An assessment report prepared for Feeding America by the Academy of Nutrition and Dietetics Foundation

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This report was produced by the Academy of Nutrition and Dietetics Foundation (Academy Foundation) as part of the School Breakfast Project funded through a grant from General Mills Foundation to Feeding America. Information in this report was provided by Feeding America network food bank staff and collaborators, and Feeding America staff, with additional information collected by the Academy Foundation. This report summarizes information from select food banks and may not be inclusive of all school breakfast promotions occurring throughout the Feeding America network.
Executive Summary

Feeding America Network Food Banks: Understanding School Breakfast Promotion Efforts

An assessment of select Feeding America network food banks’ efforts in promoting school breakfast participation was completed for Feeding America by the Academy of Nutrition and Dietetics Foundation, using an online survey (n=25), two focus group calls (n=11), and individual interviews (n=12) from December 2014-March 2015. An environmental scan of national organizations involved in school breakfast promotion was also completed.

Food bank staff in this assessment indicated that they do consider breakfast promotion to be important, they are using a variety of strategies to increase the number of children eating the school breakfast, and they would like to expand their efforts to work with more schools to increase participation throughout their service area. These efforts can play a major role to decrease the number of missed meals in all communities, but especially in those that are economically depressed.

Food bank staff who participated in this assessment have expertise and skills needed to form and lead community coalitions that bring together key players with the goal of increasing school breakfast programs and participation rates. They also have expertise in school meal regulations, food distribution, and food insecurity. This unique knowledge set is valuable to coalitions and school partners in understanding the benefits of increasing breakfast participation and providing technical assistance to do so.

Initiating and sustaining successful school breakfast programs requires support and buy in from many stakeholders including the superintendent, school district nutrition director, principals, teachers, custodial and food service staff, parents and students. Resistance at any of these levels threatens positive change. Food bank staff in this assessment are also skilled in advocacy efforts that are often required in establishing school policies and legislation at the school, local, state, and national levels.

The impact of food bank staff efforts are evidenced by an increase in the number of schools that serve breakfast, an increase in the number of students participating, and an increase in the awareness of school stakeholders about the importance of school breakfast on children’s health and readiness to learn. Many Feeding America network food banks are emerging as leaders in community efforts to promote school breakfast as part of comprehensive childhood hunger activities. Offering grants, dedicated staff time and professional development opportunities for more network food bank staff about school meal regulations, community coalitions, and advocacy are recommended to increase the reach and impact of food banks across the country in addressing hunger. Engaging in discussions with leaders in national organizations who are involved in school breakfast promotion about the activities of Feeding America network food banks could also lead to greater collective impact.
Introduction

Increasing school breakfast participation has the potential to significantly impact food security in communities across the country. The aim of the project was to investigate how food banks in the Feeding America network promote school breakfast, evaluate successes and challenges of their efforts, and highlight the most promising practices for other food banks to adopt. A secondary aim of the project was to identify other national nonprofit organizations that have school breakfast initiatives, and summarize the focus of their efforts and the resources they offer.

This report summarizes the information from four data collection methodologies: 1) an online survey to 36 self-identified food banks participating in school breakfast promotion activities; 2) two focus group interview calls with staff from eleven food banks; 3) twelve individual interviews with staff from seven food banks, four Feeding America staff and an executive from Hunger Free Minnesota (HFM); and 4) a review of national organizations involved in school breakfast initiatives. A description of each methodology is provided in this report, followed by overall results including key examples. The results are presented considering all of the data and is organized into Strategies, Challenges, and Promising Practices. Detailed results for each type of data collection method (i.e. survey results, focus group and individual interview results) are presented in Appendices A-D.

"Our approach was to ask “Could we get the right players together to talk about why people are hungry in this community and what can we do together to solve that?”" -Individual food bank staff interview participant
Methods

Survey. An online survey was developed with input from Feeding America staff. Survey questions were designed to assess school breakfast promotion strategies, strategic alignment, budget and funding needs, outcomes and lessons learned. Feeding America identified food banks to participate in the survey, based on information gleaned from the Feeding America Network Activity Report and Feeding America communications where food banks indicated that they were involved in “National School Breakfast Program Outreach.” An email invitation to complete the survey was sent by the Academy Foundation to 52 staff at 36 food banks. Surveys were completed by 25 persons (49%) from the targeted food banks. The results are summarized in the following section, and detailed results are presented in Appendix A.

