



## OSBC Activities & Success 2014-2017

### OSBC Stakeholders Group Formed

**Stakeholders:** Organizations announced their support for the initiative:

Ohio School Board Association, OSBA  
 Ohio Association of School Business Officials, OASBO  
 Ohio Association of Secondary School Administrators, OASSA  
 Ohio Association of Elementary School Administrators, OAESA  
 Buckeye Association of School Administrators, BASA  
 Ohio Education Association, OEA  
 Ohio Federation of Teachers, OFT  
 Ohio Department of Education, ODE  
 Ohio Academy of Nutrition & Dietetics, OAND

American Academy of Pediatrics- Ohio Chapter, AAP Ohio  
 Ohio Association of School Nurses, OASN  
 Cardinal Health Foundation  
 Ohio Adolescent Health Partnership  
 Ohio Society for Public Health Education  
 YMCA  
 Alliance for a Healthier Generation  
 American Association of Family and Consumer Sciences-Ohio Affiliate, AAFCS, Ohio  
 Ohio Nutrition Council, ONC  
 OSU Extension  
 OSU College of Food, Agriculture, & Environmental Sciences.

**School Education Stakeholder Videos 2014:** OSBA produced a short video with the executives of 5 associations challenging their members to promote school breakfast participation. Videos are housed on each associations website and at [OhioSchoolBreakfastChallenge.com](http://OhioSchoolBreakfastChallenge.com).

**Stakeholder Inquiry:** Summer 2016 and 2017: OSBC arranged individual meetings with school stakeholder organizations to identify individual association needs and to deepen engagement of each school association and their membership. Through this process OSBC has identified new partnerships, increased OSBC presence at conferences and meetings and improved messaging to target individual audiences. New partnerships include **Coalition of Rural and Appalachian Schools** representing approximately 90 rural school districts in Ohio, **Alliance for High Quality Education** representing 75 districts in 5 Ohio counties, and **Ohio Education Service Center Association** representing 52 ESCs in Ohio.



**Luncheons:** OSBC partners have hosted a series of luncheons to further engagement of school education associations.

- May 2014: Introduction to OSBC
- October 2014: Guest speaker- Eyang Garrison, Food Research & Action Center
- February 2015: Guest speakers-Vista Fletcher, USDA & Brigitte Hires, ODE
- May 2015: Update of Spring Activities
- December 2015: Appreciation Luncheon
- Fall 2016: Introduction of Appreciative Inquiry Process
- Spring 2016: Whole Child Approach to Student Success, Laura Rooney, MPH
- Winter 2017: Benchmarks of Success
- Spring 2017: Celebrating Champion Schools
- Fall 2017: Announcing OSBC Activities- School Year-2017/18

### **OSBC Workshops, Presentations & Trade Show Events**

- 2013 Fall Ohio Department of Education: Child Nutrition Workshop: Session
- 2014 Spring Ohio Association of School Business Officials Conference: Session
- 2014 Summer Ohio School Nutrition Association Annual Conference: Trade Show Booth
- 2014-2017 Fall Ohio School Nutrition Association Regional Workshops: Presentation
- 2014 Fall Ohio School Business Officials Capital Conference: Trade Show Booth
- 2015 Spring Voices for Ohio's Children Kids Talk: Presentation
- 2015 Fall Ohio School Board Association Capital Conference: OSBC Award Presentation
- 2015 to 2017 Ohio Association of Elementary & Secondary Administrators: Administrator Academy New Principals Meeting
- 2016 Ohio Association of School Business Officials: Board Meeting & Session at Conference
- 2016 Summer Ohio School Business Board Members: Presentation- Regional Board
- 2017 Summer Coalition of Appalachian and Rural Schools: Presentation
- 2017 Fall Buckeye Association of School Administrators Conference: Session
- 2017 Fall Ohio Association of Education Service Centers: Presentation-Executive Board

### **OSBC "Breakfast All-Star" Award Winners**

- 2014-15 School Year- 171 schools recognizes as "Breakfast All Stars"
- 2016-17 School Year- Two Challenge Periods
  - Fall Challenge- 356 schools recognized as "Breakfast All Stars"
  - Spring Challenge-340 schools recognized as "Breakfast All Stars"
  - Fall & Spring Challenge- 450 schools recognized as "Breakfast All Stars"

Breakfast participation has steadily increased over the last 5 years. From 2012 to 2016, 32,000 more students were served school breakfast, an increase of 7.6% over the 5-year period. 9,000 more students were served school breakfast in school year 2016, a 2% increase from the previous year.



## Breakfast Showcase: Event Ideas

2015 National School Breakfast Week: 32 Ohio Schools were recognized for their creative event ideas to celebrate National School Breakfast Week.

## Champion Awards

2017 Champion of School Breakfast Award: Eight Inaugural schools were recognized for collaborative efforts used to create, enhance or expand their School Breakfast Program.

## School Breakfast State Surveys

**SFA Survey Winter 2014:** Ohio SFAs were surveyed to gain a better understanding of breakfast practices in Ohio. 268 school nutrition personnel completed the survey.

**Principal Survey Spring 2015:** Ohio Secondary and Elementary Association members were surveyed to identify their thoughts about school breakfast and how breakfast is served at the school building level. 382 principals responded to the survey.

**New Principal Survey 2017:** Distributed to 90 new principals to survey their opinions of school breakfast.

## OSBC Communication Tools

OSBC marketing materials include a web portal containing school breakfast promotional material and resources.

2015-17-Prepared social media messages and graphics targeted to Ohio School Education organizations and their membership to promote benefits of School Breakfast.

2017- Prepared social media messages and graphics for Ohio School Education organizations to share with school districts and individual schools to promote School Breakfast to parents.

2017-*School Breakfast-Understanding the Basics*: Commonly asked questions and answers. Targeted to health professionals.

### School Breakfast Publications:

- **OEA:** Ohio Schools Magazine January 2015 Cover Article
- **OASBO:** SBO Quarterly Magazine July 2014 Article
- **Ohio AAP:** Ohio Pediatrics Fall 2014 Article

