

# Every Kid Healthy

Prepared for MAESP 2014

Action for Healthy Kids – Missouri  
Missouri Coordinated School Health Coalition



“There is no limit to what we can achieve when we combine with the right people. Together we can really make a difference in the health of our nation’s children.”

– Dr. David Satcher, MD, PhD,  
Former U.S. Surgeon General,  
Action for Healthy Kids Founding Chair



# Who Are We?



# Who Are We?



Action for Healthy Kids® (AFHK) fights childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can live healthier lives.



# Who Are We?



Our goal is to create school communities where children learn how to make healthy choices from the minute they walk in the front door to the minute they leave at the end of the school day.

# Childhood Obesity Issue



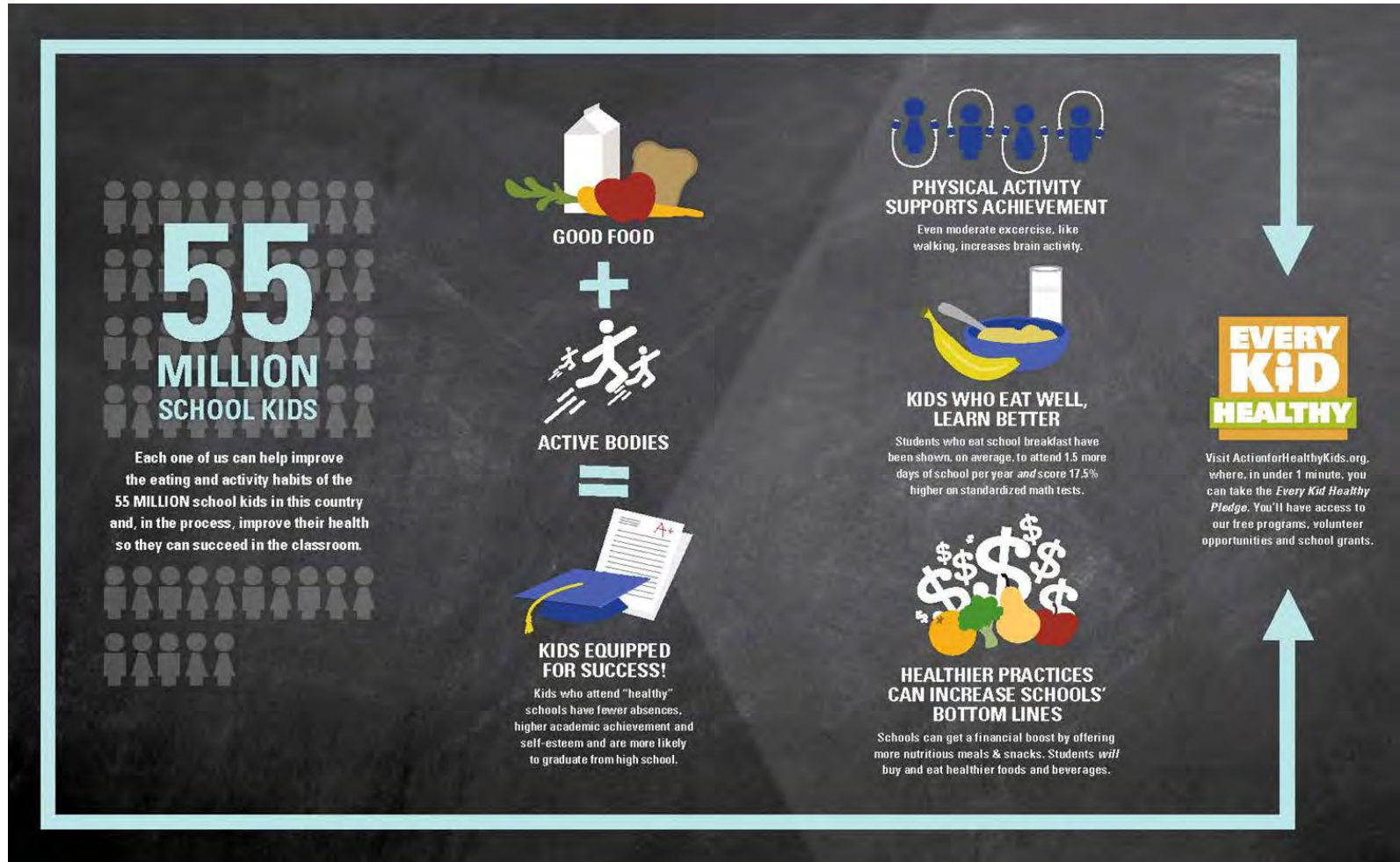
## THE LATEST PROJECTIONS

If we don't reverse the trend, by 2030:

