



# Nebraska School Breakfast Playbook: Start the Day with a Win

Implementation Toolkit





Dear Breakfast Champions,

For all the thousands of interventions available to increase students' academic performance, improve culture, and help kids stay healthy, increasing participation in school breakfast is one that can get forgotten. Research shows that children who eat breakfast have better focus, miss less school, have higher grades and test scores, and are most likely to have a lower body mass index than children who skip breakfast. However, Nebraska continues to rank very low in school breakfast participation.

Are we doing enough to help feed our students? Are there ways we can remove barriers while encouraging participation?

Making breakfast a seamless part of the school day can have a huge impact on kids. Moving it out of the cafeteria and into the classroom, serving after first period, or offering grab and go are all innovative ways to get more kids eating the food they need to thrive.

Go Big Breakfast is a coalition of advocates, educators, administrators, school nutrition professionals and state agency leaders who have joined forces to help Nebraska improve school breakfast participation. This implementation Playbook is a one-stop shop for everything you need to get started in alternative breakfast models at your district or school.

Remember, Go Big Breakfast is here to provide resources, training and support designed to help students start their day with a WIN. We look forward to making it happen together.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Eric Savaiano', is written below the word 'Sincerely,'.

Eric Savaiano  
Go Big Breakfast Facilitator  
Nebraska Appleseed



# Table Of Contents

**Part 1: page 4**

School Breakfast 101

**Part 2: page 10**

Make It Happen: Resources,  
Technical Tools, & Grants

- For Administrators
- For School Nutrition Directors
- For Teachers

**Part 3: page 26**

How It Works: Nebraska Success Stories

**Part 4: page 32**

Take Action: Grants and Individualized  
Assistance

**Part 5: page 33**

Go Big Breakfast: Who We Are

## Part 1

# School Breakfast 101

- **School Breakfast Changes Lives:**  
How one meal transforms students, classrooms and schools
- **Childhood Hunger in Nebraska:**  
A problem with a solution
- **School Breakfast in Nebraska**



**GO BIG**  
*Breakfast*

# School Breakfast 101

## School Breakfast Changes Lives

Research shows that the simple act of eating school breakfast can dramatically change a child's life. Making school breakfast a seamless part of the school day by serving it after the bell can also have a huge impact on classrooms ([No Kid Hungry, Deloitte Report 2015](#)).



**[Watch](#) Commissioner of Education, Dr. Matt Blomstedt, talk about the positive effects of breakfast in the classroom:**

Here are five impacts of breakfast:

### **1) Higher Test Scores**

Hunger makes school harder. On average, students who eat school breakfast achieve 17.5% higher scores on standardized math tests.

### **2) Calmer Classrooms**

Children who do not regularly get enough nutritious food to eat tend to have significantly higher levels of behavioral, emotional and educational problems.

### **3) Fewer Trips To The Nurse**

When kids come to school hungry, they visit the school nurse more often due to stomach aches and headaches. Kids who struggle with hunger are also likely to be sick more often, recover from illness more slowly, be more susceptible to obesity and to be hospitalized more frequently.

### **4) Stronger Attendance & Graduation Rates**

On average, student attendance increases by 1.5 days per year for kids who regularly start the day with a healthy breakfast. Students who attend class more regularly are 20% more likely to graduate from high school.

### **5) Maximizes Our Country's Future**

When children are hungry, they struggle to grow up into strong, healthy and productive members of our society. This comes at a massive cost to the American economy and its potential.

Every time we feed a child, we're unlocking their ability to grow up to become the next future teachers, scientists and entrepreneurs.

# School Breakfast 101

## Childhood Hunger in Nebraska

Over **82,000 children in Nebraska** live in households that struggle to put enough food on the table.

This is a problem with a solution. Programs like school breakfast are designed to close the gap between kids who have enough to eat and those who don't. These programs are only successful, however, when they actually reach the kids who need them.

