

## School Breakfast and Maryland Meals for Achievement

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## National School Breakfast Program

12.5 million children served daily\*

91% percent of schools that serve  
lunch also serve breakfast.\*



### Maryland School Breakfast Program Photo credit: Rick Brady

- ❑ 98% of Maryland Public Schools serve breakfast
- ❑ Over 300 schools use alternative delivery methods

\*USDA (2011-2012 School Year)

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## Delivery Methods for School Breakfast

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### Traditional Cafeteria Breakfast

Breakfast is served and eaten in the cafeteria

### Grab and Go Breakfast

Breakfast is grabbed in the cafeteria or at a kiosk and carried to the classroom

### 2<sup>nd</sup> Chance Breakfast

Breakfast is served after 1<sup>st</sup> period

### Maryland Meals for Achievement(MMFA)

Breakfast is served and consumed in the classroom



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## School Breakfast Meal Pattern

**The USDA requirement is to offer four food items from at least three food groups for breakfast, including:**

1. 8oz fluid milk, fat-free (flavored or unflavored) or low-fat (1% unflavored)
2. Fruit, vegetable, or juice, **must take this item**
3. Two servings of whole grain-rich grains or one serving whole-grain rich grain and an meat/meat alternate in place of the second grain after a whole-grain rich grain is served.

**Students may decline only one item.**



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## The Importance of School Breakfast

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### Students who eat school breakfast:

- Miss less school (1.5 more days per year)\*
- Do better in math (score 17.5% higher on math tests)\*
- Are 20% more likely to graduate high school\*

Source: *Ending Childhood Hunger: A Social Impact Analysis*.

Made possible by Share Our Strength and Deloitte, 2013.



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## School Breakfast Outreach

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- Evaluate Current Participation
- Talk with Food and Nutrition Department about participation.
  - Total enrollment of the school
  - FARMS percentage of the school.
  - Average Daily Participation
  - Barriers to Participation



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## Recruit members for School Breakfast Team

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- School Food Service
- Principals
- Teachers
- School Nurse
- Social Worker
- PTA
- Custodian
- Community leaders
- Health Department
- Health Organizations
- Student Organization
- Industry Organizations



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## School Breakfast Team

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Identify Barriers to participation

- Time
- Supervision
- Menu
- Stigma

Brainstorm ways to overcome barriers

Explore Alternative Delivery Methods



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## School Breakfast Team

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- Organize school breakfast team
- Identify barriers to participation
- Develop an action plan
- Evaluate the results monthly
- Revise your plan as needed
- Inform MSDE of your results



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## Maryland Meals for Achievement Program

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- Every student has an opportunity to eat in the classroom
- No student pays to eat
- Program supported by State MMFA funds and Federal School Breakfast money



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## Maryland Meals for Achievement Program (MMFA)

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- History and Requirements.
  - Began in the Fall of 1998 with 6 schools
  - At least 40% of enrollment approved free or reduced meal benefits in order to apply
  - Breakfast must be served and eaten in the classroom



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## Maryland Meals for Achievement Program

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### **SY15 School Year**

466 schools in 23 Public School Systems  
and Archdiocese of Maryland

Includes:

Elementary, Middle and High Schools  
Special Needs Schools

School List – [www.eatsmartmaryland.org](http://www.eatsmartmaryland.org)



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## Maryland Meals for Achievement Program

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- **MMFA works !**
- Average Daily Participation in traditional Breakfast Programs is 30%.
- Average Daily Participation in MMFA schools is 70%.

Additional funding thanks to advocacy groups and the Governor's Partnership to End Childhood Hunger



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## Contact Information

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