- Obesity related medical costs could be up to 20% of total health costs or \$500B annually
- Obesity rates will increase 42% (32M obese Americans)
- Severe obesity will more than double from 5% to 11%

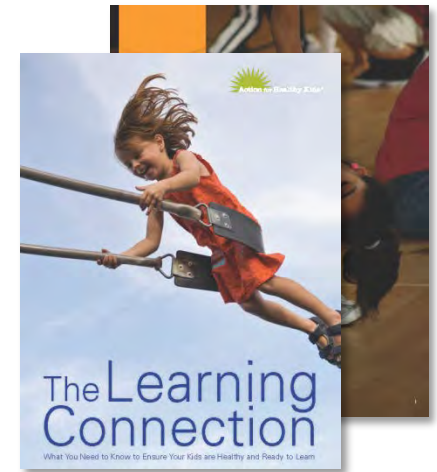


# The Learning Connection



## What we know:

- Normal brain development needs a variety of macronutrients and micronutrients
- Majority of youth eat fewer nutrient-rich foods and over consume
- 1 in 4 children live in food-insecure households
- Studies of school children with insufficient food revealed poorer class performance, more absences from school, and a decline in academic achievement







According to a 2013 national report, students who eat school breakfast:

- Attend 1.5 more days of school
- Score 17.5% higher on standardized math tests



## Kids Who Eat Well Learn Better

The School District of Philadelphia increased nutrition education, swapped low-fat milk for sodas and sugar-sweetened drinks, implemented strict snack policies and got rid of deep-fat fryers.



And the obesity rate in Philadelphia school children dropped 5% from 2006 to 2010.

Boston and New York City had similar successes!

# Missouri Coordinated School Health Coalition:

- Gives leadership to the Missouri Action for Healthy Kids Team
- Meets quarterly with partners from state agencies, organizations, and community groups
- Hosts an annual conference
- Maintains a website, Facebook and Pinterest pages, Mo page on [AFHK website](#)
- Sponsors additional training / speakers & more

# Promotes the 8 components of coordinated school health:

- Health Education
- Physical Education
- Nutrition Services
- Counseling, Psychological & Social Services
- Healthy School Environment
- Health Promotion for Staff
- Family / Community Involvement

## **Mission**

Advocating for a Coordinated School Health Program in every Missouri school to ensure students learn to be healthy and are healthy to learn.

## **Vision**

Healthy, active students becoming healthy, active and productive adults.



## Where are school breakfast programs (SBP) available?



- Nationally, nearly 89,266 sites operated SBP in the 2011-12 school year
- Public & private schools, residential facilities, etc.
- 91% of sites that operated the National School Lunch Program also operated SBP in 2011-2012
- State range: 100% (West Virginia) to 61.5% (Connecticut)

Source: *School Breakfast Scorecard* @ [www.frac.org](http://www.frac.org)

# School Breakfast Participation



## National Data

- More than half of students who benefited from free or reduced-priced school lunches also benefited from school breakfast
- State range: 61% (NM) to 34% (UT)
- That means 50% of students who are certified for FRP-meals are served by SBP
- Well over 9 million students in need are missing out on school breakfast

Source: *School Breakfast Scorecard* @ [www.frac.org](http://www.frac.org)

## Top 5 States (2011-2012)

State	Percent of FRP Lunch Students Who Also Eat School Breakfast
New Mexico	70.2%
District of Columbia	69.5%
West Virginia	65%
South Carolina	63.4%
Kentucky	61.3%

Source: *School Breakfast Scorecard* @ [www.frac.org](http://www.frac.org)



## The School Breakfast Trifecta



Nutrition &  
Health (Obesity  
Prevention)



Academic  
Achievement &  
Behavior



District  
Funding

- School breakfast is often healthier than breakfast from home
  - Less sugar, more fruit, more milk
- School breakfast participants have
  - Healthier body weight and BMI
  - Healthier overall diets (vitamins, micronutrients)



**For complete references see:**

- *Benefits of Breakfast: Health and Academics* fact sheet @ [www.BreakfastFirst.org](http://www.BreakfastFirst.org)
- *Breakfast for Health* fact sheet @ [www.frac.org](http://www.frac.org)