### Childhood Hunger in Nebraska By the Numbers

<b>82,370</b>	Number of children in Nebraska who struggle with hunger.*
<b>17.4%</b>	Percentage of children in Nebraska who struggle with hunger.*
<b>24th</b>	Nebraska ranks 24th in the nation for percentage of kids struggling with hunger.*
<b>44%</b>	Percentage of kids getting a free/reduced-price lunch who are also getting school breakfast.**
<b>47th</b>	Nebraska ranks 47th in the nation among percentages of kids getting a free/reduced price lunch also getting school breakfast.**

#### SOURCES

\*Feeding America

\*\*NE SY18-19 analysis based on NDE participation data

# School Breakfast 101

## School Breakfast in Nebraska

### Key Nebraska Stats



### Barriers to School Breakfast

Traditional school breakfast programs often have barriers that prohibit students from eating breakfast before school, such as:

- **Transportation:** The school bus doesn't arrive in time for kids to get breakfast in the cafeteria.
- **Busy mornings:** Regardless of their socioeconomic status, many families are rushed in the morning and don't always have time for breakfast at home.
- **Stigma:** There is often stigma associated with eating breakfast in the cafeteria before school starts; therefore, children avoid it, especially middle- and high-school students, for whom social status and the perceptions of their peers loom large.
- **Lack of resources:** For low-income families, there simply may not always be enough food at home for kids to have a healthy breakfast.



# School Breakfast 101

## School Breakfast in Nebraska

### What are Alternative Breakfast Models?

When schools move breakfast out of the cafeteria and make it a regular part of the school day, students are much more likely to participate. Traditional cafeteria service (hosting breakfast in the cafeteria before the start of school) can maintain barriers that keep kids away.

#### 1. Grab and Go

Students pick up food from kiosks or service lines around the school and eat in their classrooms or common areas. This model can help schools with fewer nutrition staff serve a high volume of students as they enter the building and can also make clean up easier for janitorial staff.

#### 2. Second Chance Breakfast

Students are given a second chance to pick up breakfast following their first period class or during a mid-morning break. This model works well for middle and high school students, who generally aren't hungry first thing in the morning.

#### 3. Breakfast in the Classroom

Students (usually younger) are served breakfast in their classroom at the beginning of the school day. The meal is brought to the classroom by a designated student, staff member, or volunteer in warming bags or coolers and then distributed by teachers who can incorporate lessons into meal time or meal service.

### How is Nebraska doing?

These programs are under-utilized in our state, resulting in less federal reimbursement and fewer students eating the food they need to be healthy and succeed academically. We can do better!

#### Alternative Breakfast Models in Nebraska SY18-19

Breakfast Model	Number of Schools	Average Participation %
<i>B/f in the Classroom</i>	10	78%
<i>Grab and Go</i>	209	54%
<i>Other</i>	28	56%
<i>Traditional</i>	511	43%
<i>No Breakfast</i>	153	0%

# School Breakfast 101

## School Breakfast in Nebraska

### What are Universal Free Service options?

Data shows that universal free meal options for high poverty schools, like the Community Eligibility Provision (CEP) and Provision 2, feed more students and also contribute to a culture of success.

#### 1. Community Eligibility

The Community Eligibility Provision (CEP) is a federal program that allows high poverty schools to serve free breakfast and lunch to all students regardless of family income. Schools with populations of 40 percent or more directly certified students can elect to participate with reimbursements proportionally rising as poverty increases.

#### 2. Provision 2

Provision 2 offers no cost meals to all students regardless of income for breakfast OR lunch using the average participation of students during the first of a four year cycle. Similar to CEP, this option allows districts to eliminate the free lunch application form.

#### 3. Free meals (“Nonpricing”)

Studies have shown that schools with lower breakfast participation (under 50 percent) and relatively high FRPL populations (70 percent or more) can still break even using nonpricing because of the increase in participation that naturally comes with no cost meals.

### Additional Resources

**UNIVERSAL FREE SCHOOL MEALS: COMPARING FUNDING OPTIONS TO CREATE HUNGER-FREE SCHOOLS**

Every student deserves access to healthy food every day, and offering students meals at no cost to them, often referred to as universal free school meals, is a great way to make that happen. The most common benefits of offering universal free meals are:

- Reduced or eliminated stigma, as the financial barrier of paying for school meals is eliminated;
- Less paperwork for school nutrition staff;
- More streamlined meal service operations;
- Less unpaid meal debt; and
- Fewer students turned away due to inability to pay.

Removing the financial barrier of school meals for students also increases meal participation. Increased meal participation translates to more revenue coming into the district because each additional meal served increases the amount of federal reimbursements the district receives. The more kids that eat school breakfast and lunch, the more revenue the district has to reinvest in the school meals program and make it a success.

