



School Breakfast **BECAUSE** Serving Breakfast Everyday Is Smart!

The focus is on breakfast during November and March!
Read the *School Breakfast BECAUSE* webpages to discover why.
Hint: Illinois School Breakfast Week is November 17–21, 2008.
National School Breakfast Week is March 2–6, 2009.
Learn why more Illinois schools are saying *YES* to school breakfast!

Illinois State Board of Education
Nutrition Programs Division
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www.isbe.net/nutrition

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School Breakfast BECAUSE

- It contributes to student success!
- It provides a reason to celebrate with special events!
- It makes financial cent\$! And it is mandated!
- It rocks, using processed commodities and commodities!

RESEARCH SAYS!

We want to send a message to all parents that ensuring that their children eat a nutritious breakfast every day—whether in school or at home—is one of the most important contributions that they can make to their children's health, well-being, and academic success. It is rare that you are given so simple a solution that can impact a variety of problems affecting millions of children in our homes, our schools and our communities.

—Karen Kafer, R.D.
Director of Communications, Kellogg USA

STUDENTS who eat breakfast at school close to class time and test-taking time, perform better on standardized tests than those who skip breakfast or eat breakfast at home.

—Food Research & Action Council (FRAC) www.frac.org

BREAKFAST-skippers risk iron shortfall.

—Nutrition and Your Child, Volume 3, 2001

CONSUMPTION of breakfast has a significant, immediate effect on standardized test scores of fifth graders.

—The Effect of Breakfast Consumption on Student Assessment
California State University, Spring 2007

**KUDOS and a Big Breakfast TOAST to the
3,119 schools serving 46,633,977
breakfasts annually in Illinois.**



School Breakfast BECAUSE It Contributes to Student Success

McLean County Unit School District 5 Finds Success With a Gradual Approach to School Breakfast Program Implementation

“Offering breakfast at school has removed a significant barrier to learning,” according to Parkside Elementary School principal, Shelly Erickson in Normal. Discussion with school nurses concerned about hungry students appearing in their offices in the morning initiated the conversation to begin and to expand the School Breakfast Program at McLean County Unit School District 5 schools.

Another great reason to offer breakfast at school is while bussed students are not hungry initially, for those with longer trips such as at Carlock Elementary School, they are more than ready to eat breakfast when they arrive at school.

A gradual approach to implementation of the School Breakfast Program (SBP) has worked favorably for McLean CUSD 5. According to Pat Powers, food service director for McLean CUSD 5, the school district has started the School Breakfast Program in two or three schools per year since. Initial planning to begin a School Breakfast Program takes about six weeks and involves the school principal, food service employees, school nurse, custodian, and transportation director.

Most recently, McLean CUSD 5 added their two high schools to this growing list of SBP schools. Powers states it was relatively easy to add the SBP at the high schools since they already served an a la carte breakfast. It was just a



A student makes his breakfast selections at Oakdale Elementary School

matter of pricing the items as a unit for the reimbursable paid meal of \$1 and now marketing it as “Special.” Additional training of cashiers was also required. High school students prefer the grab ‘n’ go prepackaged items for breakfast.

Currently, McLean CUSD 5 serves satellite breakfasts at five elementary schools, four cooking elementary schools, and the two high schools using a three-week cycle menu with primarily cold items. The two high schools are self-operational. There are 20 schools in the district for a total enrollment of 12,162 for fiscal year 2008.

As the breakfast programs become more established in buildings and students look forward to eating breakfast to start their day, participation has grown. Already this year has seen a sharp increase in participation rates at

Pepper Ridge Elementary School. The school served an average of 60 breakfasts daily last year, and is now serving 130 breakfasts daily—over double last year’s participation rates!

True believers in the benefits of breakfast, McLean CUSD 5 food service staff provide breakfast service through its Seamless Summer Option for all students in the summer school enrichment program as well as in one community site. Food service director Powers exclaims the students were excited about eating breakfast at school and we plan to continue that program next summer.