## School Year 2013-2014

- Half of weekly grains must be whole grain-rich
- Minimum weekly grain requirements and calorie ranges for different age/grade groups: K-5, 6-8 and 9-12
- Zero grams of *trans* fat per portion
- Only Food-Based Menu Planning allowable
- Breakfast consists of 3 components from 3 food groups: milk, fruit/juice/vegetable, grains (meat/meat alternative may be substituted for grains after daily minimum met)



## School Year 2014-2015

- All grains must be whole grain-rich
- Fruit quantity to increase from ½ cup to 1 cup per day or 5 cups per week
- Meals selected by students must contain a fruit (or vegetable)



**To learn more:** <http://www.fns.usda.gov/cnd/Governance/Legislation/nutritionstandards.htm>

- Decreased tardiness and absenteeism
- Decreased disciplinary problems
- Increased motivation
- Improved peer-to-peer interactions

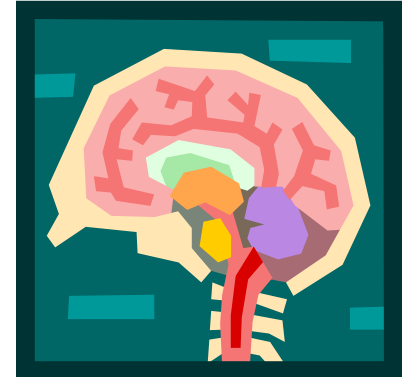


For complete references see:

- *Benefits of Breakfast: Health and Academics* fact sheet @ [www.BreakfastFirst.org](http://www.BreakfastFirst.org)
- *Breakfast for Health* fact sheet @ [www.frac.org](http://www.frac.org)

## Eating breakfast is associated with:

- Higher standardized test scores
- Improved math & reading grades
- Improved cognitive performance
- Better visual perception, spatial memory, short-term memory



### For complete references see:

- *Benefits of Breakfast: Health and Academics* fact sheet @ [www.BreakfastFirst.org](http://www.BreakfastFirst.org)
- *Breakfast for Learning* fact sheet @ [www.frac.org](http://www.frac.org)

## High need and low participation, why the gap?

- Breakfast served at the wrong time
  - Students aren't able to arrive to school early due to family or bus schedules
  - Students want to play or socialize instead of eat
  - Students are not hungry before school but are hungry before lunch



## High need and low participation, why the gap?



- Breakfast served in the wrong place:
  - Students want to avoid the stigma of school breakfast
  - Cafeteria is not easily accessible (far from students' first classes)
  - Cafeteria lacks the capacity to serve students quickly (long lines, inadequate seating)

## Service times & locations that meet student needs

Model	Time	Location
Breakfast in the Classroom	Start of class	Classroom
Second Chance Breakfast	Mid-morning at recess or between classes	Cafeteria or multiple locations
Grab n' Go Breakfast	Before school and/or mid-morning	Multiple locations (e.g. service carts)



Increase SBP participation with effective models



- (1) Maximize meal reimbursements
- (2) Benefit from economies of scale



- (1) Self-sustaining nutrition departments
- (2) Increase “indirect” dollars into district’s general fund

## Top 5 States (2011-2012)

State	Additional Federal Reimbursement
California	\$156 million
New York	\$79 million
Florida	\$74 million
Texas	\$63 million
Illinois	\$50 million

Additional federal reimbursements for district nutrition services if 70% of school lunch participants also ate school breakfast (FRP-eligible students)

Source: *School Breakfast Scorecard* @ [www.frac.org](http://www.frac.org)

## Alternative Breakfast: Breakfast in the Classroom



# Breakfast in the Classroom

---

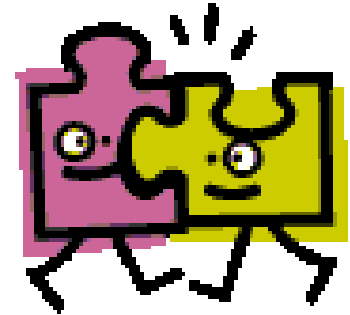
- All students are offered breakfast
- Works well with universally free meals
- Most common in elementary schools
- Served, eaten, cleared within 10-15 minutes

**Maximize Participation, Revenue,  
and Student Benefits!**



Characteristics of schools that are a good fit for **Breakfast in the Classroom** include:

- High need (e.g. Provision 2 sites\*)
- Low participation
- Limited cafeteria capacity
- Other factors such as stakeholder buy-in can be cultivated



\*High need schools opting to serve meals to all students at no charge - Provision 2 schools have fewer administrative requirements, which offsets the extra cost for additional meals.

