

# WELCOME

- Make sure your sound is on and the volume is up.
- Download the slides PDF from your handout panel.
- 1 SNA CEU & 1 CPEU for RDNs/NDTRs available after quiz.
- Visit the On-Demand Library for over 55 recorded webinars.



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# Today's SNF & SNA Staff

## Moderator



**Sarah Murphy Youssef**

Program Manager  
School Nutrition Foundation

## Controls



**Anna Woods**

Associate  
Professional Development  
School Nutrition Association

# QUESTIONS & ANSWERS



- 75 minute webinar.
- Attendees are in “listen-only” mode.
- Type your questions into the “Question” box at any time during the webinar

# PROFESSIONAL STANDARDS

KEY  
AREA  
1000

**Nutrition**

KEY  
TOPIC  
1200

**Nutrition**

SUB-  
TOPIC  
1220

**Cafeteria and Classroom  
Integration**



# EARNING CEUS & CPEUS



**Complete Evaluation and Quiz**



**Print CEU at the end of the quiz.**



**The link is provided at the end of this webinar and emailed to you.**

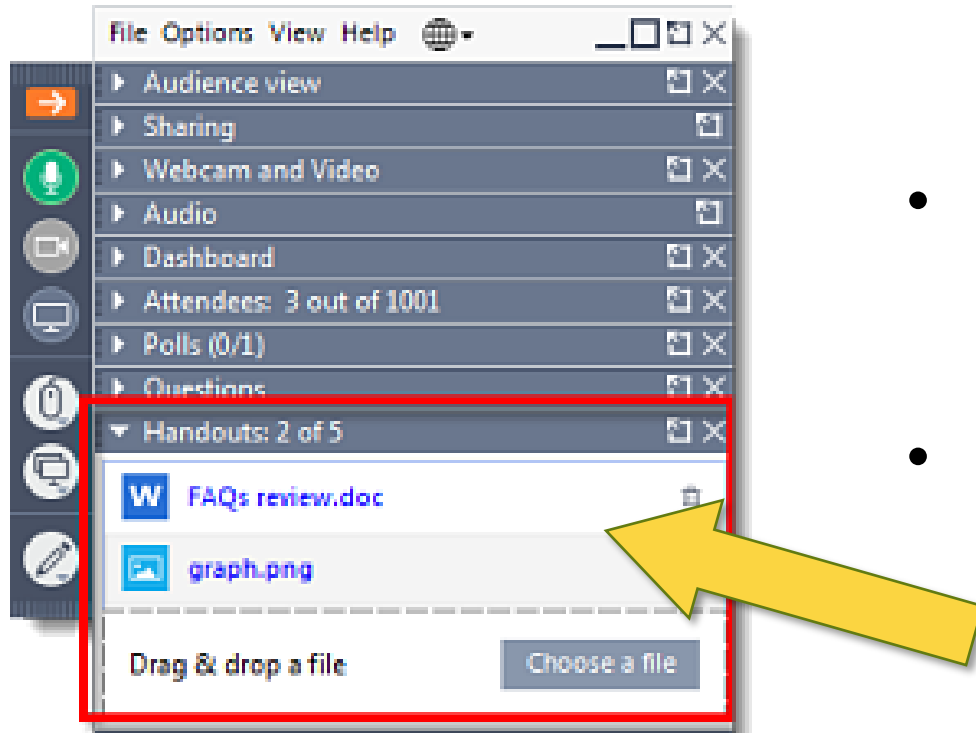
**CPE  
Accredited  
Provider**

**Commission  
on Dietetic  
Registration**

the credentialing agency for the  
**eat right.** Academy of Nutrition  
and Dietetics

# HANDOUTS

**This webinar has a PDF of the presentation to download.**



- Locate the Handout panel on your control panel.
- Click on the name of the handout to download.

# LEARNING OBJECTIVES

*At the conclusion of this session, participants should be able to:*

1. Describe best practices for two school breakfast models: a universal, free model and a non-universal breakfast after the bell model from a school district who has had success implementing both.
2. Explain how Houston County, Georgia uses data in the school district to make the case for Breakfast in the Classroom and identify how to apply these data-driven strategies to their districts.
3. Successfully utilize data to engage stakeholders.

