

2025 ISBE School Nutrition Training

Making the Most of School Breakfast

Yvonne Jablonski

Trina Ragain



**CHILD NUTRITION
PROGRAMS**

 **ILLINOIS**
STATE BOARD OF
EDUCATION

Agenda

- Illinois' School Breakfast Mandates
- The Benefits of School Breakfast
- Breakfast After the Bell (BATB) Service Models
- Communication & Marketing
- SBP Outreach Monitoring Requirements
- Ideas for Increasing Participation
- Resources
- Q & A

State Breakfast Mandates

- Public schools in which at least 40% of students were eligible for free and reduced-price (FRP) lunches in October of the preceding year must operate a school breakfast program.
- Public schools in which at least 70% of the students were eligible for FRP lunches in October of the preceding year must operate a BATB program. Breakfast must be provided to children after the instructional day has officially begun.

Why is Breakfast So Important?

Decades of research have confirmed that participation in school breakfast programs improves student outcomes.

**Students who
don't eat
breakfast**

<

**Students who
eat breakfast
at home**

<

**Students who
eat breakfast
at school**

<

**Students who
eat BATB
– or –
attend
schools with
universal
meals**

School Breakfasts and Nutrition

Students experience:

- Decreased malnutrition, hunger, and food insecurity
- Improved overall dietary quality and nutrient intake that meets or exceeds standards
 - Increased consumption of fruit and milk

Impacts of School Breakfast on Physical Health

- Students who eat school breakfast have a lower body mass index (BMI) and a lower probability of overweight and obesity.
- Students are less likely to experience poor short and long-term health outcomes, such as high cholesterol and insulin levels

Impacts of School Breakfast on Mental & Emotional Health

- Decreased anxiety, stress, and depression
- Decreased behavioral problems, including hyperactivity, frustration, and aggression
- Decreased stigma, self-isolation, and loneliness.

School Breakfast Fuels Learning

- Improved math and reading scores
- Better performance on standardized tests in spelling, reading, and math
- Improved concentration, alertness, comprehension, memory, and learning
- Decreased tardiness and chronic absenteeism
- Fewer morning visits to the school nurse

BATB Service Models

- Breakfast in the Classroom
- Grab and Go Breakfast
- Second Chance

These models all occur after the beginning of the school day.

You can offer BATB in addition to traditional school breakfast.

Breakfast in the Classroom

- Great option for younger students – contributes to social emotional learning
- Students can be assigned responsibilities to decrease staff burden
- Helps buffer the transition from home to the start of the school day



Grab and Go Breakfast



- Great option for middle and high school students
- Can offer student choice – must meet meal pattern requirements
- No special equipment necessary – can use folding tables, coolers, and insulated bags

Second Chance Breakfast

- Offers breakfast between first and second period
- Teens report not being hungry first thing in the morning
- Grab and Go is a popular model when offering Second Chance



SBP Reimbursement Rates

SY 24-25	Non-Severe Need	Severe Need
Paid	\$0.39	\$0.39
Reduced-Price	\$2.07	\$2.54
Free	\$2.37	\$2.84

Section 220.9(d) of the School Breakfast Program (SBP) regulations outlines criteria for schools to qualify for severe need reimbursement. Included in these criteria is the requirement that 40 percent or more of the lunches served to students at that school in the second preceding school year were served free or at a reduced price. This criterion is intended to ensure that the severe need reimbursement rate is provided to schools which have already demonstrated that a high percentage of meals, defined as 40 percent or more of lunches, are being served to needy students.

Communication & Engagement

- Engage all levels of staff, parents, and students from the early stages of planning
- Typically, transitioning to BATB is a top-down decision-making process
- Crunch the numbers – breakfast makes cents!
- Get buy-in from all levels of staff – incorporate training and resources

Marketing Your Breakfast Program

- Make breakfast a big deal!
 - Brand your breakfast program (see case study)
 - Create exclusivity and excitement
- Engage students in planning and implementation
 - Set expectations
- Develop breakfast champions at all levels
 - Building principals, teachers, parents, & teachers
 - Provide breakfast for teachers
 - Track data and share impact

Outreach Requirements

- Specific communication about the school breakfast program (SBP)
- How often?
- Examples of what is seen in the field vs. what's required

Examples of SBP Outreach

- Letters to Parents
 - [Letter to Parents \(paid\)](#)
 - [Letters to Parents \(CEP\)](#)
- Flyers
 - [Free Breakfast Flyer](#)
 - [Eat Flyer](#)
- Social Media
 - [Social Media Examples](#)
- Newsletter
 - [Newsletter Insert](#)

Ideas to Increase Participation

- Celebrate National Breakfast Week
- Invite Parents to Breakfast
- Celebrity Day
- Theme Days
- Serve Breakfast at Lunch
- Menu Ideas
- Online Promotion
- Breakfast giveaways and prizes
- Taste tests
- Contests
 - Poster Contest
 - Milk mustache contest
 - Cereal Box design contest
 - Breakfast participation challenge

Online Resources

- [ISBE Nutrition School Breakfast Program](#)
- [Food Research & Action Center](#)
 - [Supporting Academic Success with School Breakfast: A Guide for Secondary School Principals](#)
 - [Breakfast for Learning Research Brief](#)
 - [Breakfast for Health Research Brief](#)
- [No Kid Hungry Center for Best Practices](#)
 - [Micro-Report Chronic Absenteeism](#)
- [Partners for Breakfast in the Classroom](#)
- [USDA School Breakfast Program](#)
 - [Make Breakfast First Class Infographic](#)



Questions?

Trina Ragain

tragain@isbe.net

(217) 782-2491 work

(314) 910 -9822 mobile

Yvonne Jablonski

yjablons@isbe.net

(217) 782-2491 work

(630) 319-6969 mobile

Thank you