Focus Group Interviews. The goal of the focus group interview calls was to add detail to, and provide clarification about survey responses. Questions in the focus group interview calls were developed to investigate how network food banks promote school breakfast, identify successes and challenges of school breakfast promotion efforts and highlight promising practices. The online survey included a question asking if respondents would be willing to participate in a one-hour focus group phone interview. Two interview dates and times were secured, based on respondents’ availability. Thirteen representatives from eleven food banks participated in one of the two calls. Interview questions were emailed to participants ahead of the call so that they could review and contemplate the questions. Participants were informed that notes were being taken and that the call was being recorded for review by the Academy Foundation evaluation team. Each participant on the one-hour focus group interview call received a $20 Amazon gift card as a token of appreciation for their time and contribution. The responses are summarized in the following section of this report and detailed results are presented in Appendix B.

Individual Interviews. The project evaluation team conducted twelve individual phone interviews with seven representatives from select food banks, four Feeding America staff, and an executive from HFM.
The purpose of the interviews with food bank representatives was to ask one or two very specific questions from the survey or focus group calls to find out more about unique aspects of their school breakfast promotion efforts. The goal of the thirty-minute interviews with Feeding America staff was to share some preliminary results of the evaluation and ask specific questions about how the results might influence or impact certain organizational units (Network Development, Corporate Partnerships, Public Policy, Collaborating for Clients). The goal of the interview call with the executive from HFM was to identify best practices from an organization that has established success in school breakfast promotion initiatives. Each interview included specific questions tailored for each participant. The results of the individual interviews are provided in Appendix C.

**National organizations involved in school breakfast initiatives.** A review of national organizations that are involved in school breakfast initiatives was conducted. A chart highlighting their efforts and resources that could be helpful to food banks, including website links, reports, and webinars, is presented in Appendix D.

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**Results**

**School breakfast promotion activities are “beginning to fit into our broader child hunger strategy; in the past it was isolated.”**

-Food bank survey respondent

**Description of Respondents.** The twenty-five food bank representatives that participated in the survey serve primarily urban communities (66%), followed by suburban communities (60%) and rural communities (52%). For most, involvement in school breakfast promotion is a newer activity--63% have been involved in these efforts for only one to five years, and 21% for less than a year. Food bank staff indicated that school breakfast promotion is a good fit within their overall program strategies, and 58% have a measurable goal related to this area.

Some food banks focus on increasing the number of schools in their community that serve breakfast; others focus on increasing the percentage of students that eat breakfast at targeted schools or increase the percentage of students enrolled in school breakfast programs. These efforts are most commonly accomplished through: forming partnerships and actions of community coalitions; advocacy and policy change
in schools and school districts; and involvement in legislative activities.

**Attitudes about Breakfast Promotion.** Food bank staff respondents believe that it is important to be involved in school breakfast promotion. On a scale of 1 (not important at all) to 10 (extremely important), the mean response to the question “How important does your food bank think it is to promote school breakfast to clients?” was 7.0. A similar 10-point scale was used in asking “How interested are you in doing more to promote school breakfast,” and the mean response was 8.2. Seventy-four percent of the food bank staff respondents indicated they would like to expand their school breakfast efforts. When prompted to identify ways they wanted to expand, responses included:

- Reaching more schools;
- Forming or strengthening partnerships with organizations or agencies;
- Hiring staff to focus on this area; and
- Applying for funding to become more active in school breakfast promotion.

**Strategies.** Feeding America network food bank staff are involved in a variety of breakfast promotion efforts. Eighty-five percent of survey respondents are members of coalitions or participate in meetings with stakeholders that have the goal of increasing school breakfast participation. Nearly half (45%) distribute information to agencies, program sites, partners or community-based organizations; and 40% use posters or displays to promote school breakfast. Many food banks are involved in advocacy, policy, and legislative efforts at local (75%), state (70%) and national (40%) levels.

**Partnerships and Community Coalitions.** One of the most common ways that food bank staff promote school breakfast is participating in community coalitions where they often take the lead to form a coalition, host meetings, educate members about the

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"School breakfast promotion is our first venture into child hunger programs, but it is an area we are looking to expand further."