School districts have several school meal funding options for implementing universal free school meals, including the Community Eligibility Provision (CEP), Provision 2, and locally funded universal free meals (“nonpricing”). The chart below highlights the differences between each option:

Community Eligibility Provision	Provision 2	Non-Pricing
<b>Which Meals Are Offered at No Cost to Students?</b> All students are offered both school breakfast and lunch at no cost to them.	Schools can Provision 2 to offer school breakfast and/or lunch to all students at no cost to them.	Schools may offer school breakfast and/or lunch to all students at no cost to them.
<b>Which Schools Are Eligible?</b> High-poverty schools are eligible when the identified student percentage is at least 40%. Identified students are eligible for free meals through a state funding process if they are all households that participate in SNAP, TANF, and/or FPLTC, or are homeless, pregnant, in foster care, or enrolled in Head Start (per Medicaid, in some states).	All schools are eligible to participate.	All schools are eligible.

**Strategies for Finding Success with CEP**

The Community Eligibility Provision (CEP) not only ensures that all students can participate in school breakfast and lunch at no cost to them, but CEP can also benefit school nutrition finances. The following strategies are designed to help you maximize the benefits of CEP by improving meal participation rates, increasing your Identified Student Percentage (ISP), and generating revenue with savvy business practices.

**Increase Participation in School Meals**

Increasing participation in school meals is the key to generating more revenue for your program and making CEP financially viable at any ISP. LEAs have found success employing the following strategies:

- 1. **Implement Breakfast After the Bell (BABB)** BABB, where breakfast is served as part of the school day using models such as Breakfast in the Classroom and Grab and Go, is effective at addressing access barriers students encounter with school breakfast. The combination of CEP and BABB has been successful at creating the most opportunity for students to participate in the school breakfast program, thereby increasing revenue for the school nutrition department. For additional support, visit No Kid Hungry’s BABB resource webpage.
- 2. **Promote your program.** Offering free breakfast and lunch to all students is big news – share it! Advertise breakfast on banners, posters, and feeding messages around the school. Include information about the program on your school nutrition website, district website, and in student manuals. Promote CEP throughout your community by engaging local press to write news articles, talk on radio shows, and feature CEP on local TV news stations. Send letters from the superintendent or principal to families explaining the new program and its benefits to parents.
- 3. **Engage students.** Regular student engagement can improve menus, create buzz around school breakfast, and boost breakfast participation rates. Consider doing surveys, taste tests, posting social media, and connecting students to local farmers. Remember, students are the customers of school meals, and building student buy-in through engagement will only help your program. For survey support, check out Partners for Breakfast in the Classroom’s [Survey Toolkit](#).
- 4. **Incorporate scratch cooking.** Students report a preference for hot, freshly prepared meals over pre-packaged meals. Where possible, doing more scratch cooking can enhance participation. If meals can be cooked onsite, students are drawn to the sizzle of the aroma of freshly cooked food and participate more often. For full scratch and semi-scratch recipes, visit the Alliance for a Healthier Generation’s [Scratch Cookbooks](#).
- 5. **Add more points of service.** Increased participation could result in increased competition at points of service. To ensure that students can move quickly through lines and have enough time to eat, consider adding more points of service in your cafeteria at lunchtime or in your hallways if you are operating a Grab and Go breakfast.

[Providing Universal Free Meals - No Kid Hungry](#)

[Strategies for Finding Success with CEP - No Kid Hungry](#)

## Part 2

# Make It Happen: Resources and Technical Tools

By Stakeholder:

- Resources for Administrators
- Resources for Nutrition Staff
- Resources for Teachers



# Make it Happen

## Resources for Administrators



- You and Alternative Breakfast Models
- Alternative Breakfast Model Educational Materials
  - Student Participation Tips
  - Breakfast after the Bell Myths
  - Implementation Tools
- Hear from Other Administrators



# Resources for Administrators

## You and Alternative Breakfast Models

**Administrators like school principals and district leadership are vital to ensuring students get the food they need to succeed.**

Many students struggle with academics because they don't get the food they need, no matter what economic background they come from.

Traditional school breakfast can maintain barriers that keep kids from eating:

- parents and busses dropping students off too late,
- students not knowing about school breakfast,
- students choosing to socialize with friends,
- stigma around school breakfast

[Alternative breakfast models](#) like Grab and Go to the classroom, Breakfast In the Classroom, and Second Chance Breakfast, provide more kids with the healthy food they need to learn and thrive.

More kids eating breakfast is great for schools:

- improved academic outcomes and attendance
- decreased school nurse visits and behavioral disruptions. [[Deloitte & No Kid Hungry, 2015](#)]

By supporting alternative breakfast, you are directly supporting the health and well-being of all students, you are advocating for teachers and school nurses, as hunger contributes to loss of instructional time and more nurse visits, and you are aiding parents, because mornings at home can feel rushed and time for breakfast can easily get pushed aside.

