

There's More Than One Way to Serve Breakfast



Competition for the school meals program is constantly increasing with the many options students have today. For child nutrition programs to stay competitive when other food options are available to students, an equally competitive approach is needed. Children who are currently eating lunch and not breakfast offer untapped income to schools that may want to increase participation in their breakfast program. Whether starting or expanding a breakfast program, attracting students may be as easy as creating or changing school breakfast options.

There are four alternative breakfast service methods in addition to traditional breakfast. The breakfast serving methods are:



Traditional Breakfast

Breakfast consumed in the cafeteria at the same time for all students or in shifts.



Breakfast in the Classroom

Breakfast delivered to the classroom and consumed in the classroom setting before school starts.



Grab 'n Go Breakfast

Breakfasts packaged in bags with all components of the meal available at sites throughout school for pick up on the go, during break or during 1st period.



Breakfast After 1st Period

Breakfast served/consumed after the 1st period between classes (and finished during 2nd period) or during their break.



Breakfast on the Bus

Breakfast served/consumed while riding the bus to school.

Whether initiating the program or needing to revamp a current one for increasing participation, read the approaches on the following pages to learn about the different breakfast service methods and note which service style will work best for your school.

The breakfast method fact sheets are available in the folder called “*Resources*” as well as the “*Discover School Breakfast*” CD. “There’s More Than One Way to Serve Breakfast” PowerPoint presentation is also available on the CD.

After choosing a service method(s) to recommend to your school, see the folder called “*Roadmaps to Success*” for ideas on how to present the idea to decision makers for approval and support. A sample proposal is also available in the folder called “*Resources*” (28).

Selecting A Breakfast Serving Method

To plan for starting or altering breakfast service at your school, follow these steps:

Step 1: Consider the appropriate serving method(s) for your school.

Step 2: Examine your serving method(s) for potential obstacles and opportunities to create solutions. See “*Resources*” (28) folder for Sample Proposal.

Step 3: Present recommendations to principal or administration for approval and support.

Step 4: Develop a plan using resources available in this kit to communicate to target audiences.

In selecting the best meal service method(s) for your school, talk to other schools that have already been through the process and have selected a service method you may be considering. Talk to them, find out what works, what does not work, what resources they needed to get started and what obstacles they needed to overcome.

Evaluate your own school for these opportunities to begin a program or increase participation.



Traditional Breakfast



- Eating in a familiar setting for students who already eat school lunch prepares students for a good morning start.
- Cafeteria is already set up for large flow of students in one location.
- It requires no special transportation or packaging of foods; conducive to serving hot food options.

Fact Sheet

Who:	Meet with key decision makers at your school to initiate the program. Obtain approval and support from administrator, principal, teachers and food service staff. Staff at each school receives training for set-up and implementation.
What:	A traditional plated breakfast served cafeteria-style.
When:	Before school starts.
Where:	Breakfast served, like lunch, in the cafeteria.
	To increase participation in the breakfast program.
Why:	Provides a nutritious meal to students.
	Allows students to eat with siblings or friends.
How:	Students follow lunchtime flow for food pick up and seating.

Will this work for my school? Circle YES/NO after each of the following statements to determine if Traditional Breakfast will work for your school

1.	School busses arrive early enough to allow time in the cafeteria.		YES	NO
2.	Non-bussed students can arrive at school in time to participate in a cafeteria meal.		YES	NO
3.	Staff is available and willing for morning service.		YES	NO
4.	Cafeteria is available for use/not in use for other purposes before school.		YES	NO
5.	Cafeteria is centrally located for ease of service.		YES	NO
6.	Centralized ticket punching/money collection will work for breakfast.		YES	NO
7.	Teachers are likely to eat breakfast with students.		YES	NO
8.	Cafeteria is large enough to serve potential participants.		YES	NO
9.	Parents/students in this area expect hot foods for breakfast.		YES	NO



Breakfast in the Classroom



- Breakfast in the classroom provides nutritious meals to students who do not have time to eat breakfast before school.
- Children can look forward to a good breakfast in the comfort of the familiar surroundings of their classroom.
- If the cafeteria is too small, crowded or in use, more students can eat a good breakfast when served in the classroom.

Fact Sheet

Who:	Meet with key decision makers at your school to initiate the program. Obtain approval and support from administrator, principal, teachers and food service staff. Staff at each school receives training for set-up and implementation.
What:	A bagged breakfast or individually wrapped servings of breakfast components, served in the classroom, to offer students an opportunity to eat breakfast they may have missed.
When:	During announcements or morning break time.
Where:	Breakfast will be delivered to the classrooms in carts or picked up in the cafeteria by student representatives from each class.
Why:	To increase participation in the breakfast program. Increases speed and convenience of service. Provides a nutritious meal to students.
How:	The cart contains prepacked bags or individually wrapped, reimbursable breakfast components. Teachers record meals when served to the students.

Will this work for my school? Circle YES/NO after each of the following statements to determine if Breakfast in the Classroom will work for your school

1. School buses arrive at school just in time for school to begin.	YES	NO
2. Classrooms and the kitchen are on the same floor or have accessibility ramps.	YES	NO
3. Classroom schedules are flexible enough to incorporate breakfast into the day.	YES	NO
4. Food Service staff is willing to help with new breakfast option.	YES	NO
5. Your principal is usually open to new ideas and change.	YES	NO
6. Cafeteria is small and crowded.	YES	NO
7. There are one or more areas in the building where breakfast could be distributed.	YES	NO
8. Teachers realize the importance eating breakfast has to the learning process.	YES	NO
9. Cafeteria is centrally located for ease of service.	YES	NO



Grab 'n' Go Breakfast



- Grab 'n' Go breakfasts are convenient. They take less time to prepare than most traditional breakfast meals and decrease long lines.
- A bagged breakfast can be enjoyed on the go, during break or during 1st period.
- Secondary students like Grab 'n' Go breakfast for opportunities to eat at different locations and times.