# Data Driven Decisions and the Numbers Behind Breakfast in the Classroom

## Universal and Non Universal Models





# TODAY'S SPEAKERS



**Meredith Potter**

Director of School Nutrition Programs  
Houston County Schools  
Houston, Ga.



**Lauren Koff**

Dietitian  
Houston County Schools  
Houston, Ga.



**Steven Hornyak**

Coordinator of Accountability  
Houston County Schools  
Houston, Ga.

# AFFILIATIONS & FINANCIAL DISCLOSURES

## No Affiliations or Disclosures

**Meredith Potter**

Houston County Schools

**Lauren Koff**

Houston County Schools

**Steven Hornyak**

Houston County Schools



## Who is listening?

- a) School Nutrition
- b) State Department
- c) USDA
- d) Educator/Administrator
- e) Community Partner

# Houston County, Georgia

- Mid Size (Population ~150,000)
- Approximately 29,700 students
- 37 Schools
- 58.67% F/R
- 16 CEP Schools (Elementary and Middle)
- Breakfast Participation
  - Districtwide 42%
  - CEP 86%
- Lunch Participation
  - Districtwide 71%
  - CEP 95%



## Why Partners for BIC Grant?

- Breakfast participation always lags behind lunch
- Know what you want to accomplish – then we went out found a grant that supports that
- PBIC goals most closely supported our mission of expanding breakfast opportunities to all students

# Finding and Working with Grant Partners

- Don't be afraid to ask
- Start small
- Know your Numbers
- Spend it All
- Be Responsible
- Strings Attached





- **Research**
- **Gain Support**
- **Speak their Language**
- **Make Decisions**



- **Research**

- Gain Support

- Speak their Language

- Make Decisions

## **Field Trip!**

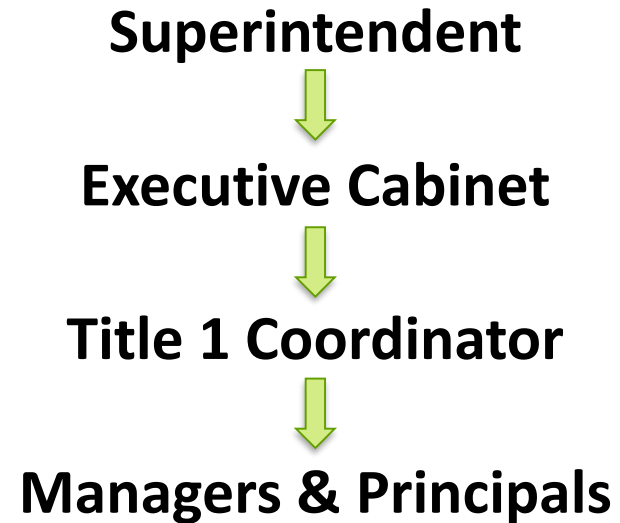
### ***Ask Questions!***

- Where are they serving meals?
- Where do students enter the building? Parent Drop Off, Bus Riders...Do the students go straight to class? Are they held in the gym? ...cafeteria?
- How is trash handled? Do they have clean-up stations...particularly for little ones?
- What items do they serve?
- What kind of equipment are they using? Carts, portable POS, bags, walkie talkies...Who is counting meals?
- When, where, how are meals counted? And who is doing it?
- What lessons have they learned (good or bad) that will help you?



- Research
- **Gain Support**
- Speak their Language
- Make Decisions

Create an **intentional, specific** strategy to gain support



# Getting Started

- Research
  - Gain Support
  - **Speak their Language**
  - Make Decisions
- Reduced stigmas associated with eating school breakfast
  - State the facts
  - Fewer morning discipline issues at schools
  - Better test scores