-Food bank survey respondent

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Most Food banks are relatively new to promoting school breakfast
importance of school breakfast, and coordinate meetings with school district administrators or other stakeholders. As experts in food distribution, many food bank staff are able to provide technical assistance to schools to effectively plan and implement alternative methods for serving school breakfast, including breakfast after the bell, breakfast in the classroom or grab and go. Sometimes, the community coalitions are able to award grants to schools to support start-up costs associated with initiating school breakfast programs or changing the type of service to increase participation.

Partnerships are a primary strategy to increase school breakfast participation. Food banks most commonly partner with schools (68%), community agencies (47%), child hunger programs (37%), or other food distribution organizations (26%). Community partners include businesses, foundations, healthcare organizations, and government agencies with the common goal to increase the number of children that participate in school breakfast. Other partners include local chapters of national organizations, such as Action for Healthy Kids, National Dairy Council, School Nutrition Association, No Kid Hungry, and United Way.

### School Breakfast Program Delivery Styles

**Traditional**—breakfast is served in a similar process as school lunch, but prior to the start of the school day. The meal is served at a designated time, in a central location, such as a cafeteria or gym.

**Breakfast after the bell**—similar to the traditional breakfast service, but offered for an extended time into the school day.

**Breakfast in the classroom**—children eat breakfast in the classroom, sitting at their desk, at the beginning of the school day.

**Grab and go**—breakfast carts are set up in convenient locations in hallways for students to take their breakfast to the classroom.


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<th>Strategies food banks use to promote school breakfast</th>
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<th>(n = 17) Coalitions</th>
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“The absolute best way to sell school breakfast is for one principal to talk about their success to others via breakfast meetings or a site visit.”

-Food bank focus group interview participant
Examples from Food Banks

Participating in Statewide School Breakfast Initiatives

“We were able to get on the agenda at a meeting for principals and do a presentation about the importance of breakfast in the classroom. It can’t be the same strategy for every school or district, each needs a very individualized strategy which could be top down or bottom up. Buy-in from superintendents, principals, food service director, and teachers is crucial.”

Foodshare. Hunger Action Teams (HATs) were developed by Foodshare, a food bank in Bloomfield, CT, to identify strategies to lead a statewide initiative to decrease food insecurity at the community level. Foodshare staff led HATs comprised of representatives from faith-based organizations, local government officials, grocery stores, school boards, parent teacher organizations, and social service agencies. This strategy is recommended because team members are fully engaged in the process, which contributes to the likelihood of sustaining the efforts made. One-time funding of $10,000 was offered to schools to implement their ideas for increasing school breakfast participation. In one district, language was a barrier for families to complete the free and reduced school meal application, so high school students and parents were recruited to translate the applications in the top 10 languages spoken in the district. The translator/ambassadors also promoted school breakfast through posters and text messages in a variety of languages.

Rhode Island Community Food Bank. The Rhode Island Community Food Bank collaborated with the Department of Education to offer school breakfast excellence awards of $1,000 to schools that successfully increased school breakfast participation rates. A letter inviting principals to apply for the award was sent from the superintendent to schools where at least 40% of families were eligible for free or reduced price meals. Principals were asked what structural/system changes they could commit to making to increase breakfast participation. Frequent communication was made with eligible principals by the food bank staff to encourage them to work with their district food service director and apply for the excellence award. Technical assistance was provided to schools from a local nutrition advocacy group. Awards were made when participation in school breakfast reached 50%, one half of the total school enrollment.

Central Pennsylvania Food Bank. The Central Pennsylvania Food Bank works with five other regional food banks on the Penn State “Project PA Breakfast Brigade.” Under the leadership of a food bank staff person that was formerly the food service director of a large school district, staff are designated to help schools in their region start new breakfast programs or change delivery methods to increase participation. Additionally, Pennsylvania offers the “Governor’s Breakfast Challenge” that awards prizes and/or funding to schools that increase school breakfast participation. Schools in 55 of 67 counties participated. In one school year, 18 schools doubled their breakfast participation rates.
Examples from Food Banks

Participating in Statewide School Breakfast Initiatives

**Hunger Free Minnesota.** In an interview with Ellie Lucas, the Chief Campaign Officer for HFM, she shared one of many successful activities, which was convening a community coalition to target and recruit 120 schools with low breakfast participation rates. Contact was initially made at the district level and eventually at the individual school level. Barriers to school breakfast participation were identified in each district and action plans for increasing breakfast participation were created. The barriers in small, rural districts differed from those faced by larger urban districts with more available resources. Cash incentive grants were offered to lessen those barriers and the school district received an additional reimbursement of $0.10 per meal. Outreach teams to provide technical assistance and school-level advocates that engaged school staff (i.e. teachers and custodial staff) were also effective strategies.