KUDOS to McLean CUSD 5 for increasing their School Breakfast Program both at the sponsorship level and in school breakfast participation!

Fortunately, McLean CUSD 5 took advantage of the state School Breakfast Program Start-Up Grants to assist with start-up costs. For schools interested in beginning an SBP and wanting an SBP Start-Up Grant, complete the application at http://www.isbe.net/nutrition/htmls/breakfast_state.htm. Funding of up to \$3,500 is available for allowable expenses.

McLean County Unit School District 5 SCHOOL BREAKFAST PROGRAMS

**These sites provide breakfast in the Seamless Summer Option also.*

Brigham Elementary School—Bloomington
Carlock Elementary School—Carlock
Fairview Elementary School—Normal
Fox Creek Elementary School—Bloomington
Glenn Elementary School—Normal
Normal Community High School—Normal

Normal Community West High School—Normal
Oakdale Elementary School—Normal
*Parkside Elementary School—Normal
Pepper Ridge Elementary School—Bloomington
Sugar Creek Elementary School—Normal
*Unity Community Center—Normal (summer only)

Oakdale Elementary School students begin their school day



Faculty, Athletes, and Breakfast Make a Successful Match at Nokomis Community Unit School District 22

“I’m not hungry anymore!”

exclaims a Nokomis Junior-Senior High School student in his first class of the day, on a rainy Friday in October. *“I ate two breakfasts.”* Enticed by the sausage gravy and biscuits, juice, granola bar, and carton of milk on the cafeteria breakfast menu for the day, the student had eaten at home and then chose to eat at school.

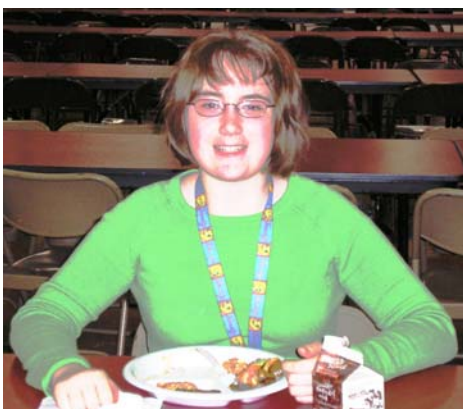
Nokomis Community Unit School District 22, located in the central eastern part of the state, has one of three Illinois schools to receive the National Dairy Council’s® *got breakfast?*® grant. Superintendent Jean Chrostoski indicated the district used the funding to purchase a convection oven and a freezer to help implement the School Breakfast Program (SBP) at the Nokomis Junior-Senior High School.

School breakfast participation is growing since its launch earlier this fall. The usual customer is a male aged 14–18. More boys choose to eat breakfast than girls, with a ratio of approximately 8:1. A nice surprise is that many faculty members choose to eat school breakfast as well enjoying the company of the students in the cafeteria.



Faculty in background enjoying school breakfast

The district busses approximately 60 percent of the students. Currently, the bus schedule accommodates the breakfast service period from 7:45–8:15 a.m. Most items are self-serve and Offer versus Serve is implemented which makes service quick.



Enjoying school breakfast at Nokomis



Ready-to-eat breakfast



Mural on gymnasium/cafeteria wall

In Redskins' country, Nokomis Junior-Senior High School has a reputation for great athletes and successful sports programs, according to Principal Don Markey, and the full trophy cases lining the Junior-Senior High School entrance. And now with the addition of school breakfast, may that tradition continue.

Nokomis CUSD 22 district received a state School Breakfast Program Start-Up Grant in school year 2008.

Congratulations to Nokomis CUSD 22 for the *got breakfast?*[®] grant* and for serving school breakfast across the district to your students every school day!

*The other two Illinois schools receiving the *got breakfast?*[®] grant were Namaste Charter School in Chicago and Maple Elementary School in Loves Park.