School breakfast expenses are not part of the school system's education budget. Learn more about how school meals reach kids and the finances involved with [How School Meals Reach Kids](#).

*This playbook is here to provide you with everything needed to get a successful alternative breakfast model up and running.*

*“[An alternative breakfast model] not only helps those who aren’t eating breakfast at home before they come to school or aren’t getting to school in time to eat breakfast at the elementary; it helps those kids who got up at 5 o’clock in the morning, had practice or team preparation and then got to eat breakfast after first period, too.”*

**Joe Sherwood**  
Superintendent  
Morrill Public Schools  
Morrill, NE

# Resources for Administrators

## Alternative Breakfast Educational Materials

**Alternative Breakfast Models for Nebraska Administrators:** Nebraska-specific information for district and school administrators including common concerns and solutions that have proven useful in other districts.

**Participation Tips And Student Surveys:** High breakfast participation is the result of many different aspects of the breakfast program running smoothly, from the logistics of the program, to gaining buy-in from the student body. These resources highlight how to increase breakfast participation.

**Alternative Breakfast Models 101 Videos:** Geared towards teachers and principals, these short videos outline how Breakfast After the Bell benefits students and classrooms, and how Breakfast After the Bell can be a seamless part of the instructional day in four easy steps.

**School Breakfast – Healthier Than You Think:** School breakfast often gets a bad rap for being unhealthy, when in reality the food options served at breakfast must adhere to strict nutritional guidelines and are often much healthier than store-bought breakfast.

**Innovative Breakfast Delivery Options:** Alternative breakfast models often incorporate elements of multiple models and can look different in each school; however, three models in particular are the most effective at increasing breakfast participation. Learn about each Breakfast After the Bell Model and choose which model best suits your school's needs.

**Breakfast after the Bell Myths:** This easy-to-read document addresses common myths about Breakfast after the Bell (alternative breakfast models) and provides information to dispel concerns you or your staff may have.

**Implementation Tools:** This collection of tools includes a Pre-implementation Checklist, Breakfast After the Bell Rollout Timelines and a Breakfast in the Classroom Activity Guide. Each tool is unique, but complement each other nicely to create an extensive set of implementation tools that can guide multiple school stakeholders on how to create a successful Breakfast After the Bell launch.

**How School Meals Reach Students:** This resource traces the path of the funding that supports school breakfast and lunch from Congress to cafeteria. It also answers common questions that educators have about how the programs work.



# Resources for Administrators

## Hear from other Administrators

### Nebraska Examples

**“I asked our High School principal in November of our first year, ‘You think this is helping our school environment at all?’ He said, ‘Yes, I gotta tell you - between the start of school and first lunch, I’ve had 2 students sent to the office all year. A year ago my office was full of people all morning long. It made a tremendous difference.’”**

*Travis Miller, Superintendent,  
Bayard Public Schools*

**“I’ve been very encouraged about the breakfast in the classroom because it builds that sense of community with the students”**

*Dr. Tawana Grover,  
Superintendent,  
Grand Island Public Schools*

### Nebraska Examples



**Breakfast Success Story from West Lawn Elementary in Grand Island, NE:** [Watch](#) how nutrition services, a principal, and teachers came together to promote the district’s vision for breakfast and transition from a traditional cafeteria model to a breakfast in the classroom model.



**Millard, NE’s Superintendent supports breakfast :** [Hear from](#) Millard Superintendent Sutfin about how he is combating hunger in his district with breakfast.

# Make it Happen



## Resources for Nutrition Staff

- You and Alternative Breakfast Models
- Implementation Resources
  - Choosing the Right Breakfast Model
  - Pre-Implementation Checklist
  - Menu Planning
  - Financial Management
  - Gaining Buy-In From Stakeholders
- Hear from School Nutrition Staff

# Resources for Nutrition Staff

A circular logo with a yellow sunburst pattern. The text "GO BIG" is in a bold, red, sans-serif font, and "Breakfast" is in a red, cursive font below it.

**GO BIG**  
*Breakfast*

## You and Alternative Breakfast Models

**School Nutrition Staff play an essential role in the lives of students in their district.**

School nutrition staff greet students each day with healthy, delicious food. This food fills students' bellies and helps them focus on what is important - learning and having fun with their friends - not hunger.

Many students do not participate in school breakfast because of factors beyond their control: bus schedules and stigma associated with eating in the cafeteria are just a couple.

