

School Nutrition Professional: **Kenny Coker, Foodservice Director**  
School District: **Itawamba County School District.**  
Free/Reduced Rate 44/14%  
Enrollment: **3,781**  
Number of Schools: **9**  
Number of Expanding Breakfast Schools: **3**  
Implemented First Expanding Program: **2007**

### **Expanding Breakfast Delivers Results Breakfast in the Classroom boosts participation as much as 28%**

Coming from a background in restaurant management Kenny Coker knew you have to define who your clientele is and reach out to them. He knew many kids were out there not participating in breakfast because they were intimidated to go into the cafeteria because of so many older students. He heard about another district in the state that was very successful taking breakfast to the classroom and was determined to market breakfast in this way to increase participation.

#### **IMPLEMENTATION**

He started breakfast in the classroom in one school and soon another principal was asking for it. He now has the program in 1 elementary and 2 elementary/middle schools. Participation has increased as much as 27%. The process starts with the classroom teacher completing a count for the next day's breakfast and sending to the cafeteria. In the morning, cafeteria staff prepare and wrap breakfast items and distribute as ordered into numbered baskets in the cafeteria. Students and teachers pick up the baskets and take to the classroom. Teachers distribute breakfast to participating students and complete a point of service count. Children eat breakfast in a familiar setting as teachers take roll and begin the classroom day. Trash is collected in a garbage bag and placed in a garbage container in the hallway. This was accomplished without an increase in child nutrition staff.

#### **IMPACT**

Breakfast in the classroom is now in 3 schools and participation has increased as much as 27%. Not only has breakfast participation increased, the principal reports that discipline problems have been reduced by at least 50%.

Teachers say students are settled and ready for instruction as soon as the bell rings, where before they were slowly trickling in from the cafeteria. A parent told Coker that for 2 years she had been unsuccessful in trying to get her child to eat breakfast in the cafeteria. Now her child eats breakfast every day.

Cafeteria workers who at first thought this was going to be more work for them now realize it is much less work because they do not have to clean up the cafeteria and the students and teachers pick up and return the baskets.

**Participation: Meal participation increased 18-28% in the three schools with an average increase of 23%.**



School Nutrition Professional: **Sandy Laffan, School Nutrition Director**  
School District: **Marietta City Schools, Marietta, GA**  
Free/Reduced Rate: **62 %**  
Enrollment: **6,481**  
Number of Schools:12  
Number of Expanding Breakfast Schools: 9  
Implemented First Expanding Program: **2006**

### **Expanding Breakfast Delivers Results Breakfast participation increases 27%**

Marietta City School System currently has 9 schools that have successfully implemented an Expanding Breakfast program. Sandy Laffan, Marietta City School Nutrition Director, says that the schools that have implemented an Expanding Breakfast program have seen an increase in breakfast participation and milk sales, and a decrease in tardiness and nurses visits. Sandy has Breakfast in the Classroom in some schools and Grab and Go in other schools. Sandy suggests piloting a program to see which program will work best for an individual school.

#### **IMPLEMENTATION**

Marietta 6<sup>th</sup> Grade Academy has a Breakfast in the Classroom program. Each teacher provides a breakfast count to the cafeteria one day in advance. The school nutrition staff assemble the hot breakfast in the morning. A typical breakfast may include a chicken or sausage biscuit, fruit, and milk or orange juice. The program uses insulated rolling coolers to transport the breakfasts to each classroom. Milk and other cold items are placed inside the insulated cooler and the hot items are placed in a nylon bag that is tied to the handle of the cooler. Each cooler is labeled with the teacher's last name and a class representative rolls the coolers from the cafeteria to the classroom. Breakfast is served to the students during morning announcements and trash is disposed of in a plastic garbage bags and placed outside of the classroom for the custodial staff to retrieve.

Teachers, students, and school nutrition staff have all responded very positively to the breakfast programs. The teachers have noticed better participation and attentiveness from the students. The students have adequate time to eat breakfast at school and are not rushed from the cafeteria. And, the staff has noticed an increase in participation. During the 06-07 school year, Marietta City's average daily participation for breakfast was about 3616 students. As of September 2007, the average daily participation for breakfast was 4583...an increase of 27%. Sandy plans to document the state achievement test scores for the 07-08 school year to compare with the previous year. She anticipates seeing better test scores related to better breakfast participation.

#### **IMPACT**

**Participation: The average daily participation for the 2007-2008 school year is 4,583 versus 3,616 during the 2006-2007 school year.**

School Nutrition Professional: **Ann McConnell, Food Service Director**  
School District: **Newberry County, Newberry, SC**  
Free/Reduced Rate **64%**  
Enrollment: **5,920**  
Number of Schools: **11**  
Number of Expanding Breakfast Schools: **10**  
Implemented First Expanding Program: **2006**

### **Expanding Breakfast Delivers Results District wide program with an increase of 64%**

Ann McConnell, Food Service Director for Newberry County Schools, has been working hard to reach more students by providing them with the nutrition they need to do well in school and in life. By introducing Breakfast-in-the-Classroom, breakfast participation rates have soared and the school and community at large are very appreciative of the program.

#### **IMPLEMENTATION**

Ann started small at just one elementary school before rolling the program out to all the County's schools. In 2007-2008 all but one of Newberry County's eleven schools are participating in the program. During the 2006-2007 school year, the district served an average of 2,552 breakfasts per school day. In 2007-2008 that number has jumped to 4,191 – an increase of 64%. With 2 out of 3 students in the district starting their day with breakfast at school, the district is pleased with the program and hopes it continues to grow.

#### **IMPACT**

Timothy Lyden, Principal

Prosperity - Rikard Elementary School

-“The students and teachers certainly love it. It was met with some resistance from teachers in the very beginning, thinking they would have more to do. We made the process smooth and easy by creating a breakfast/lunch slip with student names to make the order process seamless.”

-Statement on Prosperity-Rikard Elementary School Strategic Action Plan Report to the School Board. “The Breakfast in the Classroom program, presently in our third year, has helped to increase attendance, decrease tardiness; greatly reduced or eliminated students coming to the health room for stomach aches and headaches from hunger pains; increased opportunities for classroom community meetings in social situations; and has helped to build community in the whole school environment, resulting in a decrease in discipline referrals and the number and types of infractions. “

-“I just did a tour of the building for a new student we received this week. As we walked around the building talking about our school I informed the Mom about our Breakfast in the Classroom Program and told her that her son would be getting breakfast each morning at no cost and he would be eating with his classmates in the classroom. The student's response was "Cool!!!!" and the mother's response was just a big smile knowing that her son was taken care of and was starting the day right. These are not uncommon responses from new arrivals.”

-“So many times I hear parents talking about our school to others in the community or visitors. More than likely the breakfast we do will come up in conversation and parents are VERY PROUD to let others know about our breakfast program and how everyone eats, it is in the classroom and how well accepted it is by everyone in the building.”

**Participation:** ADP for breakfast is 4,191.