First in line for breakfast

School Breakfast BECAUSE It Provides a Reason to Celebrate With Special Events

Illinois School Breakfast Week November 17–21, 2008

Celebrate Illinois School Breakfast Week (ISBW) and American Education Week November 17–21, 2008, highlighting the positive impact breakfast consumption has on learning and academic performance.

Consider piloting some of the National School Breakfast Week (NSBW) menus early during ISBW in November. These special menus are available at <http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/Index.html>.

National School Breakfast Week March 2–6, 2009

Visit the SNA site at <http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/index.html> for menus, recipes, logos, fact sheets, and much more! Plan to celebrate National School Breakfast Week March 2–6, 2009. The menus run Monday through Friday. Each recipe provides its individual nutritional analysis.

Power Up! With School Breakfast during March School Breakfast Week

The School Nutrition Association's (SNA) theme for National School Breakfast Week is *Power Up! With School Breakfast*. Plan NOW to use the same theme for Illinois School Breakfast Week, November 17–21, 2008.

Menus! Recipes! and Tools! for National School Breakfast Week

Monday—Eggstreme Eggs and Toast

Tuesday—Incredibagel and Cream Cheese

Wednesday—Super Cereal

Thursday—Brilliant Breakfast Sandwich

Friday—Save-the-Day Parfait

For menus and recipes to serve during March's National School Breakfast Week, visit http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/content_menus.html.



Illinois has over 3,000 schools in the School Breakfast Program (SBP)

Learn more about school breakfast at www.isbe.net/nutrition

Loan library offers a variety of great nutrition education and health resources

Illinois School Breakfast Week is November 17–21, 2008

Nutrition increases with breakfast consumption

Over 46,600,000 school breakfasts are served annually in Illinois

In the classroom, serve breakfast to students

Students' morning visits to the nurse's office decrease with school breakfast

Students do not learn if they are hungry

Celebrate National School Breakfast Week March 2–6, 2009

Headaches decrease when students eat breakfast

Overall performance in the classroom is improved

Over 3,100 schools offer breakfast at school in Illinois

Less absenteeism and tardiness has been reported in breakfast studies

Breakfast at school helps improve math grades and reading scores

Reduced-price breakfast is 30 cents or less

Endorse breakfast and energize the classroom

A change of pace—offer breakfast items at lunch

Knowledge is key; get the facts on school breakfast

Fruits and vegetables: more matters, especially at breakfast

Almost 73 percent of schools which offer lunch in Illinois also offer breakfast

School breakfast because it contributes to students' success in and out of the classroom

Take time for breakfast!

Wake up to breakfast each school day

Everyone can enjoy school breakfast

Excellence begins with breakfast

Know what is best for kids—school breakfast

ISBW—November 17–21, 2008



WWW.SCHOOLBREAKFAST.ORG

NATIONAL SCHOOL BREAKFAST WEEK

OFFICIAL PROCLAMATION

WHEREAS The School Breakfast Program has served our nation admirably since it was permanently established in 1975; and

WHEREAS the School Breakfast Program is dedicated to the health and well-being of our nation’s children; and

WHEREAS the School Breakfast Program joins and has been joined through the years by many other excellent child nutrition programs; and

WHEREAS there is evidence of continued need for nutrition education and awareness of the value of school nutrition programs

NOW THEREFORE, I _____ of the _____ of _____ do hereby proclaim the week of March 2–6,2009, as NATIONAL SCHOOL BREAKFAST WEEK and I encourage all residents to become aware and concerned about their children’s and their own nutrition habits, in hope of achieving a more healthful citizenry for today and the future.

IN WITNESS WHERE OF, I have hereunto set my hand and caused the Official Seal of the _____ of _____ to be affixed.

Done at the _____
This _____ day of _____ ,
2009

ATTEST: _____



School Breakfast BECAUSE

It Makes Financial Cent\$ and It Is Mandated!