## Nutrition Services Prepares & Packs Meals

- Whole grain cereal with fiber, non/low fat milk, and fruit
- Bagel, low fat string cheese, milk, and fruit
- Breakfast burrito with eggs and low fat cheese, milk, and fruit



[www.BreakfastFirst.org](http://www.BreakfastFirst.org)

## Meals Delivered to the Classroom

- Teachers pick up meals before school begins
- Nutrition services staff delivers meals
- Assigned students from each room pick up meals on their way to class



[www.BreakfastFirst.org](http://www.BreakfastFirst.org)

## Eating, Learning, & Community Building

- Teachers take roll, read aloud, check homework, conduct skill reviews, etc.
- Students read silently, listen to announcements, complete math and language arts exercises, engage in a nutrition lesson, etc.



[www.BreakfastFirst.org](http://www.BreakfastFirst.org)



## Meals Are Cleared & Trash Removed

- Students dispose of their trash
- Trash bags/bins are moved outside of the classroom
- Custodial staff collects trash bags OR students dispose of bags while returning leftover food to the cafeteria.



# Start Up Cost Considerations

---

- Example of per classroom costs
  - \$50 for rolling, insulated cart
  - \$50 for rolling trash can
  
- Potential district costs
  - Additional storage, prep equipment, etc.
  - Additional labor for initial implementation

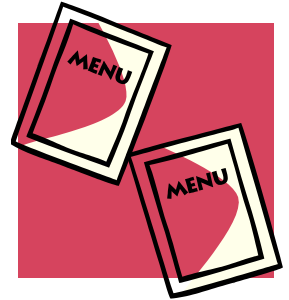


- Funds available to start BIC
  - Existing cafeteria funds
  - State grants
  - Private grants (e.g., Action for Healthy Kids)
  - PTA fundraising
  - Community organizations (Rotary clubs)



- Disposables goods
    - Trash bags, wet wipes, paper towels, etc.
  - Food costs from increased participation
    - Managing leftovers (e.g. reserving unused items)
- + Increase in meal reimbursements can compensate for increased costs**

- Capacity for meal preparation
  - BIC menus can include hot or cold entrees
- Practical considerations
  - No syrup
  - No items that are difficult to peel or open (e.g. whole oranges)
  - Avoid “rolling foods” (e.g. round cereals)



**For menu suggestions:** [www.BreakfastFirst.org/tools/menus.shtml](http://www.BreakfastFirst.org/tools/menus.shtml)

# Questions?



# Second Chance, Grab n' Go and Other Effective Models



## When

- Breakfast offered before school *and*
- During recess or mid-morning break

## Where

- All grade levels
- Breakfast served at one location or multiple locations (e.g., cafeteria, mobile carts)





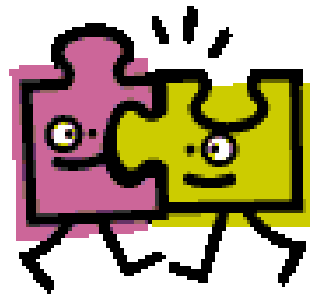
## How

- Typically offer the same menu as pre-bell breakfast
- ID cards, PIN numbers, or tickets ensure one breakfast per student at reimbursable rate
- If serving from multiple locations, wireless electronic POS (point of sale system) is key



## The Right Fit

- Successful regardless of school's FRP %
- Effectively serves students who aren't hungry early in the morning or aren't able to eat before school begins



The **when** and **where** of breakfast can be tailored to meet any school's needs:



- Serve breakfast only at mid-morning break
- Serve breakfast after the bell in the cafeteria
- Serve in the classroom just before recess and have students eat on the playground
- Serve in the cafeteria just before class and have students in in the classroom

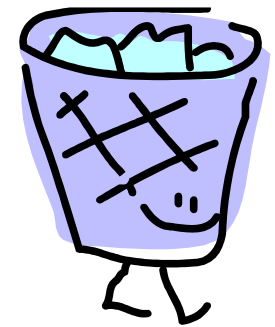


- Bell and bus schedules
  - Is there enough time for students to eat?
  - Are schedule changes necessary?
  - Who are the key players?
- Eating indoors or out
  - Will students be allowed to finish their meals in class?