**Association of Arizona Food Banks.** Food bank staff collaborated with the Department of Education to help implement the Community Eligibility Provision (CEP) in school districts. The CEP allows school districts serving low-income students to offer free meals to all students, without collecting individual applications for free and reduced price meals.

**Food Security Council.** The Governor of Nevada formed a Food Security Council, which included a representative from Three Square Food Bank. Their first strategy was to promote school breakfast as a way to close the meal gap using a sustainable program that would bring more funds into schools. He required any school with at least 50% of students being eligible for free/reduced schools meals to offer breakfast at no cost to all children. To avoid pushback from districts for imposing a non-funded mandate he set aside $2 million to help schools cover the costs of equipment, supplies, and classroom cleaning. He also added two cents to the federal meal program reimbursement for breakfasts served in classrooms and one cent for after-the-bell programs served in the cafeteria. The meal gap that had been identified as being 53 million meals dropped to 16 million.

“The biggest advocacy tool is to show state staff, legislators and school districts how many federal dollars are left on the table. Then ask, what can we do to access this money.”

-Food bank focus group interview participant
Advocacy, Policy, and Legislative Efforts

Advocacy, policy, and legislative efforts. Food bank staff are involved in policy, advocacy, and legislative efforts to promote school breakfast. Many food bank staff have worked with administrators and staff at individual schools and also at the district level to educate them about the benefits of school breakfast, highlight the funding to the school/district that can be accessed through increased school breakfast participation, and address perceived barriers to implementing school breakfast programs.

About the National School Breakfast Program

The School Breakfast Program is a federally funded meal program that operates similarly to the National School Lunch Program. Any public or nonprofit private school, or residential child care institution may participate in the School Breakfast Program. Participating schools receive cash subsidies from the U.S. Department of Agriculture (USDA) for each meal served. All students in participating schools can purchase school breakfast. Free meals and reduced price meals are offered to students from families who meet income guidelines (currently 130% of the Federal poverty level or below for free meals and 130-185% of the Federal poverty level for reduced price meals). During the 2013-2014 school year, the federal reimbursement rate was $1.58 for each free breakfast, $1.28 for each reduced-price breakfast, and $0.28 for each paid breakfast.

To receive free or reduced-price meals, a school application must be completed. However there are several situations where students are automatically eligible and do not need to complete a school meal application. Those situations include: children from households who participate in the Supplemental Nutrition Assistance Program (SNAP), Temporary Assistance for Needy Families (TANF), and Food Distribution Program on Indian Reservations (FDPIR); homeless, migrant, runaway and foster youth; and children participating in Head Start.


School Breakfast Participation Rates are Rising

According to the FRAC School Breakfast Scorecard 2015 report, 90.2% of schools participating in the National School Lunch Program also participated in the School Breakfast Program. Of the 13.2 million children who participated in the School Breakfast program in the 2013-2014 school year, the vast majority, 11.2 million, were from low-income households.


School Breakfast Program Meal Requirements

New nutrition standards for school meals were part of the Healthy, Hunger-Free Kids Act of 2010. These new requirements have been phased in over the past few school years. For the 2014-2015 school year, schools participating in the School Breakfast Program must serve at least four food items, including: fruits or vegetables (minimum of 1 cup serving); grains (all must be whole grain-rich); an optional meat/meat alternate; and fluid milk (only fat-free or low-fat).

Other Strategies

Other strategies food banks have implemented to promote or expand school breakfast include: distributing materials at meetings or conferences; providing food bank clients with information on how and why to apply for the free and reduced school meal program; using public service announcements developed by the state department with Team Nutrition funds; mentoring district or school food service staff; using social media as a promotion tool; and serving as a vendor to offer school breakfast to charter schools. One food bank hosted a webinar targeting school food service staff statewide to inform them about the importance of school breakfast and examples of innovative delivery options were shared. Another organized a regional summit to bring together representatives from agencies, school districts and community leaders in a face-to-face setting.

National Organizations Involved in School Breakfast Initiatives.