Alternative breakfast models are options that makes breakfast a part of the school day.

By implementing an alternative model in your district, you are:

- supporting students eating together in their classrooms as a community
- helping remove stigma from the breakfast program
- supporting teachers and principals by ensuring that students get their basic needs met and are able to learn more effectively

Alternative breakfast models are the most effective way to boost breakfast participation. By implementing an alternative breakfast model, you are ensuring increased revenue and a stronger nutrition department. Offering an alternative breakfast is a win for students, the school, and the nutrition department!

*This playbook is here to provide you with everything you need to get a successful alternative breakfast model up and running in your district.*

*“We are able to get more reimbursement and can afford to buy additional equipment for the school such as milk coolers or coolers for serving lines or a table or anything like that. And so, it’s a win-win-win for kids, the school, and definitely nutrition services.”*

**Kris Spellman**

Director of Nutrition Services,  
Grand Island Public Schools,  
Grand Island, NE



# Resources for Nutrition Staff

## Implementation Resources

**Alternative Breakfast Models for Nebraska Nutrition Staff:** Nebraska-specific information for Nutrition Directors and staff including common concerns and solutions that have proven useful in other districts.

**Participation Tips And Student Surveys:** High breakfast participation is the result of many different aspects of the breakfast program running smoothly, from the logistics of the program, to gaining buy-in from the student body. These resources highlight how to increase breakfast participation.

**Choosing the Right Breakfast Model:** Learn about the different Breakfast After the Bell models and determine which models suit your community best.

**Pre-Implementation Checklist:** Preparing for implementation can make the transition from traditional cafeteria breakfast to Breakfast After the Bell smoother and increase the chances of maintaining a successful breakfast program. Allowing for adaptations during early implementation can help improve your program along the way. This resource provides a detailed checklist that schools can use to help prepare for Breakfast After the Bell implementation.

**Breakfast After the Bell Rollout Timelines:** The Breakfast in the Classroom and Grab and Go to the Classroom Rollout Timelines outline action steps school stakeholders can take to help prepare for the launch of Breakfast After the Bell. The rollout timelines span both long-term action steps and short-term action steps -- starting at 8 weeks before implementation and counting down each week until launch.

**Menu Planning:** There are many things to consider when building a Breakfast After the Bell menu. Food must meet USDA guidelines and be appealing to kids. Food must also be easily transportable and easy to consume in the classroom. These sample menus and menu planning tools can help build your menu and succeed in the kitchen as well as with kids.

**Equipment Tips:** A Breakfast After the Bell program may require specialized equipment. This resource will help guide your equipment selection based on the model you choose.

**Financial Management:** The financial impact of expanding school breakfast can be calculated so you have an idea how it will affect the budget. Here are multiple resources that schools can use to determine how expanding school breakfast will affect the revenue and overall operation of breakfast, and analyze variable costs versus fixed costs.



# Resources for Nutrition Staff

## Implementation Resources

**Gaining Buy-in from District Stakeholders:** For Breakfast After the Bell to be successful, multiple district and school stakeholders need to be on board. Use these resources to engage stakeholders and gain buy-in.

**Grant Opportunity Information:** These grant opportunities can help schools purchase equipment and other classroom preparation items to start-up their Breakfast After the Bell program.

**Get the Word Out to Your Staff and Community:** Using communication materials like banners, flyers, posters and more will help you build a network of champions in your school and community.

## Hear from other Nutrition Staff

**“We’re really big on trying to make it so that everybody eats breakfast. If you eat it at home that’s awesome. But for the kids that don’t get that option we’d love to see those kids eat breakfast everyday.”**

*Jamie Schmitt, Nutrition Manager,  
West Lawn Elementary,  
Lincoln Public Schools*

**“Kids get on the bus at 6:15 and are ready for something by 9 or 9:30 to pull them through till lunch. High school kids who play sports would eat at 6:30 at home, eat brunch, eat lunch and it was 6:30 or 7:00 at night before they got food again. It makes a big difference.”**

*Joni Jacobsen, Nutrition Director,  
Gothenburg Public Schools*

### **Breakfast Champions Are All Over Nebraska:**

In this [brief video](#), you’ll hear from School Nutrition Director Justin Wiley from Millard Public Schools in Nebraska. He is committed to feeding kids and eager to share tips to make breakfast during the school day a success.