## Waste Management

- What preparation is needed - are there adequate trash receptacles in place?
- Clearly communicate expectations to students (e.g. signs, announcements)
- Teachers and staff remind students and discipline, if necessary





Action for Healthy Kids®

# Experiences? Questions?

---



LEARN • ACT • TRANSFORM

## Breakfast at No Charge (Universal Breakfast)

- Schools with high percentages of low-income students can offer free breakfast to all students
- Key is high participation – make breakfast a part of the school day
- Breakfast in the Classroom
- Grab-N-Go



## Breakfast at No Charge (Universal Breakfast)



- No Charge: Non-Pricing
- Schools do not collect fees from reduced-price and paid students for breakfast
- Counting and claiming procedures continue to be the same as with pricing
- Applications are collected in the same way



## SBP Provision 2 Option

- Similar to non-pricing but school receives blended rate per meal
- Reimbursement rate based on the number of free, reduced-price and paid students participating during the “base year”
- As long as costs of serving all meals at no charge are covered through Federal reimbursements, there is no need for additional non-Federal funds



# Community Eligibility Provision 2



- Now available in 11 states: DC, FL, GA, KY, IL, MA, MD, MI, NY, OH and WV
- Reimbursement rate based on “Identified Students” – who are certified without an application because of participation in SNAP, TANF or FDPIR, or Head Start, Homeless or Migrant education services

# Community Eligibility Provision 2

- % Identified Students x 1.6 = % meals reimbursed at “free” rate; the rest are reimbursed at “paid” rate
- Example: a school with 50% Identified Students is reimbursed at the “free” rate for 80% of served meals ( $50\% \times 1.6 = 80\%$ ) and the remaining 20 percent would be reimbursed at the paid rate
- Participating schools are guaranteed to receive the same reimbursement rate (or a higher one if the percentage of Identified Students increases) for 4 years

## How do Schools Afford Higher Participation?

For schools with high percentages of low-income students:

- Labor efficiencies and other economies of scale bring down per meal costs
- Increased federal revenue comes into the school nutrition fund account
- Improved Average Daily Attendance (ADA) can raise general education fund income
- Use the breakfast calculator on the UNIVERSAL WORKS document



# Experiences? Questions?

---





Community buy-in  
is the key to a  
successful  
Breakfast Program!



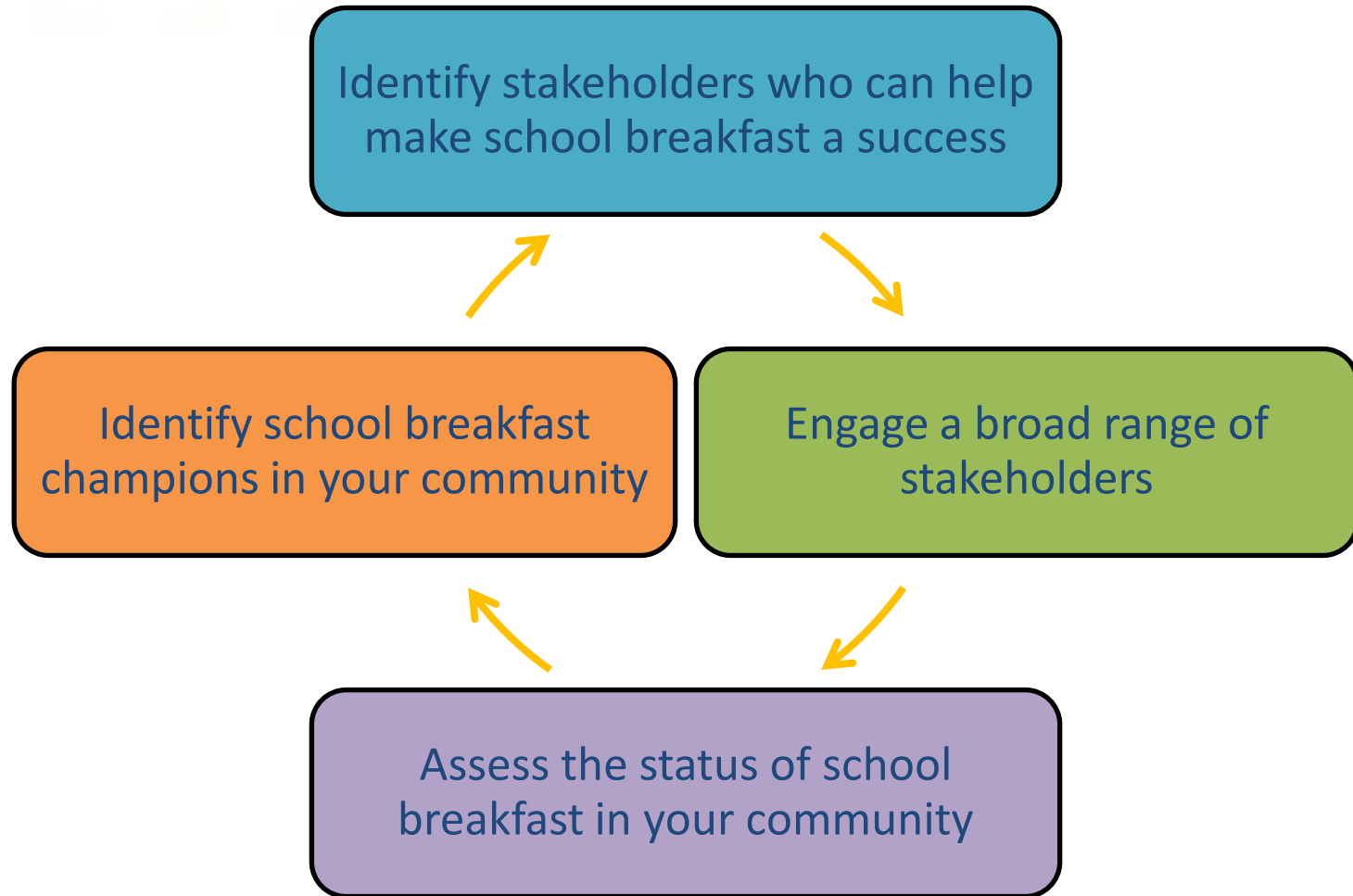
Get the principal's approval and buy-in at the highest possible level of commitment.