# Getting Started

- Research
- Gain Support
- Speak their Language
- **Make Decisions**

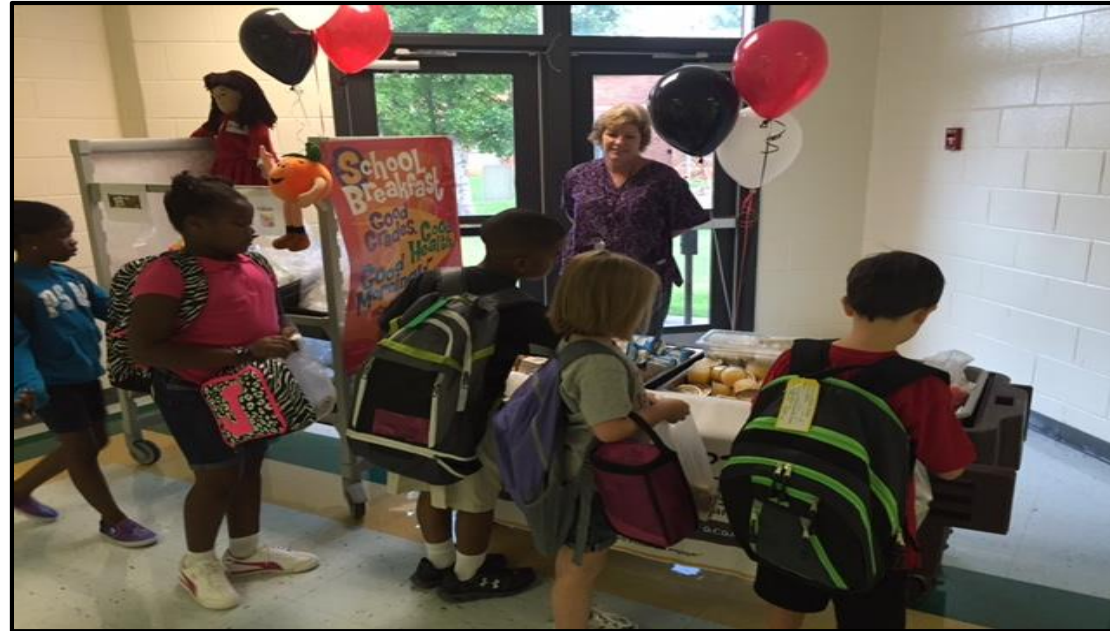
**Let School Administrators & Managers have decision making power**

- Cart Locations
- Type of Service
- Menu Influence
- Time/Length of Service

“People are less likely to tear down a fence they helped build.”

