

OUTREACH RESOURCES

Included in this section are miscellaneous tools to assist with your outreach. All of the following components are included in the *Resources* folder on this toolkit's CD. They are available for you to customize and utilize in your outreach efforts. This section includes the following:

- A powerpoint presentation outlining the importance of breakfast, types of breakfast delivery models, and what your school can do to improve.
- A newsletter that details breakfast delivery types and additional strategies to ease implementation.
- A brochure that details breakfast delivery types and examples of schools that have implemented different models.
- Letters to send home with parents and to principals about expanding breakfast at your school.
- A breakfast challenge contract Food and Nutrition Services can use to promote breakfast in schools in order to increase student participation.
- Contact information for each of the LEAs in Maryland
- A video documentary featuring the importance of expanding school breakfast and a Baltimore City high school's implementation of an alternative breakfast delivery model (included on the DVD for this toolkit).

Breakfast is the most important meal of the day. During the 2007-2008 school year, however, only 44 eligible low-income children participated in the school breakfast for every 100 who participated in school lunch across the state of Maryland. Barriers to participating in the School Breakfast Program exist and must be eliminated to ensure students can reap the academic and nutritional benefits of the meal. Some factors that prevent students from eating school breakfast include:

- Tight morning schedules, particularly for students who take public transportation;
- Not being hungry right when they wake up;
- Preference/peer pressure to play outside instead of coming in to the cafeteria; and
- Stigmatization of obtaining school meals.

Taking these factors into consideration, schools should develop a plan for reaching students through more innovative delivery service models. Some schools in Maryland have taken creative steps to address these challenges and increase breakfast participation by structuring breakfast as a part of the school day. They know that incorporating breakfast formally into the school day dramatically increases participation by making it convenient and accessible to all. Some models schools are using include:

Breakfast in the Classroom

Providing breakfast in the classroom is the most effective way to boost breakfast participation. Students eat breakfast in their classroom either at the beginning of the school day or early during the day. Often breakfast is brought to classrooms from the cafeteria by students or served from carts in the hallways by food service staff. While teachers are initially concerned that classroom breakfast might cut down on class time, they find that students settle down faster when breakfast is served in the classroom. While the students eat breakfast during the first ten minutes of class, teachers use the time to take attendance, do other administrative tasks, or read with their students. Teachers see the difference that classroom breakfast makes – students pay more attention and are more focused on their work. Once teachers start serving breakfast in the classroom, they do not want to stop. Based on other schools' experiences implementing breakfast in the classroom:

- Ensure all school staff members are supportive of this service method: principals, teachers, cafeteria staff, and custodial staff in order to get all hands on deck.
- If food service staff members need additional assistance:
 - Use student volunteers and offer service hours.
 - Recruit parent volunteers.
- Have all components of the breakfast and accountability sheets well labeled for maximum organization.
- Encourage food service to prepare/package cold breakfasts the afternoon before.
- Allow teachers to eat breakfast with their students to model good breakfast eating habits. This also provides buy-in to the teacher to allow breakfast in the classroom.
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Grab and Go Breakfast

All of the components of school breakfast are conveniently packaged so students can grab a bag quickly, either from the cafeteria line or from carts on school grounds. Students can eat in the cafeteria, the classroom or elsewhere on school ground as guided by school policy. Grab and go breakfast bags are especially convenient for middle and high schools with large numbers of students on the move. Some schools worried about the additional waste that might be produced by grab and go bags or classroom breakfast. Custodial staff members at the schools, however, find that this is not the case. Special waste containers were made available for students to throw out their trash. Based on

other schools' experiences implementing grab and go breakfast:

- Ensure all school staff members are supportive of this service method: principals, teachers, cafeteria staff, and custodial staff in order to get all hands on deck.
- Encourage food service to prepare/pre-package breakfasts the afternoon before.
- If food service staff members need additional assistance:
 - Use student volunteers and offer service hours.
 - Recruit parent volunteers.
- Place breakfast carts/tables in high-traffic areas, particularly near school entrances.
- Run multiple points of service and only offer breakfasts in an easy to grab format.