Federal School Breakfast Program Rates of Reimbursement Effective July 1, 2008, Through June 30, 2009

	<u>Non-Severe Need</u>	<u>Severe Need</u>
Paid	\$0.25	\$0.25
Reduced-Price	\$1.10	\$1.38
Free	\$1.40	\$1.68

The maximum price for a student reduced-price breakfast is \$0.30.



The State Illinois Free Rate is \$0.1350 per each free breakfast served.

Childhood Hunger Relief Act

Public Act 94-0981 stipulates that all public schools in which at least 40 percent of the students were eligible for free or reduced-price lunches in the preceding year must operate a breakfast program. Provisions are included in the law to allow a school district to opt out of the breakfast program under certain circumstances. For more information, visit http://www.isbe.net/nutrition/htmls/hb_756.htm.

Dairy Council's 2008 Breakfast Awards Reminder



Hurry! There is still time to apply for the 2008 Breakfast Awards! Midwest Dairy Council and St. Louis District Dairy Council are recognizing schools in Illinois that are bringing breakfast to students in creative ways with great results. Awards will be provided to three schools ranging from the grand prize of \$3,000, to \$1,000.

Any school (elementary through high school) that offers a breakfast service or expanded breakfast option(s) is encouraged to enter to win a monetary Breakfast Award. This means that more than one school in a district may apply.

For additional information, in Northern Illinois visit Midwest Dairy Council's website at www.midwestdairy.com, or in Central and Southern Illinois visit St. Louis District Dairy Council's website at www.stldairycouncil.org. The application deadline is **November 14, 2008**. The Dairy Councils will announce the award winners December 15, 2008.

School Breakfast Program Financial Incentives

www.isbe.net/nutrition

State School Breakfast Program Start-Up Grant

*Funds Are Available—\$3,500 per
Eligible School*

The state-funded School Breakfast Program Start-Up Grant is designed to assist schools in overcoming some of the barriers associated with starting a new program and provides up to \$3,500 per school for eligible costs. A school food authority (SFA) may complete an application packet for schools that will start a School Breakfast Program (SBP) during the 2008–2009 school year. The Illinois State Board of Education (ISBE) will accept applications for the state School Breakfast Start-Up Grant until monies are exhausted or through June 30, 2009. If interested, go to http://www.isbe.net/nutrition/htmls/breakfast_state.htm#start.

Examples of previous uses of the \$3,500 are:

- Point of service software
- Two-door coolers
- Food warmers
- Rolling carts

State Breakfast Incentive Payments

If you participate in the School Breakfast Program you may be eligible to receive additional state reimbursement of at least 10 cents for each breakfast served. If the number of breakfasts served in a school in a given month exceeds the number of breakfasts served in the same month during the preceding year by 10 percent, the sponsor is eligible for additional per meal reimbursement.

No application is required. The data will automatically be pulled from your claims and the additional reimbursement will be paid on approximately a quarterly basis. The payments will be deposited into your bank account through electronic funds transfer.

Severe Need

If a school district served in the second preceding year more than 40 percent of the lunches free or at a reduced price, the school district qualifies as a “severe need” school district and all (reduced-price and free) meals are reimbursed at a higher rate. Child Nutrition ACES (Application and Claim Entry System) automatically calculates this on your site application.

School Breakfast BECAUSE It Rocks, Using Processed Commodities and Commodities

Visit the Anticipated Commodities listing at
www.isbe.net/nutrition/pdf/anticipated_commodities.pdf.

For commodity recipes categorized by title, food group, and menu category, visit
<http://www.fns.usda.gov/fdd/recipes/schrecipes.htm>.

Check out some of the breakfast foods available to schools! Egg items (scrambled eggs, omelets, French toast); pork items (sausage patties and links); breakfast pizzas on bagels; mini fruit bread loaves such as banana, blueberry, and apple-cinnamon; whole-grain pancakes; whole-grain waffles; honey whole-grain bagels; and whole-grain English muffins.