*"There is only one way...to get anybody to do anything. And that is by making the other person want to do it."*

*– Dale Carnegie*

- School Breakfast More than a Meal  
<http://vimeo.com/16036608>
- NM Appleseed: Breakfast after the Bell  
<http://www.nmappleseed.org/breakfast.html>
- From California Food Policy Advocates  
<http://www.breakfastfirst.org/tools/resources.shtml>
  - Everybody Eats: Breakfast for Learning
  - Starting Your Day with Classroom Breakfast
  - Breakfast to Go





# Things to Consider

- Start small and build
  - Try an innovative model in one school or a small number of schools
- Identify and engage all stakeholders
  - Teachers, students, parents, principals, district administration, nutrition services, custodial services, etc.



- Identify the stakeholders who can help make Alternative Breakfast a success
  - Teachers
  - Principals
  - Parents
  - Students
  - Nutrition Services
  - Custodial Services
  - District Administrators
  - District School Board
  - District Superintendent
  - Community organizations
  - Unions
  - Food banks/anti-hunger organizations
  - State Administrators

## Stakeholder Meetings

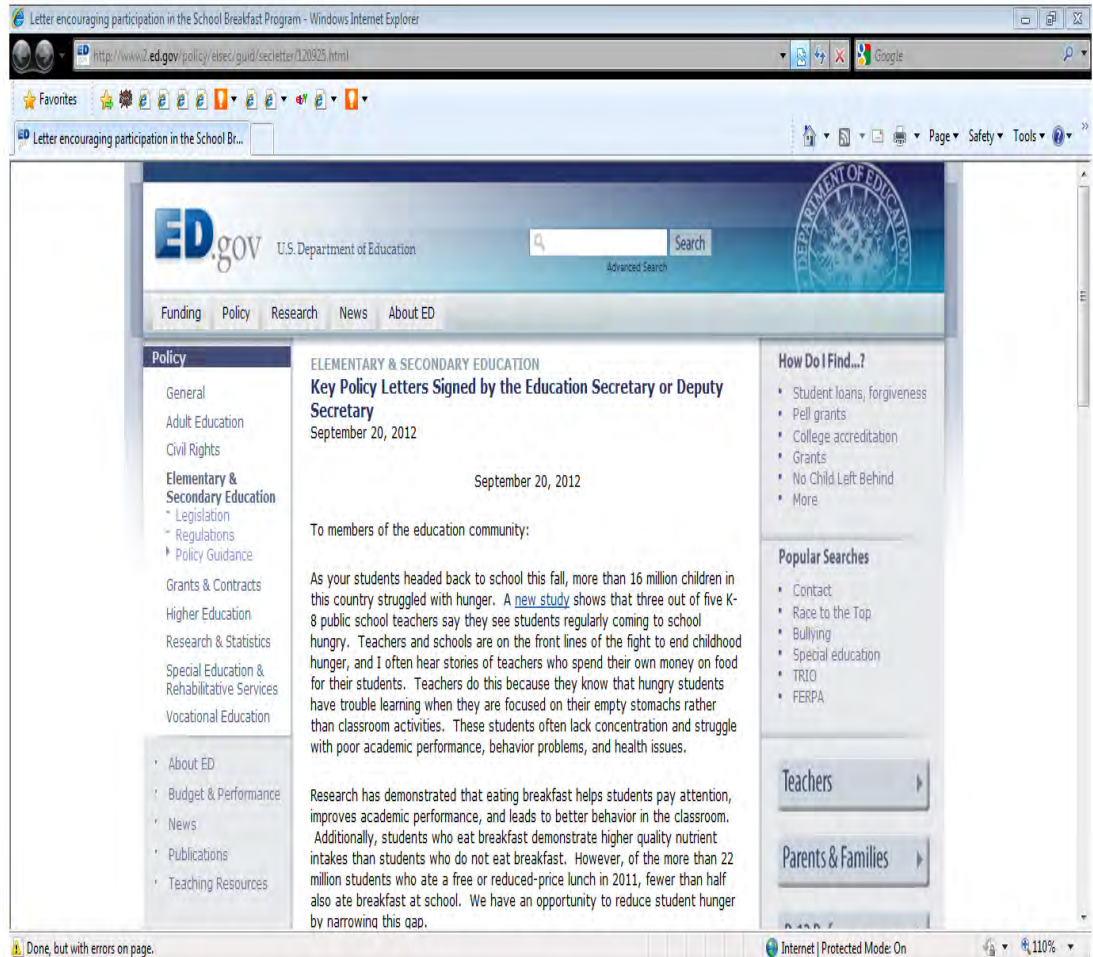
- Get feedback to tailor the program as needed
- Proactively, preemptively address concerns
- Secure commitment and buy-in



## Messaging

- School Boards
  - Good for the community
  - Makes good financial sense
- Superintendents
  - Academic benefits
  - Financial benefits
- Teachers' Union
  - Academic benefits
  - Positive teacher observations
- Principals
  - Academic benefits
  - Impact on Instructional Time
  - Impact on school as whole (teachers, students, custodians)

## Secretary of Education, Arne Duncan's letter of support for alternative breakfast



Letter encouraging participation in the School Breakfast Program - Windows Internet Explorer

http://www2.ed.gov/policy/elsec/guid/secletter/120925.html

Letter encouraging participation in the School Br...

ED.gov U.S. Department of Education

Funding Policy Research News About ED