# Make it Happen

## Resources for Teachers



- You and Alternative Breakfast Models
- Alternative Breakfast Educational Materials
  - Breakfast after the Bell Myths
  - School Breakfast - Healthier Than You Think
  - Classroom Set Up and Clean Up
  - Classroom Activity Guide
- Hear from Teachers

# Resources for Teachers

A circular logo with a yellow sunburst pattern. The text "GO BIG" is in a bold, red, sans-serif font, and "Breakfast" is in a red, cursive font below it.

## You and Alternative Breakfast Models

**Teachers know that students that are hungry for food cannot be hungry for knowledge.**

Many students across the country miss a morning meal at school because of when and how it is served. In schools where breakfast is offered in the cafeteria before the school day begins, students often face barriers to eating school breakfast including:

- parents and busses dropping students off too late
- students not knowing about school breakfast
- students choosing to socialize with friends
- stigma around school breakfast

There is a sustainable solution. Schools that incorporate breakfast into the school day with [Alternative Breakfast Models](#) like Grab and Go to the Classroom, Breakfast In the Classroom, and Second Chance Breakfast, are able to provide more kids with the healthy food they need to learn.

Students who eat breakfast do much better in school:

- improved academic outcomes and attendance
- decreased school nurse visits and behavioral disruptions. [[Deloitte & No Kid Hungry, 2015](#)]

Teachers at schools that provide breakfast through an alternative model regularly note that when students start their day by eating in the classroom, a true community begins to form where social emotional skills can grow.

School breakfast is made affordable for all students through subsidies and reimbursements provided by the federal government. School breakfast expenses are not part of the school system's education budget. Learn more about how school meals reach kids and the finances involved with [How School Meals Reach Kids](#).

*You can be part of the movement to ensure students start each day ready to learn. In this playbook you will find resources on how to make breakfast part of the school day.*

*“I’ve seen a lot of students who have come in either ‘hangry’ or just tired. Whenever I send them to get breakfast, they can go get breakfast quickly, come back to my classroom and eat it, and then right after it’s an immediate mood change.”*

**Benjamin Esters**  
Teacher  
Campbell Elementary  
Lincoln, NE



# Resources for Teachers

## Alternative Breakfast Educational Materials

**Alternative Breakfast Models for Nebraska Teachers:** Nebraska-specific information for teachers including common concerns and solutions that have proven useful in other districts.

**Alternative Breakfast Models 101 Videos:** Geared towards teachers and principals, these short videos outline how Breakfast After the Bell benefits students and classrooms, and can be a seamless part of the instructional day in four easy steps.

**Breakfast after the Bell Myths:** This easy-to-read document addresses common myths and concerns about Breakfast after the Bell, and provides facts and testimony from teachers who have already implemented.

**School Breakfast – Healthier Than You Think:** This resource provides teachers with helpful nutritional information about school breakfast. School Breakfast often gets a bad rap for being unhealthy, when in reality the food options served at breakfast must adhere to strict nutritional guidelines, and are often much healthier than store-bought breakfast.

**How School Meals Reach Students:** This resource traces the path of the funding that supports school breakfast and lunch from Congress to cafeteria. It also answers common questions that educators have about how the programs work.

**Classroom Set Up and Clean Up:** This resource outlines how classrooms can be affected by Breakfast After the Bell, and shares best practices on how to create a plan for classroom set-up and clean up where breakfast is served or eaten.

### **Breakfast After the Bell Rollout Timelines:**

These Rollout Timelines outline action steps stakeholders can take to help prepare for the launch of Breakfast After the Bell. The Rollout Timelines span both long-term and short-term action steps -- starting at 8 weeks before implementation and counting down each week until launch.

**Classroom Activity Guide:** The New York City Department of Education's guide for teachers contains ideas for classroom activities, rules, structure and weekly schedules that you can adapt to your own school learning environment and state guidelines.



# Resources for Teachers

## Hear from other Educators

### Nebraska Examples

**“It kind of gets our day going, and it’s a real happy feeling for them. And it seems to get our day going in the right direction. Everybody’s positive, and their stomachs are full, and they’re happy.”**

*Susan Greeley, 4th Grade Teacher, Grand Island Public Schools*

**“Think about not eating in the morning as an adult, and then think about little kids from ages 6-11, if they’re not eating or getting their nutrition in the morning. That can affect your focus, your energy level, and performance in a lot of ways.”**

*Jordan Clancy, PE Teacher, Lincoln Public Schools*

### Nebraska Examples



**Breakfast Success Story from West Lawn Elementary in Grand Island, NE:** [Watch](#) how nutrition services, a principal, and teachers came together to promote the district’s vision for breakfast and transition from a traditional cafeteria model to a breakfast in the classroom model.