Fact Sheet

Who:	Meet with key decision makers at your school to initiate the program. Obtain approval and support from administrator, principal, teachers and food service staff. Staff at each school receives training for set-up and implementation.
What:	A bagged breakfast or individually wrapped servings of breakfast components can be served before school or during a break. Students will have the choice of a fast, nutritious breakfast.
When:	Before school, during morning break or 1st period.
Where:	Position mobile carts or tables at school entrance or high traffic areas.
Why:	To increase participation in the breakfast program. Increases speed and convenience of service. Provides a nutritious meal to students.
How:	The cart/table contains prepared breakfast choices. Bags are individually wrapped reimbursable breakfast meals. Promote with Grab 'n' Go posters, especially at pick up points.

Will this work for my school? Circle YES/NO after each of the following statements to determine if Grab 'n' Go will work for your school.

1. Participation in the breakfast program is significantly lower than lunch.	YES	NO
2. Food carts are available or space exists for placement of tables in entrances for "curbside" services.	YES	NO
3. Teachers realize the importance eating breakfast has to the learning process.	YES	NO
4. Breakfast needs to be served faster and serving areas need to be more accessible.	YES	NO
5. Students already grab soft drinks and snacks from vending machines as they rush to class.	YES	NO
6. Additional labor hours are not available.	YES	NO
7. Flexibility is needed in scheduling serving times.	YES	NO
8. Meal payment system does not require cash at point of service.	YES	NO
9. Congestion in cafeteria dining room needs to be reduced.	YES	NO



Breakfast After 1st Period



- Breakfast served following the first instructional period provides students a nutrition break.
- Students who ate little at home may be hungry again by this time.
- A mid-morning breakfast gives students a nutritious choice versus vending machine items or a non-reimbursable milk break.

Fact Sheet

Who:	Meet with key decision makers at your school to initiate the program. Obtain approval and support from administrator, principal, teachers and food service staff. Staff at each school receives training for set-up and implementation.
What:	The nutrition break creates a way for students to eat a meal that was missed or inadequate earlier in the day.
When:	Between the first and second class period.
Where:	Use mobile carts or tables in a centrally located area where students are changing classes.
Why:	To increase participation in the breakfast program. Increases speed and convenience of service. Provides a nutritious meal to students.
How:	The meal provides a nutrition break to students as they move through the hall to their next class. The pre-packaged items need to be hand-held and easy to eat and can be served in the cafeteria or from Grab 'n Go locations.

Will this work for my school? Circle YES/NO after each of the following statements to determine if Breakfast After 1st Period will work for your school

1. There is flexible class scheduling to accommodate a breakfast break.	YES	NO
2. Class schedule was changed to have students arrive earlier than previous year.	YES	NO
3. Principal has expressed interest in providing better nutrition for students.	YES	NO
4. Students already grab soft drinks and snacks from vending machines as they rush to class.	YES	NO
5. Your principal is usually open to new ideas and change.	YES	NO
6. Cafeteria is small, crowded or in use.	YES	NO
7. There are one or more areas in the building where breakfast could be distributed.	YES	NO
8. Teachers realize the importance eating breakfast has to the learning process.	YES	NO
9. Cafeteria is centrally located for ease of service.	YES	NO



Breakfast on the Bus



- Breakfast handed brown bag style to students as they step on the bus.
- Students that ride the bus for long periods of time have time to eat breakfast.
- Hand held breakfast can be enjoyed before arriving at school.

Fact Sheet

Who:	Meet with key decision makers at your school to initiate the program. Obtain approval and support from administrator, principal, teachers and food service staff. Staff at each school receives training for set-up and implementation.
What:	A bagged hand-held breakfast will give students a choice for getting them the nutrition they need before school starts.
When:	While riding the bus to school.
Where:	School food service will take bins filled with bagged breakfasts to bus depot before routes begin in the morning.
Why:	To increase participation in the breakfast program. Increases speed and convenience of service. Provides a nutritious meal to students.
How:	The bagged meal provides a nutrition break to students as they enter the bus for the ride to school. The pre-packaged items need to be hand held and easy to eat. Students should be instructed to throw trash away before leaving the bus.

Will this work for my school? Circle YES/NO after each of the following statements to determine if Breakfast on the Bus will work for your school

1.	Bussing service is flexible and open to accommodating breakfast while en route to school.	YES	NO
2.	Students spend more than 15 minutes riding the bus and do not arrive in time to participate in the traditional breakfast.	YES	NO
3.	Bussing and class schedule are not flexible.	YES	NO
4.	Principal has expressed interest in providing better nutrition for students.	YES	NO
5.	Equipment and food service labor is available to prepare breakfasts for early morning pick-up.	YES	NO
6.	Trash removal procedures can be adapted to a bus serving site.	YES	NO
7.	Meal payment system does not require cash at point of service.	YES	NO
8.	Food service manager is willing to accommodate menu for pre-packaged foods.	YES	NO
9.	Parents have requested an option for their children who do not arrive at school in time for breakfast.	YES	NO



Selected Breakfast Method is _____.

List potential challenges and opportunities for creative solutions in implementing the new serving method you selected.

Implementation

Challenges

Opportunities for Solutions

Financial

Challenges

Opportunities for Solutions

People

Challenges

Opportunities for Solutions

“There’s More Than One Way to Serve Breakfast”

PowerPoint Presentation

Available on CD