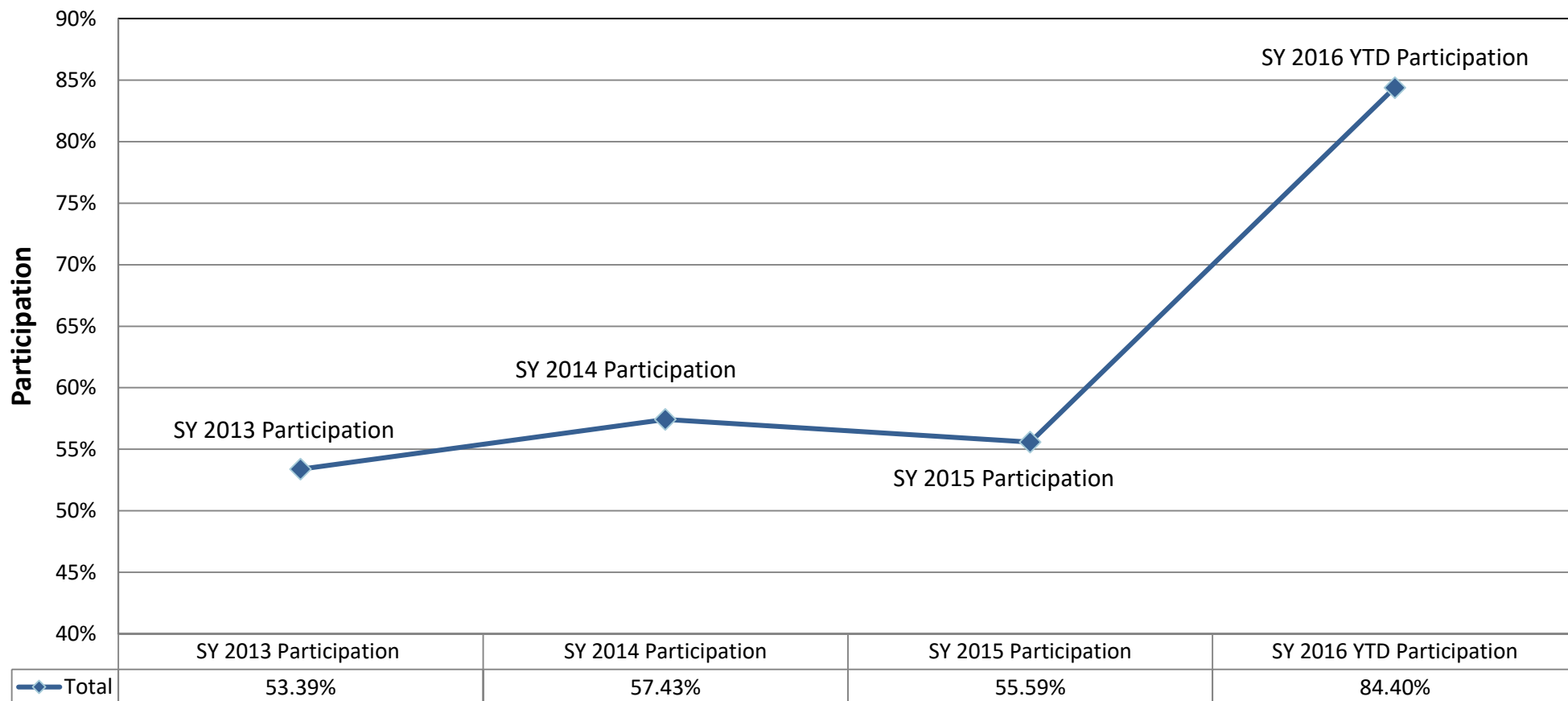


# What Do Alternative Approaches Look Like?



# Finally, Success!

**Original 10 CEP Schools Breakfast Participation**





## Eagle Springs Elementary School

- Grades Pre K – 5
- 772 Students
- F/R = 55%



## Perry Middle School

- Grades 6 – 8
- 864 Students
- F/R = 52%



# Let's Do It Again

- **Research**
- **Gain Support**
- **Speak their Language**
- **Make Decisions**



# Universal vs. Non-Universal

- **What's Different about Non Universal?**
  - More money goes towards marketing and education
  - You now have to convince parents (and students) to use their dollars for breakfast
  - Charging may increase
  - Much more concerned with image
- **What's the Same?**
  - Still cashless
  - Still all wrapped up
  - Still about access



# Introducing Revved

- Prep Work
  - Dry runs with elementary students
  - Call outs for parents leading up to roll out
  - Taste tests at Open House/PTO nights
  - Focus Groups
  - Non-Traditional Carts
- Different Menu from Regular Service
- Cashless
- Leverage Corporate Branding
- Packaging
- Logo Contest
- Different Staff Uniform



