Collaborators
• Child Nutrition Services
• Principle
• Building Leadership Team
• Custodial staff
• Transportation staff

Serving Strategy
• Kindergarten and first-grade get/eat breakfast in the cafeteria
• Second through fifth-grade get breakfast from a mobile cart and eat in their classroom.

Goals
• Accommodate a larger-than-expected enrollment for breakfast.
• District long-term goal - implement BIC in the remaining 25 elementary schools

Results:
• Breakfast participation over 75% (13% increase over previous year).
• Attendance is at 95.5% (1.5% increase over previous year).
• Akron Public Schools reports that in buildings with breakfast in the classroom, staff observe less disciplinary problems and trips to the nurse related to hunger.

The Story
Harrison-Jackson Community Learning Center (CLC) enrollment grew more than any expected! Child Nutrition Services needed to serve breakfast to a larger-than-anticipated enrollment. Six months before opening, Child Nutrition Services approached the principal with the idea of Breakfast in the Classroom. The principal promoted the concept to the custodial and transportation staff and the Building Leadership Team (BLT)-a team of teachers which make and approve building decisions with the principal. Everyone toured a similar Akron elementary school with a successful Breakfast in the Classroom program. They were impressed with the efficiency of service and the quiet, calm atmosphere observed and were eager to implement BIC at Harrison-Jackson on the first day of school.

• The BLT educate all the building teachers on the breakfast service and its benefits.
• All concerns were addressed up front.
• Each teacher is assigned a breakfast role.
• Custodial staff ensure ample trash cans are where they need to be
• Transportation staff make sure the busses arrive on time and students are dropped off at the door closest to the breakfast area

Akron Public Schools recognizes school breakfast helps prepare students for learning.

“We feed over 400 students every morning in less than 25 minutes from start to finish. The students are adequately nourished, teachers start the day with well-behaved students who are ready to learn, the principal isn’t dealing with discipline issues from the overcrowded breakfast room and the Child Nutrition Services staff feel a sense of accomplishment because we fed every student who wanted a breakfast. GOAL MET!”

Becky Fox, RD/LD Akron Public Schools
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

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
Kettering City School District  
Fairmont High  
Suburban – Kettering, Ohio, Montgomery County  
*Innovative Breakfast Programs*

**Collaborators**

- Principal  
- School Food and Nutrition manager  
- High School Food and Nutrition staff  
- Marketing instructor and students  
- Digital design students  
- Custodial Staff

**Serving Strategy**  
In-school coffee bar that offers reimbursable grab-n-go breakfast items

**Goals:**

- Increase total number of students eating breakfast.  
- Introduce Coffee Bar as additional incentive to enjoy breakfast AT school.  
- Add variety to school breakfast menu.  
- Compete with items students purchase outside of school.

**Results:**

- Breakfast participation increased 12% over the previous year.  
- National and local media coverage (Food Service Management Magazine and local TV).  
- Students comment that offering the coffee bar and grab-n-go breakfast at school helps them get to school on-time.  
- Teachers and students report they enjoy the convenience of the coffee bar.

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**The Story**

Marketing Club Students first approached School Food and Nutrition with a fundraising idea - setting up a coffee bar during breakfast time. After discussing the many regulations for foods sold in schools, the marketing club lost interest and asked the School Food and Nutrition to consider the idea instead. After a few meetings between Food and Nutrition, the Marketing instructor and students, a win-win solution was developed!

- School Food and Nutrition purchase all food/supplies/equipment  
- Marketing students operate the coffee bar in exchange for a stipend to the Marketing Fund.  
- Digital design students created the “Korner Café” logo.  
- Principal provides morning announcements to promote the concept.  
- American Dairy Association Mideast funded sandwich merchandiser.

The coffee bar offers:

- 3 flavors of lattes  
- Variety of popular breakfast grab-n-go items, including hot breakfast sandwiches.  
- Incentives-reduced cost beverage with the purchase a breakfast meal.
Collaborators:

• District Food and Nutrition Manager
• Middle School Food and Nutrition Staff
• Assistant Principal
• Custodial Staff

Serving Strategy

• Grab-n-Go breakfast cart offered in 6th grade lobby
• Expanded menu offered in cafeteria (fruit smoothies and a whole grain products)

Goals:

• Increase total number of students eating breakfast
• Improve accessibility of breakfast to 6th grade students

Results:

Breakfast participation increased 59% over the previous year.

The Story

The Kettering Middle School cafeteria is located in a building detached from the classrooms. Students must walk outside in all weather to have breakfast or lunch. Participation for breakfast was a dismal 7%! Realizing the separate location creates time constraints, efforts are focused on bringing the breakfast TO the students furthest from the cafeteria. A successful Grab n Go breakfast cart piloted convinced the team to make the cart permanent. They chose the 6th grade classes as they had the lowest breakfast participation and were the furthest from the cafeteria. Everyday the breakfast cart was taken, rain or shine, to a corner of the 6th grade lobby which is transformed into a Grab n Go area with the breakfast cart, milk cooler, table and point of sale.