A review of national organizations involved in school breakfast initiatives identified 12 non-profit, professional, government or industry organizations that have a goal to increase school breakfast participation (See Appendix D). Their approaches vary--some engage in advocacy and legislative efforts; others offer grants, challenges or awards; and others have programs or resources that support school breakfast promotion. Appendix D also provides links to relevant reports, websites, campaigns, webinars, articles and other resources.

*Other Strategies Food Banks Use to Promote School Breakfast

*In addition to previously mentioned “Partnerships & Community Coalitions” and “Advocacy, Policy, & Legislative Efforts”
Challenges to School Breakfast Promotion

Several challenges were identified by food bank staff in their school breakfast promotion efforts. Challenges frequently noted include: insufficient staff time or funding for staff time to participate in coalitions or to work with schools; lack of support or buy-in from schools; the large size of the food bank’s service area; and issues obtaining school meal data from the state. Other challenges that were identified were: children don’t arrive at school in time for breakfast; schools don’t have funds to purchase equipment and supplies to start breakfast in the classroom or grab and go breakfast; hesitant school principals; hesitant district superintendent; and hesitant teachers.

Food bank staff were interested in continuing/increasing their efforts to support school breakfast promotion or expansion, but identified funding as a primary challenge to do so. If funds were available, they would be used in the following ways:
- Support staff time to take an active role on coalitions;
- Provide more technical assistance to schools implementing new school breakfast delivery methods;
- Provide grants to schools to cover minimal start-up costs for new school breakfast delivery methods;
- Hold a regional summit to bring together stakeholders to select strategies to promote school breakfast; and/or
- Support a school breakfast marketing campaign to parents.

Food banks want to expand their school breakfast promotion efforts

- 74% Yes (n = 13)
- 26% No (n = 4)
Promising Practices

There are several practices used by food bank staff that have been effective in promoting, initiating and expanding school breakfast participation rates. Most strategies can be grouped into three categories: use the team approach to target and involve schools; identify and remove barriers; and provide funds and/or reward success. These promising practices are recommended for adoption by food banks across the Feeding America network.

Use the community coalition approach to target and involve schools

- Join, form or lead a community coalition to drive change in school breakfast policies or award small grants to schools to support initiating universal free breakfast, or pilot alternative breakfast service options. A diverse group of community stakeholders joining efforts targeting school breakfast has shown to be an effective strategy.
- Integrate school breakfast promotion as part of existing advocacy efforts. For example, include school breakfast in conversations with state Departments of Education about other food programs (back packs for hunger, summer meal programs, etc.).
- Utilize existing resources from Feeding America that support participating in and leading community coalitions and partnerships.

Provide funds and/or reward success

- Offer small grants to fund school breakfast start-up costs of alternative meal service options. Small grants in the amount of $1,000-$3,000 are often sufficient to cover those costs.
- Offer grants to support a portion of a designated food bank staff member’s time to participate in community coalitions and to provide technical assistance to schools to start or improve school breakfast programs.
- Offer challenges to schools and school districts to increase breakfast participation. Monetary awards as well as recognition awards through the local media have been effective.
Identify and remove barriers

- One of the most important steps in the process of increasing school breakfast programs and participation rates is to identify barriers schools face, and work to develop solutions to remove or lessen them. Taking time to develop relationships and buy-in with school stakeholders (superintendents, principals, school nutrition directors, teachers, custodial staff, parents and students) is necessary to understand the barriers and to identify solutions that will work for each school.
- Work with schools to modify bus schedules so that students arrive at school in time to eat school breakfast.
- Initiate alternative breakfast service options, which help to remove stigma associated with eating school breakfast.
- Designate one (or certain) food bank staff who is/are knowledgeable about breakfast and school meal legislation, regulations, and reimbursement to provide technical assistance to schools.
- Get on the agenda at a meeting for principals and talk about the benefits of school breakfast to students and teachers.
- To lessen resistance from custodial staff, encourage principals to acknowledge the extra effort for them related to breakfast in the classroom and to talk with them about the importance of students eating breakfast every day. Provide special recognition or incentives for them.
- Calculate and show schools the amount of money that they would receive in reimbursement if they participated in school breakfast or increased participation rates. Conveying to school administrators that the school breakfast reimbursement rate is higher than the actual cost of the meal and that schools can make a profit with high participation can be impactful.
- Host opportunities for principals and teachers from schools with successful school breakfast programs to talk with principals and teachers from schools who are resistant. Showcasing benefits in academic performance and student behavior is valuable.
- Utilize existing resources from national organizations that support school breakfast (websites, reports, handouts, grants, etc.).
- Utilize existing resources from Feeding America to support advocacy efforts on a local level.