**Policy**

- General
- Adult Education
- Civil Rights
- Elementary & Secondary Education**
  - Legislation
  - Regulations
  - Policy Guidance
- Grants & Contracts
- Higher Education
- Research & Statistics
- Special Education & Rehabilitative Services
- Vocational Education

• About ED

• Budget & Performance

• News

• Publications

• Teaching Resources

ELEMENTARY & SECONDARY EDUCATION

### Key Policy Letters Signed by the Education Secretary or Deputy Secretary

September 20, 2012

September 20, 2012

To members of the education community:

As your students headed back to school this fall, more than 16 million children in this country struggled with hunger. A [new study](#) shows that three out of five K-8 public school teachers say they see students regularly coming to school hungry. Teachers and schools are on the front lines of the fight to end childhood hunger, and I often hear stories of teachers who spend their own money on food for their students. Teachers do this because they know that hungry students have trouble learning when they are focused on their empty stomachs rather than classroom activities. These students often lack concentration and struggle with poor academic performance, behavior problems, and health issues.

Research has demonstrated that eating breakfast helps students pay attention, improves academic performance, and leads to better behavior in the classroom. Additionally, students who eat breakfast demonstrate higher quality nutrient intakes than students who do not eat breakfast. However, of the more than 22 million students who ate a free or reduced-price lunch in 2011, fewer than half also ate breakfast at school. We have an opportunity to reduce student hunger by narrowing this gap.

How Do I Find...?

- Student loans, forgiveness
- Pell grants
- College accreditation
- Grants
- No Child Left Behind
- More

Popular Searches

- Contact
- Race to the Top
- Bullying
- Special education
- TRIO
- FERPA

Teachers

Parents & Families

Done, but with errors on page.