**Teachers and Principals are on board:** [Hear from Millard Assistant Principal](#) who say that breakfast changed the culture of their school and teachers support efforts to increase participation fully.

**We Are Teachers Guide to Understanding Childhood Hunger:** Read [tools and resources](#) from We Are Teachers, No Kid Hungry and Sodexo Stop Hunger Foundation on how to teach about hunger and provide opportunities to inspire the next generation to take a stand against hunger.

## Part 3

### How It Works: Nebraska Success Stories

- **Grab and Go to the Classroom** at Campbell Elementary in Lincoln Public Schools
- **Second Chance** at Gothenburg Public Schools
- **Grab and Go to the Classroom** at West Lawn Elementary in Grand Island Public Schools
- **Second Chance** at Brady Public Schools
- **Grab and Go** at Bayard Public Schools





# Nebraska Success Stories

## Campbell Elementary, Lincoln, NE

Lincoln's Campbell Elementary offers a Grab and Go to the Classroom model and has since 2015. Service includes meals for before school care offered through the Community Learning Center, the general population, and for late-arriving students.



*Julie Lawler, Principal*

"We know that families are busy in the morning - they're running, getting ready for work. We want to set the kids up for success without being stressed. Grab and Go, and then having breakfast in their classroom already immerses them in the learning setting."

-Julie Lawler, Principal

"I've seen a lot of students who have come in either 'hangry' or just tired. Whenever I send them to get breakfast, they can go quickly, come back to my classroom and eat it. **Then right after it's an immediate mood change. They're a lot more calm, a lot more focused.** It's very helpful for them to have breakfast in the morning."

-Benjamin Esters, Teacher



*Benjamin Esters, Teacher*



*Jamie Schmitt, Nutrition Manager*

"Before the kids would stand and stare at their options forever and then forget you have to take a juice too and forget about it. Instead they can just grab it and then go eat. Ms. Julie, the principal, encourages the teachers to allow them to eat and that is big."

-Jamie Schmitt, Nutrition Manager

# Nebraska Success Stories



## Gothenburg Public Schools, Gothenburg, NE

*Nutrition Director, Joni Jacobsen, has been serving “brunch” to students in Gothenburg for years. When kids wake up, they may not be hungry so it makes sense to serve a small snack to help keep up their energy.*



*Joni Jacobsen, Nutrition Director*

“I think that [breakfast] makes a big difference. It gives them a chance to wake up get moving around.

Kids get on the bus at 6:15 and are ready for something by 9 or 9:30 to pull them through till lunch. **High school kids who play sports would eat at 6:30 at home, eat brunch, eat lunch and it was 6:30 or 7:00 at night before they got food again.** It makes a big difference.”

-Joni Jacobsen, Nutrition Director

“When we started, the school nurse said, I can’t believe it, usually it’s like a revolving door, I’ve got headaches and tummy aches, and this type of stuff and breakfast/brunch took care of that - it took care of that need. It still takes care of that.”

-Joni Jacobsen, Nutrition Director



# Nebraska Success Stories



## West Lawn Elementary, Grand Island, NE

*West Lawn Elementary switched from a traditional to a Grab and Go to the Classroom model this past year. Through strong district and building-level leadership, the transition and results have been amazing! Watch a [short video about West Lawn's experience!](#)*



**"I would say to any superintendent that is considering whether to provide innovative solutions for meals that we (as superintendents) are looking for innovative solutions to educate our students on a daily basis, but **we can't get to the academics without getting to meeting their basic needs.**"**

**-Dr. Tawana Grover, Superintendent**

*Dr. Tawana Grover, Superintendent*

**"We went from less than 50% to over 80% (average daily breakfast participation). So that's a lot more students getting breakfast. **The increase in breakfast is a financial win for us as well as a nutritional win for the students so we can keep the program viable.**"**

**-Kris Spellman, Nutrition Director**



*Kris Spellman, Nutrition Director*



*DW Holley, Principal, West Lawn*

**"I'm convinced that any schools in the state of Nebraska can run this program and it is extremely beneficial. It doesn't matter if your demographics are that you have a very high poverty population or very low one. Every child needs to start off their day with a healthy breakfast and getting them prepared to learn in the classroom - this is just one way of meeting that."**

**-DW Holley, Principal, West Lawn**

# Nebraska Success Stories



## Brady Public Schools, Brady, NE

*After reviewing participation data showing only 2% of all 7-12 graders were eating school breakfast, the leadership team in Brady decided to implement Second Chance breakfast for those grades. Participation has gone up to 65%. Students in grades 1-6 continue with traditional service before school.*



*James McGown, Superintendent*

“We knew that given the opportunity to sleep in or come 10 minutes early to school for breakfast, kids in 7-12th grade are going to sleep in. **Our kids were ravenous by the end of the day, and this program has helped.** If they don’t get food, they’re in a caloric deficit to start the day. Research shows it takes their bodies some time to be awake and say, ‘I’m hungry.’”