# Introducing Revved



# Introducing Revved



Brand Sign



Menu Handouts

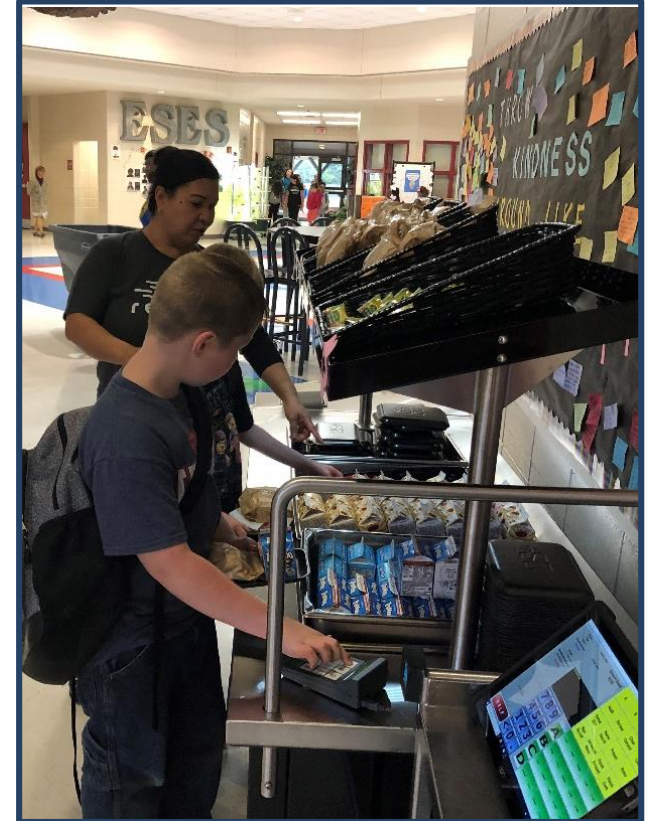


Digital Menu Slide



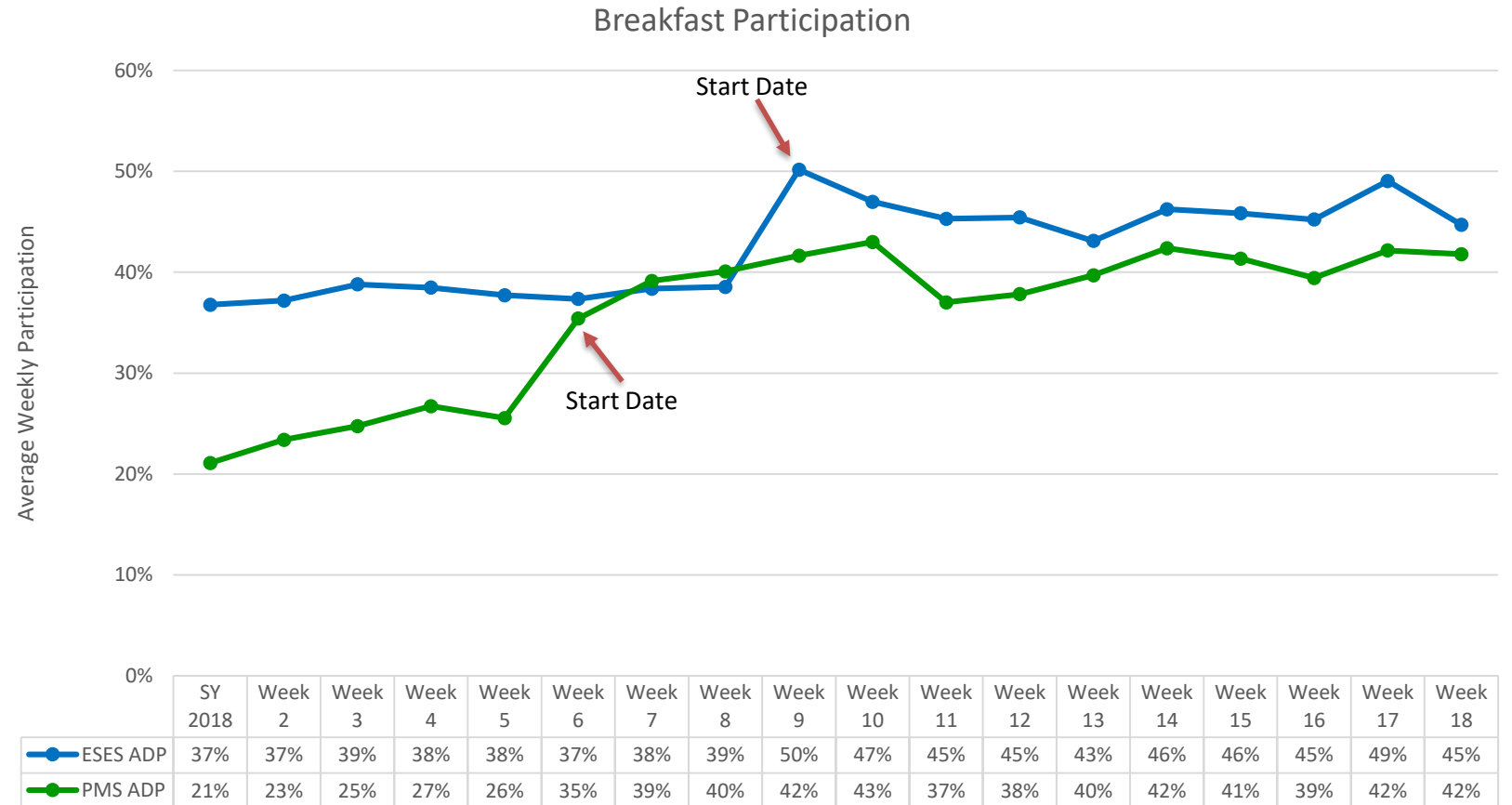


# Revved Service



# How many kids ate?

- \*Week 8 was the week after our Fall Break
- \*Week 11 was the week after Thanksgiving Break
- \*The week before Winter Break was not included