Internet | Protected Mode: On

110%

- Engage multiple stakeholders
  - Top down, bottom up, and outside of school
- Visit a classroom breakfast site in your area
  - If you don't live or work near a BIC site, view the videos on [www.breakfastfirst.org](http://www.breakfastfirst.org)

- Is Breakfast in the Classroom fiscally feasible?
  - Does BIC require extra staffing, equipment, or new infrastructure?
  - Do all students get to eat? Do students have to pay?
  - What level of participation can we expect?
- What challenges can we expect?
- How do you keep the menu exciting and appealing to kids?





- Will this program mean extra work for me?
- Does this program detract from instructional time?
- Is this going to create a mess in my classroom?
- Do I need to serve and clean up the breakfast each day?
- Can my students eat and learn at the same time?



- Does Breakfast in the Classroom mean more work for custodians?
- How can parents and community groups help with Breakfast in the Classroom?



## Ongoing Communication

- Stakeholders have a way to share their concerns and successes
- For example, establish a process for regular communication between site administrators and nutrition services



- Action for Healthy Kids Resource Clearinghouse  
[www.ActionforHealthyKids.org](http://www.ActionforHealthyKids.org)
  - Message points for administrators, teachers, parents
  - Grant funding
  
- Food Research and Action Center  
[www.frac.org](http://www.frac.org)
  - Data to support your cause
  - State specific and national data
  
- Local state hunger groups (e.g., Children's Hunger Alliance (OH), California Food Policy Advocates...)
  - State level local partnerships

- Look for parent champions who have the ‘pulse’ of the community...if they can’t help, they know someone who can
- Family nights
- Bring the food service/nutritionist to parents at PTA meetings or other sharing events
- Educate the parents...parents need to know the benefits of breakfast at school
- Communicate in various mediums and in parents’ language



## Promotion & Outreach

- How can the breakfast program be promoted among students and parents?
  - Banners
  - Fliers for teachers & parents
  - Back to School Night
  - Church & Community
  - Website and email
  - Auto messaging systems

## Tracking Outcomes

- SBP Participation
- Attendance & tardiness rates
- API/test scores & grades
- Student behavior & disciplinary actions
- Revenues and expenses for Nutrition Services



## Tracking Outcomes

- Trips to school nurse/health center
  - Complaints of headache, stomachache
  
- Stakeholder surveys
  - Students, parents, teachers, etc.
  - Perceptions of school breakfast
  - Perceptions of impact





# Questions?

---





Action for Healthy Kids®

---

# EVERY KID NEEDS TO BE HEALTHY

Kids who don't eat nutritiously  
and enjoy regular physical activity  
may be at an academic  
disadvantage.



# We All Have a Role to Play

Action for Healthy Kids is a national non-profit that works with state teams throughout the country to fight childhood obesity, undernourishment and physical inactivity by helping schools become healthier places so kids can live healthier lives.

## LEARN

More about the issue, the solutions and how to empower others

## ACT

For healthy kids in your schools and communities

## TRANSFORM

Your school culture to make sustainable, lasting changes for children's health

# Educators: What's your role?

Daniel Hill, P.E. Teacher & Wellness Champion, Tates Creek Elementary, Lexington, KY

**PROBLEM**: Have district and school wellness policy in place but no strategy for implementing them.

**SOLUTION**: Develop a plan for putting these policies into action.

- Playground Equipment
- Videos for Indoor Recess
- “Hello Bite” Taste Test Program
- Student Leadership



# Parents: What's your role?

Linda Miller, Passionate Parent  
Irish Elementary School  
Fort Collins, CO

“I was overwhelmed by the number of studies linking a healthy breakfast to kids doing better in school. As soon as I learned about universal breakfast, I knew it was what we needed to do”

**PROBLEM:** In need of effective breakfast program

**SOLUTION:** Universal, Breakfast in the Classroom



# Community Members: What's your role?

## Elva Fields Jewelry



The company has, for the past three years, donated a portion of every online purchase to Backpack Buddies of Spencer County, a program providing school-age children in the company's local rural community of Taylorsville, Kentucky with healthy meals and snacks each weekend of the academic year.



Action for Healthy Kids®

---



School Programs ♦ Tools and Resources ♦ Expert Partners  
Volunteer Opportunities ♦ School Grants

**ActionforHealthyKids.org**

LEARN • ACT • TRANSFORM