

Cincinnati Public Schools

Urban – Cincinnati, Ohio, Hamilton County

Innovative Breakfast Programs



Collaborators:

- District Food Service Department
- Building Food Service Staff
- School Administration Staff
- School Nurses (Cincinnati Health Dept.)
- PTO
- Athletics
- Resource Coordinators
- Grants

Serving Strategy

- Grab-n-Go breakfast cart
- Breakfast After the Bell (Second Chance Breakfast)
- Breakfast vending machines
- Expanded menu offerings
- Online app for students and parents

Goals:

- ALL students have access to school breakfast
- Continually seek out/develop new menu items
- District wide increase of 10% after district roll out complete
- Every school will have at least one alternative breakfast service location outside the cafeteria by end of 2018-19 school year

Results:

- District-wide breakfast participation increased between 4-19% over the previous year
- More students eat on a consistent basis where kiosks are available
- Decrease in tardiness
- Decrease in nurses visits
- Increase in Local and National attention



Number of schools achieving each category

The Story

Cincinnati Public Schools believes that ALL students need access to a nutrition school breakfast so they start their day nourished and ready to learn. To achieve the district goal, the food service department introduced unique marketing approaches, intentionally rolled out new menu ideas, and designed relevant delivery strategies. Using funds from various grants, the food service team worked with vendors to design kiosks and promotion materials to market grab-n-go breakfast at the elementary buildings. The kiosks are located in high traffic areas throughout the buildings so students have easy access to breakfast. Breakfast participation has doubled at the districts high schools where students can grab a reimbursable breakfast meal from vending machines, before or after the bell,

SUCCESS At Westwood Elementary School. The principal and food service team introduced 3 strategically placed kiosks. Students grab a healthy breakfast and eat in their classroom. Understanding the correlation between breakfast and learning, the principal developed daily lesson plans for teachers to use during breakfast. By using multiple serving strategies, (Grab-n-go & Breakfast in the Classroom) more than 90% of the elementary students eat breakfast every day.

The food service department also has the support of:

- Each school's Community Resource Coordinators who ensure that parents are aware that breakfast is available for ALL students and that second chance breakfast is available for students that miss breakfast before the bell.
- PTO groups – working together to sponsor family fun breakfast events and gain community support and trust.
- Athletic department, whose support is evident when you hear the student athletes come through the breakfast kiosk and say, "Coach said I need to start my day with a good breakfast." Yay Coach!!
- Principals - Gaining support by bringing the kiosks to principal meetings to demonstrate how easy, efficient, effective and fun the breakfast kiosks are.

"We learned that students will eat breakfast if the location is easier to get to. We also learned adding new items on the menu keeps the students making the decision to eat breakfast at school."
 Jessica Shelly, Director of Food Services