To lessen resistance from custodial staff, encourage principals to acknowledge the extra effort for them related to breakfast in the classroom and to talk with them about the importance of students eating breakfast every day. Provide special recognition or incentives for them.
Conclusions

Increasing school breakfast participation is an effective strategy in addressing child hunger, and several food banks in the Feeding America network are involved in these activities. School breakfast promotion is new for many food banks, but according to our survey and interview results, many food bank staff have valuable technical expertise in school meal standards and regulations. That expertise combined with the skillset to form partnerships, coalitions, and facilitate policy and advocacy efforts, seems to naturally position food banks as leaders and trusted collaborators with schools and other stakeholder partners.

A factor strongly emphasized as a key to success in school breakfast promotion was having support on multiple levels by school district stakeholders. A school climate with buy in from the superintendent, district nutrition director, principals, teachers, custodial and nutrition services staff, parents and students is necessary for success. Whether a traditional cafeteria service is offered or an alternative service style, changes to the school day infrastructure (bus schedules, delivery of food to classrooms, clean-up efforts) is typically required. School breakfast programs cannot be successful or sustained without organizational cooperation.

Our findings clearly indicate that food banks in the Feeding America network have been successful in school breakfast promotion, as evidenced by

Successes reported by food banks in the past year from school breakfast promotion activities

- (n = 1) Other: Legislators aware of need for school breakfast
- (n = 4) More clients enrolled in free & reduced school meals
- (n = 4) More schools receive nutrition education/materials from food bank
- (n = 7) Food banks developed new relationships with schools
- (n = 8) Food bank clients more aware of school breakfast
- (n = 11) School breakfast participation rates have increased
- (n = 11) More schools offering breakfast during year/summer
- (n = 12) Increased awareness of benefits for community stakeholders
an increase in the number of schools that serve breakfast and in student participation rates. In addition to “buy-in” of the key players at the district and school levels, success was attributed to food bank staff involvement on community coalitions and in partnerships with agencies and organizations having a shared mission. Whether efforts are targeted at working with schools, advocacy or legislation, engagement by community stakeholders working together is most effective.

There are many national organizations involved in school breakfast promotion, and several are identified in Appendix D. Discussions with these organizations about the success of Feeding America food banks in promoting school breakfast may be advantageous for greater collective impact across the country.

Feeding America provides training and education opportunities for food bank staff in establishing effective community partnerships/coalitions and in policy, advocacy and legislative activities. These types of professional development opportunities can easily be extended to and tailored to efforts targeting school breakfast promotion.

Food banks are employing effective strategies to promote school breakfast and opportunities to share those strategies on a larger scale with other food banks in the Feeding America network and with other school breakfast and child hunger stakeholders is recommended. Training and support through professional development opportunities such as webinars, conferences and workshops are ways to help food banks get started and expand efforts to decrease child food insecurity though increased school breakfast participation.

Many food banks are effectively impacting school breakfast participation and are emerging as leaders in leveraging community assets as part of comprehensive childhood hunger efforts.

“One of the first things the council planned was to promote school breakfast. This was considered the best way to close the meal gap with sustainable programs and bring more funds in to schools.”

-Food bank individual interview participant
Recommended School Breakfast Resources for Food Banks

This resource list was developed by the Academy of Nutrition and Dietetics Foundation as part of the School Breakfast Promotion Project funded through an educational grant from Feeding America. Resources were provided by Feeding America network food banks and collaborators, with additional school breakfast resources collected by the Academy Foundation. This resource list is specifically intended to support school breakfast promotion efforts in food banks, and is not considered an exhaustive list of all school breakfast resources.

Recommended Reports:

**Breakfast First: A State-Wide Report**
By the Food Bank of Delaware and Delaware Department of Education
In this report, only 52.1 percent of Delaware’s children who receive free or reduced-price lunch also participate in school breakfast programs at their school. The report delves into school and district-level data to highlight success, as well as identifies common barriers and opportunities for improvement.

**Hunger in America 2014**
By Feeding America
This report shares the results of a comprehensive study of hunger in America and “documents the critical role that the charitable food assistance network plays in supporting struggling families in the United States.” The study results demonstrate an “increased number of individuals relying on charitable assistance to access nutritious foods for themselves and their families.”