-James McGown, Superintendent

“The students’ attitudes are different. Before lunch everybody was hungry. They were ready to eat NOW. And if lunch was “not good” that day, we heard about it. Now, I don’t have the complaints that I used to have about our food service. It’s changed the atmosphere of the cafeteria ladies as well - they’re not as rushed to get kids through the lunch line, the 7-12th graders, because before our seconds numbers were a lot higher. Kids can last through 5th hour.”

-James McGown,  
Superintendent





# Nebraska Success Stories

## Bayard Public Schools, Bayard, NE

*Bayard Superintendent, Travis Miller knows that sometimes you have to go slow to go fast. After hearing about alternative breakfast models at a conference, he brought his principal to a similar session later on. They piloted and then implemented Grab and Go and have never looked back.*

“We ran our first pilot in the spring and the elementary teachers were concerned about spills. The first day we ran the pilot there were 2 spills - 1 in kindergarten and 1 from me.

**Running our mini-pilot took away a lot of the resistance to the idea because people were excited about how easy it was.”**

-Travis Miller, Superintendent



*Travis Miller, Superintendent*

“Our High School principal used to joke about ‘hangry.’ We talked about how hangry students and hangry teachers are not an effective recipe for a school environment.

The High School principal told me in November of our first year, ‘I gotta tell you - between the start of school and first lunch, I’ve had **2 students sent to the office all year. A year ago my office was full of people all morning long.**’ It made a tremendous difference.”

-Travis Miller, Superintendent

	Served Breakfast SY 13-14	Served Breakfast SY 14-15	% Difference
<b>Bayard Elementary</b>	12,834	27,283	113% Increase
<b>Bayard Jr. / Sr. High</b>	2,954	10,470	254% Increase
<b>School District</b>	15,788	37,753	139% Increase



## Take Action

Whether advocating or connecting with others to initiate change, you have a role in ensuring more kids start the day with a win in Nebraska.

### Apply for a Go Big Breakfast Grant

To help schools increase breakfast participation, the Go Big Breakfast coalition, supported by the [No Kid Hungry Campaign](#), is offering grants to Nebraska schools to support transitioning to an alternative breakfast model. **These grants are not limited by free and reduced price lunch percentage or other poverty indicators.**

Schools can apply for up to \$5,000 to fund expenses related to starting up or transitioning to an alternative breakfast model.

**Learn more and submit your application at [gobigbreakfast.org/takeaction](http://gobigbreakfast.org/takeaction)**

Deadline: February 21, 2020

### Visit our website

[GoBigBreakfast.org](http://GoBigBreakfast.org) has these resources and more to inspire, address concerns, and help you advocate for change depending on who you're talking to.

We hope you'll visit, learn more, and reach out with any questions you have. Find us at [facilitator@gobigbreakfast.org](mailto:facilitator@gobigbreakfast.org).



# Who We Are



## Go Big Breakfast [GoBigBreakfast.org](http://GoBigBreakfast.org)

The vision of the Go Big Breakfast coalition is to ensure every child in Nebraska starts the day with the food they need to learn and grow. Visit our website to find more resources and to access a Nebraska map with your school’s breakfast data.

## Steering Group Organizations



### No Kid Hungry [NoKidHungry.org](http://NoKidHungry.org)

Visit the Center for Best Practices to get the information, tools, and resources designed to successfully end childhood hunger.



### Nebraska Appleseed [NEAppleseed.org](http://NEAppleseed.org)

Visit Nebraska Appleseed’s website to learn more about school breakfast and other child nutrition programs including advocacy opportunities that provide food for students.



### Nebraska Department of Education, Nutrition Services [Education.NE.gov](http://Education.NE.gov)

Visit the Nebraska Department of Education’s website to find forms, guidance, and regulatory information related to school meals.



### Nebraska Association of School Boards [NASBonline.org](http://NASBonline.org)

Visit the NASB website to learn about education and advocacy opportunities around school meals and other education topics.