# Who Ate More?

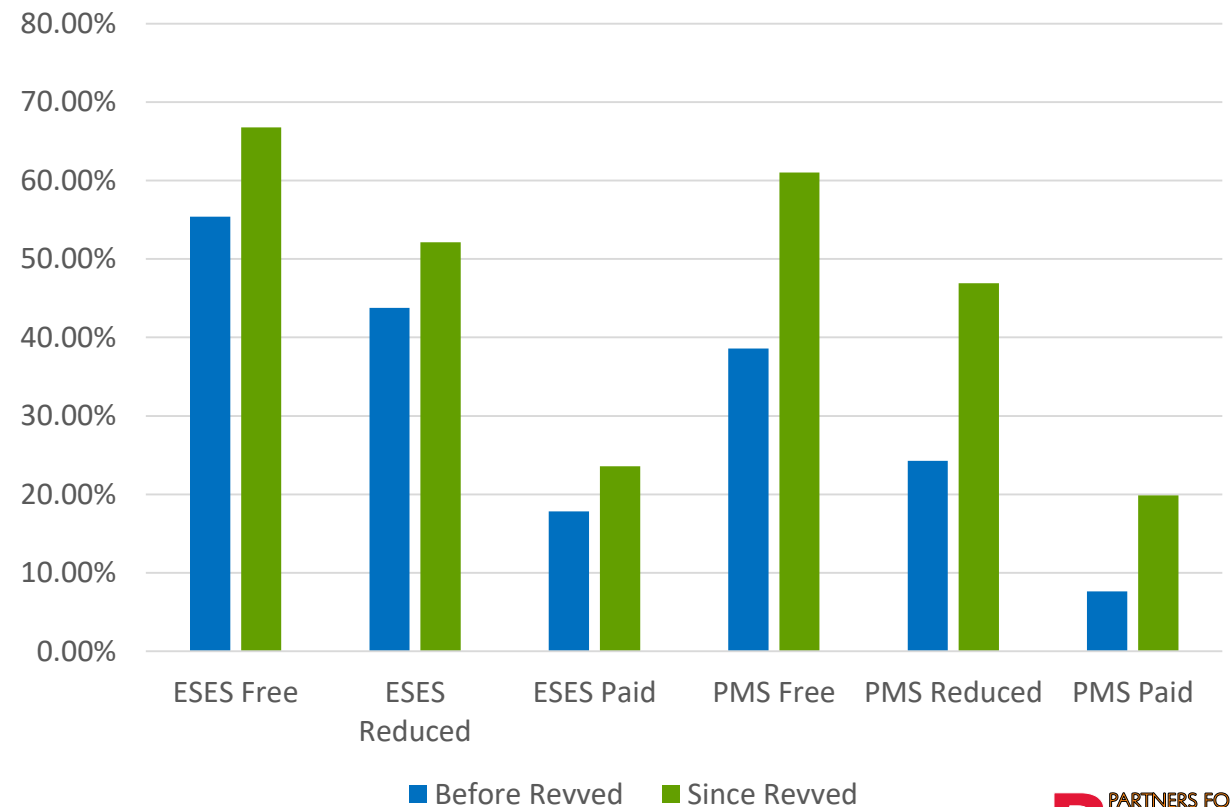
## Eagle Springs Elementary

- Free Increase = 10.94%
- Reduced Increase = 6.00%
- Paid Increase = 4.19%

## Perry Middle

- Free Increase = 22.44%
- Reduced Increase = 22.66%
- Paid Increase = 12.28%

Participation by Category



**So more kids are eating,  
but why do we care?**





# **What's Your Biggest Challenge When Looking to Implement a New Program?**

- a) Resources**
- b) Staff Buy-In**
- c) Pitching to Administration and School Stakeholders**

# Nailing Down the Numbers



**Multiple student outcome metrics improve as participation increases:**

- Higher academic growth
- Higher attendance
- Lower tardy rates
- Lower behavior incidents

**EVERY  
SCHOOL DAY  
COUNTS**

**We found a positive correlation in breakfast participation and overall school attendance.**

**This effect was most significant in CEP schools!**

# Student Tardiness



**Schools with higher breakfast participation rates had lower tardy-to-school rates than schools with lower overall participation.**

## Effects on Daily School Operations

**Our research indicated that, in general, breakfast participation results in higher attendance rates and lower number of behavior incidents.**