**Hunger in Our Schools 2015**
By Share Our Strength No Kid Hungry
Results of a national survey of educators and a series of focus group are shared in this report and confirm that child hunger is an education issue. This report explains how hunger and skipping breakfast affects children’s ability to learn and lists possible solutions through new approaches to school breakfast.

**Illinois School Breakfast Report 2013–2014 School Year**
http://socialimpactresearchcenter.issuelab.org/resource/illinois_school_breakfast_report_2013_14_school_year
By Rise & Shine Illinois Breakfast Program
This report shows that during the 2013-2014 school year, Illinois left “$90.4 million in federal funding on the table because schools do not serve breakfast.” This report illustrates the importance of school breakfast and provides many recommendations.
Recommended School Breakfast Resources for Food Banks

Recommended Reports, continued
Montana School Breakfast Report Card School Year 2012-2013
By the Montana Food Bank Network with data supplied by the Montana Office of Public Instruction
This report explains the support behind children eating breakfast at school, how the schools with the highest school breakfast participation rates serve breakfast, and highlights star performer schools.

School Breakfast Scorecard: 2013-2014 School Year
By Food Research and Action Center (FRAC)
Every year FRAC releases a School Breakfast Scorecard, which looks at state and national school breakfast participation rates and significant changes from year to year. The report also shares strategies found successful in increasing school breakfast participation. “In the school year 2013-2014, 53.2 low-income children at breakfast at school for every 100 low-income children that participated in school lunch – up from a ratio of 51.9:100 the prior year and 43:100 a decade earlier.”

Recommended Websites:
Action for Healthy Kids
http://www.actionforhealthykids.org/tools-for-schools/apply-for-grants
Contains Breakfast in the Classroom webpage with links to other resources; offers grants.

Alliance for a Healthier Generation
https://www.healthiergeneration.org/take_action/schools/breakfast_and_lunch/
Promotes school breakfast and offers awards to schools meeting specified criteria regarding healthy school environments.

Breakfast in the Classroom
www.breakfastintheclassroom.org
Seeks to: "increase participation in the School Breakfast Program through the promotion of Universal Breakfast in the Classroom."

Community Eligibility Provision
USDA Food and Nutrition Services. School Meals Community Eligibility Provision webpage with additional links.

Food and Nutrition Services National School Breakfast Program
http://www.fns.usda.gov/sbp/school-breakfast-program-sbp
Provides information about the national school breakfast program.
Recommended School Breakfast Resources for Food Banks

**Recommended Websites, continued**

**Food Research and Action Center (FRAC)**
http://frac.org/federal-foodnutrition-programs/school-breakfast-program/
Mission includes "to eradicate hunger and undernutrition in the USA." Addresses importance of school breakfast. Website links to new interactive school breakfast map.

**Hunger Solutions New York**
www.hungersolutionsny.org
Hunger Solutions New York manages outreach, education, and advocacy programs for the state.

**National Dairy Council and Fuel Up to Play60**
https://school.fueluptoplay60.com/tools/nutrition-education/view.php?id=23965654
Funded by the National Dairy Council, the NFL in collaboration with USDA. Offers grants, programs, and resources.

**National Food Service Management Institute**
Provides information, services, and training to continually improve child nutrition programs.

**New Jersey “After the Bell” Law**
New Jersey passed legislation in 2014 to support “breakfast after the bell” programs. This webpage is from the New Jersey Principals and Supervisors Association informing school administrators about the new law.

**School Nutrition Association**
http://www.schoolnutrition.org/Research/Topics/#School Breakfast
Sponsors the National School Breakfast Week (first week in March). The School Nutrition Association Foundation has developed complimentary websites and resources with Breakfast in the Classroom.

**Share Our Strength**
www.strength.org
Share Our Strength’s “No Kid Hungry” campaign provides grants to schools and food banks.

**Team Nutrition (USDA)**
http://healthymeals.nal.usda.gov/resource-library/child-nutrition-program-resources/school-breakfast-program
Promotes school breakfast and provides resources to schools to increase breakfast participation.

**Walmart Foundation**
Hunger relief is a focus area of the Walmart Foundation. They designated Share Our Strength as a national partner providing support for Cooking Matters and purchased trucks for Feeding America.
Recommended School Breakfast Resources for Food Banks

Recommended Sample Campaigns:

Breakfast: Every Child, Every Day PSAs
http://mfbn.org/learn/outreach-education/school-breakfast-program/breakfast-every-student-every-day-psas
Ten downloadable Montana audio and text PSAs developed by the Montana Food Bank Network.