Breakfast After 1st Period

Because a lot of students— especially teenagers— do not like to eat breakfast early in the morning, schools offer a “second chance breakfast.” Breakfasts are available in the cafeteria, from “grab and go” carts in the hallway, other high traffic areas, or in the classroom. Having a second chance breakfast means that students get a healthy meal – and the energy they need to power through the rest of the morning.

While efforts such as convenient breakfast packaging and stronger marketing yield positive results, schools with the greatest successes in increasing breakfast participation are the schools that have structurally changed how breakfast is delivered to their students. Emphasis should be placed on access to breakfast through its delivery model. Whether breakfast is served in the classroom or the hallways, the flexibility to eat during the morning in school is essential to ensure optimum participation.

For more information go to:

Baltimore City Public Schools

www.bcps.k12.md.us/school_info/lunch/breakfastclub.asp

Food Research and Action Center

www.frac.org

Maryland Hunger Solutions

www.mdhungersolutions.org

Maryland State Department of Education

www.eatsmartmaryland.org

USDA

www.fns.usda.gov/cnd/breakfast

400 E. Pratt Street, Suite 606, Baltimore MD 21202

phone 410.528.0021 email info@mdhungersolutions.org web www.mdhungersolutions.org

An initiative of the Food Research and Action Center

Date

Dear Parents:

This year, we are evaluating our community to make sure all of our students are fully prepared for academic success. As we all recognize that hungry children cannot learn, the first step is ensuring that all students begin the school day with a nutritious breakfast at home or at school.

The School Breakfast Program is available to all students every weekday morning. No advanced registration is necessary; your child can attend every day or only occasionally. These supervised meals provide your child with $\frac{1}{4}$ of their nutritional needs each day. School breakfast is tasty and nutritious.

School Breakfast is an ideal solution on mornings when kids are running late or parents have early commitments. Whatever the reason, if breakfast at home is not convenient, please take advantage of breakfast here at school. <Insert more details about the delivery method, price, time, etc.>

Thank you for helping us make sure that all of our students start the school day alert, well fed and ready to learn.

Sincerely,

Principal

Date

Dear Principal:

Research shows that offering breakfast at school results in increased math and reading scores, fewer nurses' office visits, improve classroom behavior, improved attentiveness, decreased student absences and tardiness, and overall improved performance. Let's take advantage of the benefits of school breakfast by increasing student participation. While most schools traditionally offer breakfast prior to the start of the school day in the classroom, barriers to participation exist. Many schools around the state have succeeded in eliminating these barriers by changing how breakfast is delivered to their students.

There are a number of models that schools can develop to expand school breakfast participation. Some include:

- Extended breakfast periods before school.
- In-classroom breakfast.
- "Grab and go" carts in the hallways or other locations in addition to the cafeteria.
- Multi-serving site plans with in-classroom for some grades, cafeteria service for other grades, and grab and go for other grades.
- "Second chance" breakfast served between first and second periods.
- Any combination of these or your own ideas that result in a plan that works for your individual school and your students.

Make school breakfast a strategy for school improvement in your school.

Your school can expand breakfast without financially burdening the school food service program. Schools can choose what they charge for breakfast based on their costs; they usually charge less than a dollar. USDA provides reimbursement for every breakfast served. Breakfast meals take little or no labor and can increase the productivity of the food service staff.

For the health and well-being of your students, expand the School Breakfast Program in your school. Students need access to a nutritious breakfast every day.

Sincerely,

Enclosures

Breakfast in Baltimore CHALLENGE

To: School Leaders

From: Food and Nutrition Services

Date: <Insert Date>

There is strong commitment from Baltimore City Public Schools System to ensure that students in Baltimore eat breakfast because research shows that offering breakfast at school results in increased math and reading scores, fewer nurses' office visits, improve classroom behavior, improved attentiveness, decreased student absences and tardiness, and overall improved performance. Baltimore City has a universal breakfast program. All students in Baltimore eat for free every day. Our goal is to increase participation for school breakfast and will be launching a district-wide competition for schools to make school breakfast a strategy for school improvement. The school with the highest participation for <insert time period> will receive <insert prize>. <Insert additional terms and condition>

By signing and returning this contract, you accept the Breakfast in Baltimore Challenge and will aim to increase breakfast participation for the 2008-2009 school year.

