refrigeration be required?

How long will food items be allowed to be on the sharing table before they need to be refrigerated or stored?

Who will pick up the leftover items from the sharing table?

Have you received input or guidance from the health department on this process?

Will your breakfast model/style require delivery to classrooms?

Common areas? Kiosks?

What are your procedures for temperature control through delivery and meal service?

Who will monitor breakfast? Will student sheriffs/ambassadors be assigned?



**Student Ambassadors
Deliver Breakfast**



**Direct Delivery Breakfast
in the Classroom**

How will special diet requests be handled at breakfast?

Set Some Goals!

Use the space provided to set goals related to breakfast logistics.

Example: Breakfast counts will be picked up by food service staff daily by 2:00 and entered into meal software by 3:30.

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Implementation



Create A Timeline for Roll-Out

As a Breakfast Team, it is important to consider how and when your plans will be implemented. The following is an example timeline that will help you create a customized timeline for rolling out your new program. (See the *Breakfast in the Classroom Handbook* for other example timelines that can be applied to any breakfast model or style.)

What is the goal date for implementation of the breakfast program?

____/____/____

Has needed equipment been approved? Procured? Delivered? Trained on? If not, when will this happen?

Has the breakfast plan been communicated with the following stakeholders?

TEACHERS

JANITORIAL STAFF

HOUSEHOLDS / STUDENTS

FOODSERVICE STAFF

6-8 weeks Prior to Roll Out

TASKS	PERSON(S) RESPONSIBLE
<input type="checkbox"/> Meeting with Breakfast Team including food service and administration	
<input type="checkbox"/> Discuss breakfast schedule and methods, logistical concerns, equipment, etc.	
<input type="checkbox"/> Discuss training plans for all appropriate staff	
<input type="checkbox"/> Discuss communication plan with staff and households	
<input type="checkbox"/> Coordinate a training plan for staff on procedures (<i>food service, teachers, monitors, janitors, etc.</i>)	
<input type="checkbox"/> Prepare a breakfast letter to communicate plans with households	
<input type="checkbox"/> Discuss trash disposal and collection procedures with appropriate stakeholders	
<input type="checkbox"/> Discuss marketing strategies (See "Review Marketing Strategies" section below)	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	
<input type="checkbox"/>	





4 weeks Prior to Roll Out

TASKS
<input type="checkbox"/> Send copy of breakfast letter to households
<input type="checkbox"/> Schedule/monitor staff training sessions
<input type="checkbox"/> Review cafeteria/food service schedule & assess for needed revisions
<input type="checkbox"/>
<input type="checkbox"/>

PERSON(S) RESPONSIBLE

3 weeks Prior to Roll Out

TASKS
<input type="checkbox"/> Ensure appropriate supplies have been ordered
<input type="checkbox"/> Begin implementing marketing strategies
<input type="checkbox"/> Test the readiness of Point of Service system
<input type="checkbox"/>
<input type="checkbox"/>

PERSON(S) RESPONSIBLE

1-2 weeks Prior to Roll Out

TASKS	PERSON(S) RESPONSIBLE
<input type="checkbox"/> Ensure training was conducted	
<input type="checkbox"/> Follow-up tasks	
<input type="checkbox"/>	
<input type="checkbox"/>	

Tasks for Day of Roll Out

REVIEW “BREAKFAST EXERCISE” IN THE MENU SECTION

1-Month Follow-Up Task

REFER TO THE “EVALUATION” SECTION BELOW

Observe breakfast service, document concerns, and provide possible solutions.

6-Month Follow-Up Task

REFER TO THE “EVALUATION” SECTION BELOW

Observe breakfast service, document concerns, and provide possible solutions.

Notes

Set Some Goals!

Use the space provided to set some goals related to breakfast implementation.

Example: Breakfast Team will meet 10 weeks before breakfast implementation and will create a customized timeline together.

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Review Marketing Strategies

1. What are you doing to market or promote your breakfast program?

TO THE STUDENTS	TO THE PARENTS	TO STAFF/ TEACHERS/ ADMINISTRATORS	ADVERTISING BY STUDENT GROUPS
FLYERS, POSTERS, NEWSLETTERS, SOCIAL MEDIA	PARTICIPATE IN NATIONAL SCHOOL BREAKFAST WEEK	FREE BREAKFAST TO ALL STUDENTS DURING TESTING WEEKS	FREE BREAKFAST TO TEACHERS
TASTE TESTING WITH STUDENTS AND STAFF	SCHOOL BREAKFAST POSTER CONTEST	BREAKFAST WITH ADMINISTRATION	“EAT BREAKFAST WITH THE PRINCIPAL” AWARD
BREAKFAST WITH MOM OR DAD	DIFFERENT ADVERTISING FOR DIFFERENT AGE/GRADE GROUPS	OTHER IDEAS _____	OTHER IDEAS _____

2. Does your school have a wellness committee?

a. Have you spoken to the committee about how they can support your breakfast program?

3. Do you advertise breakfast outside the cafeteria?

Notes

Set Some Goals!

Use the space below to set some goals regarding marketing the breakfast program.

Example: A marketing strategy will be created at the 10-week planning meeting involving the Breakfast Team.

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Evaluate the Program

For a program to be successful, it requires feedback and communication throughout the process. Evaluating the breakfast program is key to ensure the process is working, that everyone involved is satisfied, and that it makes a difference for students. The following questions and information will help with this evaluation stage.



How well is the breakfast program promoted?

How is the Breakfast Team working to gain support for the breakfast program?

What does the breakfast program need to be more successful?

What is trend data telling you?

- What is the Average Daily Participation (ADP) for breakfast this year?
- How does Average Daily Participation compare to last year?
- How does the ADP relate to the type of breakfast model being used?
- What can be done to improve ADP?
- How many students eat school lunch that do not eat school breakfast?
ADP lunch – ADP breakfast - # of students not eating school breakfast

Think about the breakfast models/styles being used:

- Are the methods used the most appropriate for the grade level being served?
- Is the same model/style being served the same for all grade levels? Why?
- What are some barriers that prevent a new breakfast model/style from being implemented?
- What can be done to overcome these barriers?

Re-Assess Attitudes and Perceptions:

- What are the attitudes about the school breakfast program?
 - Teacher
 - Students
 - Food service staff
 - School nurse
 - Principals
 - Parents
 - Custodians
 - Administration
- Are they supportive of the program? How do you know?
- How have their thoughts and ideas been gathered?
- Has problem solving taken place in collaboration with them?
- Does extra training need to be conducted with any of these groups? Does training need to happen regularly?

What were the original objectives for the breakfast program? Have they been met?

Does the local wellness policy address the school breakfast program?

(It is not required to mention breakfast specifically in the local wellness policy.)



Congratulations on completing this breakfast workbook!

You have successfully assessed, developed, implemented, and evaluated a breakfast program that will be a benefit to all of your students. Remember that the steps in this workbook can continually be used to re-evaluate and improve your program over time. You can contact a Child Nutrition Specialist at the Utah State Board of Education with any questions.



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