Hunger Free Minnesota
http://schoolbreakfastinitiative.org/
Mission is to increase statewide participation in school breakfast by increasing awareness via targeted marketing and supporting schools with incentives and technical support. Includes outreach with stakeholders, school nutrition directors and Department of Education. Offers guidance to schools interested in making changes to way they serve breakfast.

It’s Cool to Eat in School
http://itscooltoeatinschool.com
West Hartford Nutrition Services and Growing Great Schools are partnering to promote healthy eating at school with our It’s Cool to Eat in School campaign for the 2014-2015 school year. One promotion includes daily breakfast at seven schools. In addition, GGS partner chefs will continue to hold training sessions with Nutrition Services staff to enhance culinary skills.

Kids Eat Right
www.kidseatright.org/volunteer
Kids Eat Right is an initiative of the Academy of Nutrition and Dietetics and its Foundation, providing resources exclusively for Academy members, including a “Healthy Breakfast. In a Nutshell.” Toolkit.

New Jersey Food for Thought School Breakfast Campaign
http://acnj.org/school-breakfast/ and
http://acnj.org/school-breakfast/about-the-nj-food-for-thought-school-breakfast-campaign/
Led by Advocates for Children of New Jersey and the New Jersey Anti-Hunger Coalition, the Food for Thought campaign is driven by a statewide steering committee that includes New Jersey anti-hunger, education and health organizations, state agencies and child advocates.

Project PA Breakfast Brigade
Project Pennsylvania Breakfast Brigade members are foodservice directors who have completed training provided by Project PA. They can provide free assistance to Pennsylvania schools in starting school breakfast programs and increasing participation in existing programs.

Rise & Shine Illinois
www.riscandshineillinois.org
Rise & Shine Illinois is a partnership of Share Our Strength, a national child hunger-relief organization, and several Illinois hunger-relief organizations. The campaign was developed in response to a recommendation of the Illinois Commission to End Hunger, a statewide body created by legislation in 2010 and appointed by the Governor. School breakfast is a key program in addressing child hunger.
Recommended School Breakfast Resources for Food Banks

**Recommended Webinars:**
“The School Breakfast Program: Tips and Strategies to Increase Participation”
By the Montana Partnership to End Childhood Hunger of the Montana Rural Health Initiative (RHI)

“Hunger in Our Schools: Research to Drive Action”
By Share Our Strength No Kid Hungry
Webinar recording: [http://bestpractices.nokidhungry.org/events/2015/march/19/hunger-our-schools-research-drive-action](http://bestpractices.nokidhungry.org/events/2015/march/19/hunger-our-schools-research-drive-action)

**Recommended Articles:**
“Diet, Breakfast, and Academic Performance in Children”
[http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3275817/](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3275817/)

“Conclusion: Participation in a school breakfast program enhanced daily nutrient intake and improvements in nutrient intake were associated with significant improvements in student academic performance and psychosocial functioning and decreases in hunger.”

**Recommended Marketing Resources:**
Promotional Posters
By School Breakfast Initiative, presented by Children’s Defense Fund-Minnesota and Hunger-Free Minnesota
Contains downloadable posters promoting school breakfast, tailored for age of students (elementary, middle, high school). Posters also available for purchase.
### Recommended School Breakfast Resources for Food Banks

#### Organization Checklist:

<table>
<thead>
<tr>
<th>Name of Organization/Website</th>
<th>Type of Organization/Type of support: National (N) State (S) Local (L)</th>
<th>Engages in advocacy and/or promotes advocacy</th>
<th>Offers grants, challenges, or awards</th>
<th>Offers programs</th>
<th>Provides Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliance for a Healthier Generation <a href="https://www.healthiergeneration.org/take_action/schools/breakfast_and_lunch/">https://www.healthiergeneration.org/take_action/schools/breakfast_and_lunch/</a></td>
<td>Nonprofit N, S, L</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Breakfast in the Classroom <a href="http://www.breakfastintheclassroom.org">www.breakfastintheclassroom.org</a></td>
<td>Nonprofit N, S, L</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Share Our Strength <a href="http://www.strength.org">www.strength.org</a></td>
<td>Nonprofit N, S, L</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tr>
</tbody>
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