Please select your school's breakfast delivery model (all that apply):

_____ **Classroom Breakfast:** Breakfast items will be taken to the classroom by school and cafeteria staff and served to the students in the classroom under supervision of the teacher.

_____ **Grab and Go (Cafeteria):** Students will come to the cafeteria to pick up their pre-bagged breakfast and take it to the classroom to eat under the supervision of their teacher.

_____ **Grab and Go (Entrance):** Students will pick up pre-bagged breakfast from carts in the hallway/entrance and take their breakfast to the classroom to eat under the supervision of their teacher.

_____ **Traditional School Breakfast:** Students will come to the cafeteria to pick up their breakfast and eat their breakfast in the cafeteria. (This will require additional outreach because less students use this method of delivery)

Outreach items and additional support will be provided by Food and Nutrition Services if requested.

School: _____

Principal's Signature: _____

Date: _____

Maryland Food and Nutrition Services Directors

Allegany County

Board of Education of Allegany County
Supervisor/Title: Steven Wilson, Supervisor of Food and Nutrition Services
Email: srwilson@allconet.org
Phone: (301) 722-0636
Fax: (301) 722-4985
Address: P.O. Box 1724, Cumberland, MD 21502-1724

Anne Arundel County

Anne Arundel County Public Schools
Supervisor/Title: Jodi Risse, Supervisor of Food and Nutrition Services
Email: jrisse@aacps.org
Phone: (410) 222-5900
Fax: (410) 222-5920
Address: 2666 Riva Road, Annapolis, MD 21401

Baltimore City

Baltimore City Public Schools
Supervisor/Title: Anthony Geraci, Director of School Food Service
Email: ageraci@bcps.k12.md.us
Phone: (410) 396-8755
Fax: (410) 396-8724
Address: 200 E North Avenue, Baltimore, MD 21202

Baltimore County

Baltimore County Public Schools
Supervisor/Title: Karen Levenstein, Director of Food and Nutrition Services
Email: klevenstein@bcps.org
Phone: (410) 887-7862
Fax: (410) 887-7887
Address: 1946-R Greenspring Drive, Timonium, MD 21093

Calvert County

Calvert County Public Schools
Supervisor/Title: Donald Knode, Food Service Coordinator
Email: knoded@calvertnet.k12.md.us
Phone: (410) 535-7228
Fax: (410) 535-7298
Address: 1305 Dares Beach Road, Prince Frederick, MD 20678

Caroline County

Caroline County Public Schools
Supervisor/Title: Ginger Hendricks, Food Service Coordinator
Email: ginger_hendricks@mail.cl.k12.md.us
Phone: (410) 479-3261
Fax: (410) 479-3255
Address: 414 Gay Street, Denton, MD 21629

Carroll County

Carroll County Public Schools
Supervisor/Title: Eulalia Muschik, Supervisor of Food Service
Email: emmusch@k12.carr.org
Phone: (410) 751-3040
Fax: (410) 751-3166
Address: 125 N Court Street, Westminster, MD 21157

Cecil County

Cecil County Public Schools
Supervisor/Title: Kathy Thomas, Supervisor of Food and Nutrition Department
Email: kthomas@ccps.org
Phone: (410) 996-5410
Fax: (410) 996-5006
Address: 801 Elkton Boulevard, Elkton, MD 21921

Charles County

Charles County Public Schools
Supervisor/Title: Patrick Tague, Supervisor of Food Service
Email: ptague@ccboe.com
Phone: (301) 392-5571
Fax: (301) 392-5579
Address: P.O. Box 2770, La Plata, MD 20646 or 1000 Radio Station Rd., La Plata, MD 20646

Dorchester County

Dorchester County Board of Education
Supervisor/Title: Robin Phillips, Food Service Coordinator
Email: phillipsr@dcpsmd.org
Phone: (410) 228-4747 x 1016
Fax: (410) 228-1847
Address: P.O. Box 619, 700 Glasgow Street, Cambridge, MD 21613

Frederick County

Frederick County Board of Education
Supervisor/Title: Cheri Dattoli, Food Service Officer
Email: cheri.dattoli@fcps.org

Phone: (301) 644-5065
Fax: (301) 644-5071
Address: 33 Thomas Johnson Drive, Frederick, MD 21702