For more information on school food products, visit the websites below.

- <http://www.michaelfoods.com/products/index.cfm>
- <http://www.pierrefoods.com/school.htm>
- http://www.sunnyfreshfoods.com/products_school.html

Reprocessed Commodity Taste Test

Register for the November 5, 2008, Taste Test at the Interstate Center in Bloomington, Illinois. Come see and taste some of these processed commodities to help plan for fiscal year 2010. Visit www.ilsna.net for further information.

Your commodities may be used at breakfast too! Actually, some commodities are better suited for breakfast service such as sausage links, eggs, and orange juice cups! Consider these other uses.

- Serve proportioned applesauce, apple slices, mixed fruit, peaches, pears, and pineapple tidbits
- Use salsa in egg dishes, omelets, and scrambled eggs
- Consider a hot and cold cereal bar with oatmeal and fruit condiments
- Prepare biscuits, pancakes, and waffles using commodity flour
- Serve peanut butter at breakfast with toast, muffins, English muffins, etc.

Useful Breakfast Resources and Websites

Nutrition Education Loan Library Breakfast Materials

www.kidseatwell.org

The Nutrition Programs Nutrition Education Loan Library offers a variety of breakfast resources for loan purposes. To peruse the loan library catalog, visit the URL above, then type *Breakfast* in the search box to complete a search. A few available resources include the *Breakfast Lunch Training Module Food Service Assistant* (item 1094), *Breakfast: Most Important Meal of the Day—Grades 7–12* (item 1052), *Food Museum Adventures! Activity Book* (item 1124), and *The Best Breakfast* (item 186).

- *got breakfast?*[®] *Classroom Breakfast PlayBook*—
http://www.gotbreakfast.org/media/Classroom_Breakfast_Playbook.pdf
- *Expanding Breakfast Online Course*—
http://nutritionexplorations.org/sfs/programs_breakfast_course.asp
- *Recipe Finder*—Looking for quantity recipes? Search the database for USDA recipes by ingredient, course, or cuisine—
<http://healthymeals.nal.usda.gov/schoolmeals/Recipes/recipefinder.php>
- Louisiana Department of Education's breakfast bulletin board ideas and activities with artwork included—
<http://www.doe.state.la.us/ide/nutrition/jazzy/23smartbreakfast.html>
- USDA Food and Nutrition Service, School Breakfast Program—
<http://www.fns.usda.gov/cnd/Breakfast/Default.htm>

School Breakfast BECAUSE Serving Breakfast at School Is Smart!

Resources

- American Dietetic Association Journal
- Food Research and Action Council (FRAC) News Digest (July 30, 2007)
- Illinois State Board of Education, Nutrition Programs Division
- Nutrition Education Loan Library

Websites

- Action for Healthy Kids—
www.actionforhealthykids.org
- *Breakfast for Learning*, Child Nutrition Fact Sheet, Food Research & Action Center—www.frac.org
- *got breakfast?*[®]—
<http://www.gotbreakfast.org>
- Illinois Nutrition Education and Training (NET) Program—
www.kidseatwell.org
- National Food Service Management Institute (NFSMI)—www.nfsmi.org, search *Breakfast*
- *Research: School Breakfast* provides a listing of current research and evidence supporting school breakfast—
http://www.cfpa.net/School_Food/Breakfast/sbpevidence.htm
- School Nutrition Association
www.schoolnutrition.org

Interviews

- Pat Powers, Food Service Director from McLean County Unit School District 5
- Superintendent Jean Chrostoski and Junior-Senior High School Principal Don Markey from Nokomis Community Unit School District 22

LEARN MORE by attending professional organization's expos such as Illinois School Nutrition Association (www.ilsna.net), School Nutrition Association (www.schoolnutrition.org), and the National Restaurant Association (<http://www.restaurant.org/show/>) to see and taste new breakfast items.

CONTACT US!

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