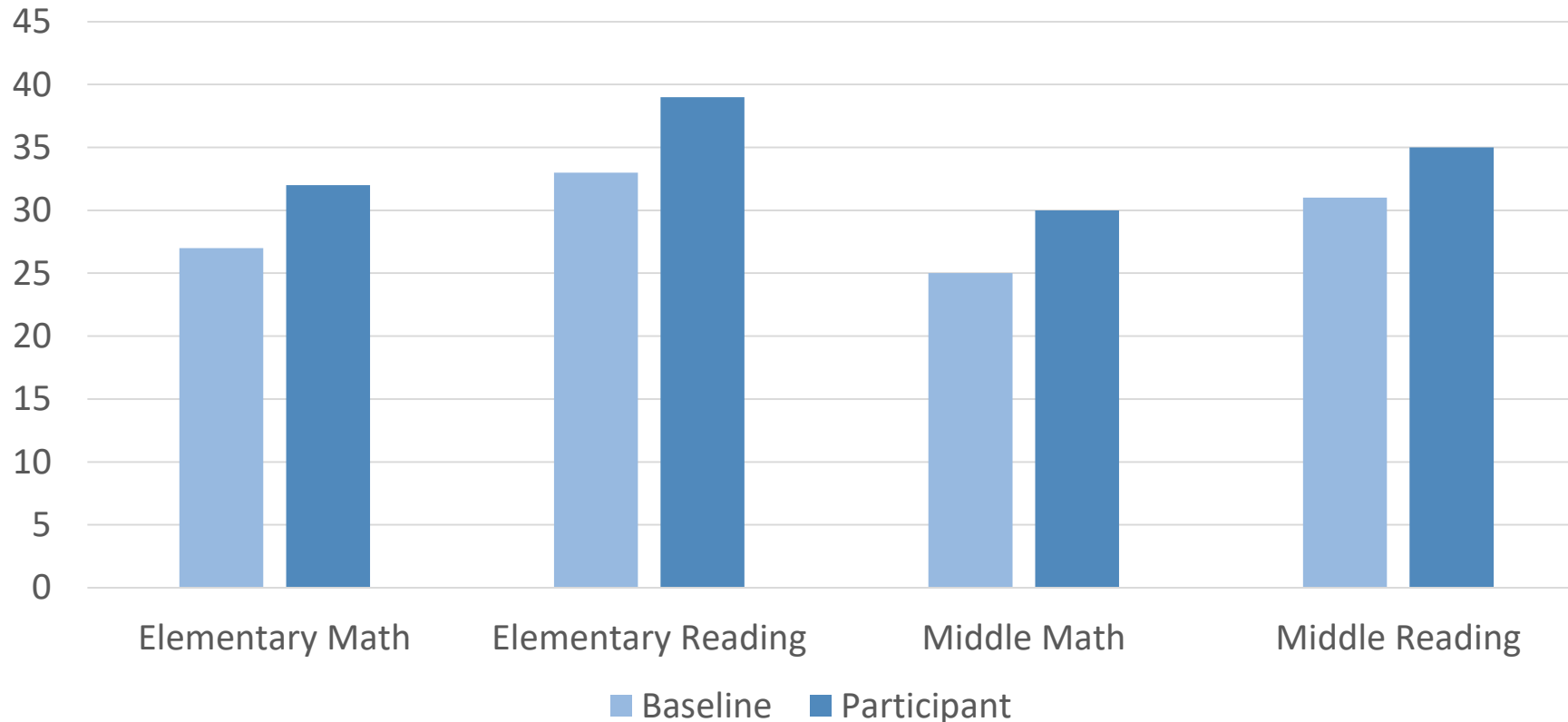
**The positive effects of participation are particularly higher in CEP schools.**



## Student Academic Growth

# Participation and Academic Growth

MAP Student Growth Percentiles  
Baseline vs Breakfast Participant



## Effects on Student Academic Growth

# 18%

**Students who ate breakfast at school grew at a rate roughly 18% higher than those who did not eat at school.**



# Breakfast Participation and Student Attendance

**14%**



**Students who consistently participate in the breakfast program show attendance rates that are 14% higher than their peers who do not participate.**



## Effects on Discipline Issues

**Students who consistently participate in the breakfast program were referred for discipline at a rate 21% lower than their peers who do not participate.**



**21%**

## Impact for At-Risk Students



# 2x

**At-risk students who participated in the school's breakfast program were twice as likely to experience positive effects from participation than their peers.**



**Increasing breakfast participation is an important part of a system for improving outcomes for students in our district.**





Meredith



Lauren



Steven

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## EVALUATION & QUIZ

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