Garrett County

Garrett County Board of Education
Supervisor/Title: Scott Germain, Food and Nutrition Services Program Manager
Email: sgermain@ga.k12.md.us
Phone: (301) 334-8917
Fax: (301) 334-7621
Address: 40 S 2nd Street, Oakland, MD 21550

Harford County

Harford County Public Schools
Supervisor/Title: Gary Childress, Supervisor of Food and Nutrition Services
Email: gary.childress@hcps.org
Phone: (410) 638-4078
Fax: (410) 638-4201
Address: 101 Industry Lane, Forest Hill, MD 21050

Howard County

Howard County Public Schools
Supervisor/Title: Mary Klatko, Food and Nutrition Services Administrator
Email: mary_klatko@hcpss.org
Phone: (410) 313-6738
Fax: (410) 313-6737
Address: 10910 Route 108, Ellicott City, MD 21042

Kent County

Kent County Public Schools
Supervisor/Title: Margaret Ellen Kalmanowicz, Supervisor of Transportation & Food Service
Email: mekalmanowicz@kent.k12.md.us
Phone: (410) 778-7127
Fax: (410) 778-1705
Address: 215 Washington Avenue, Chestertown, MD 21620

Montgomery County

Montgomery County Public Schools
Supervisor/Title: Kathleen C. Lazor, Director of Food and Nutrition Services
Email: kathy_lazor@mcpsmd.org
Phone: (301) 840-8170
Fax: (301) 840-4658
Address: 16644 Crabbs Branch Way, Rockville, MD 20855

Prince George's County

Prince George's County Public Schools

Supervisor/Title: Daniel P. Townsend, Director of the Department of Food and Nutrition Services

Email: daniel.townsend@pgcps.org

Phone: (301) 952-6580

Fax: (301) 952-6714

Address: 13300 Old Marlboro Pike, Upper Marlboro, MD 20772

Queen Anne's County

Queen Anne's County Board of Education

Supervisor/Title: Toni L. Schelts, Coordinator of Supporting Services

Email: scheltst@qacps.k12.md.us

Phone: (410) 758-2403 x 106

Fax: (410) 758-8200

Address: 202 Chesterfield Avenue, Centreville, MD 21617

St. Mary's County

St. Mary's County Public Schools

Supervisor/Title: Louis M. "Mike" Jones, Supervisor of Food Services

Email: lmjones@smcps.org

Phone: (301) 475-4256 x 5

Fax: (301) 475-4207

Address: 27190 Point Lookout Road, Loveville, MD 20656

Somerset County

Somerset County Public Schools

Supervisor/Title: Helen Riggins, Head Manager of Food Service

Email: hriggins@somerset.k12.md.us

Phone: (410) 621-6265

Fax: (410) 651-2931

Address: 7982-A Crisfield Highway, Westover, MD 21871

Talbot County

Talbot County Public Schools

Supervisor/Title: Pam Hurley, Food Service Manager

Email: phurley@tcps.k12.md.us

Phone: (410) 822-9528

Fax: (410) 820-4260

Address: P.O. Box 1029, 12 Magnolia Street, Easton, MD 21601

Washington County

Washington County Board of Education

Supervisor/Title: Jeffrey Proulx, Supervisor of Food and Nutrition Services

Email: prouljef@wcboe.k12.md.us

Phone: (301) 766-2893

Fax: (301) 766-8738

Address: P.O. Box 730, Hagerstown, MD 21741 or 820 Commonwealth Ave., Hagerstown, MD 21740

Wicomico County

Wicomico County Board of Education

Name: Loretta Savoy, Supervisor of Food Service

Email: lsavoy@wcboe.org

Phone: (410) 677-4545

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Address: P.O. Box 1538, Salisbury, MD 21802-1538 or 101 Long Avenue, Salisbury, MD 21804

Worcester County

Worcester County Board of Education

Supervisor/Title: Scott Blackburn, Food and Nutrition Services Coordinator

Email: dsblackburn@mail.worcester.k12.md.us

Phone: (410) 632-5015

Fax: (410) 632-5028

Address: 6270 Worcester Highway, Newark, MD 21841

Maryland State Department of Education

School and Community Nutrition Programs

Phone: (410) 767-0199

Fax: (410) 333-2635

Address: 200 W Baltimore Street, Baltimore, MD 21201