Update: the cart traffic is so high a larger area was needed. Food and Nutrition manager worked with the principal who then dedicated an entire room in the 6th grade building to serve breakfast from the cart.

“Everyone worked together to overcome significant barriers to ensure breakfast is accessible to all students so they are ready to learn each day.”

Louise Easterly, Food and Nutrition Manager
Indian Creek School District
Wintersville Elementary
Rural – Wintersville Ohio, Jefferson County
Meal Quality

Collaborators:
• Superintendent
• Assistant Superintendent
• Food Service Director
• Principal
• President Indian Creek Education Association
• Indian Creek High School Students

Serving Strategy
Breakfast in the Classroom

Goals:
Feed more students breakfast

Results:
Breakfast participation increased 34% over the previous year
Attendance has increased
Tardiness has decreased
School nurse visits for the “10:30 hunger bug” have decreased

“"A giant collaboration of people wanting to do the right thing, came together to make sure students were well nourished to start their school day.”

Eric White Food Service Director

The Story
Indian Creek School district recognizes that school breakfast has a positive impact on academic outcomes, student behavior and on-time attendance as well as the stigma that comes with free and reduced meal status. The district decided to offer Breakfast in the Classroom so that ALL students had access to a nutritious breakfast every day.

Over the summer months the food service director researched logistics and collaborated with administrators and teachers to ensure a smooth start. ICSD purchased insulated coolers for transport and serving of hot and cold breakfast foods with grant funding from Partners for Breakfast in the Classroom, a consortium endorsed by the Ohio Education Association.

Wintersville Elementary started BIC on the first day of school but had a big delivery challenge – the school has five levels and lots of stairs! Some creative thinking and collaboration with the Key Club and other high school students resulted in a unique solution. Indian Creek High School students assist in breakfast delivery at the elementary each morning as a way to earn their community service hours necessary for graduation. Win-Win!!

“Our goal is to increase breakfast participation by 20 percent. This will make the food more readily available by taking it to the classroom instead of them coming to the cafeteria. I’m very excited. I want to feed as many kids as we can, and I know there are kids who are not getting the nutrition that they need.”

Eric White Food Service Director
Northern Local School District
Sheridan High
Rural – Thornville, Ohio, Perry County
Meal Quality

Collaborators:
• District Superintendent
• Business Manager in charge of Food Service
• Principal
• Staff
• Student Group

Serving Strategy
• Update Menu with student input
• Update Marketing Strategies

Goals:
• Increase breakfast participation
• Increase academic success

Results:
• Breakfast participation increased 25-30% over the previous 2 years
• Increased revenue in food service department
• Students are achieving more academically
• The number of daily discipline referrals have decreased

“The results have exceeded expectations as the most needed students are able to focus for longer periods of time and therefore able to get more out of their educational experience.”
Thomas Perkins, Superintendent, Northern Local School District

The Story

The Northern Local School District’s superintendent understands the correlation between breakfast and academic success. They recognized that high school students were coming to school without the nourishment needed to be productive academically. So, the Northern Local team, superintendent, building principal, business manager in charge of food service, and a group of 25 students, collaborated to develop new menu ideas and marketing strategies to attract more students to eat breakfast every day. The students gave their input on breakfast foods they thought would entice more students to eat breakfast at school. With student input, breakfast now includes more hot items and breakfast foods that students enjoy as their BREAK “FEAST.” Over the last two years participation has increased by 25 to 30%, with nearly 75% of students eating breakfast every day. More importantly, staff report that breakfast has made a significant impact on student learning. The superintendent believes that by taking care of basic needs like hunger, students are better prepared to focus on lessons taught at school. The academic and behavior data indicate that a significant number of students are achieving more academically while the number of daily discipline referrals have decreased. Another benefit is that the overall increase in breakfast participation has increased revenue to the food service department helping them remain in the black. Breakfast has had a considerable positive influence on the school environment as students are well-nourished and better prepared to learn.

“Teachers have expressed that they see a significant improvement in student’s mood and energy levels as a result of the increased (breakfast) participation”
Thomas Perkins, Superintendent, Northern Local School District
Northmor Local School District  
Rural – Galion, Ohio, Morrow County  
**Innovative Breakfast Programs**

Collaborators:
- District Food Service Director
- Principal
- Teaching staff
- Building Food Service staff
- Janitorial staff
- Student helpers

**Serving Strategy**
- Charge $.50 for Paid Breakfast
- K-6 Breakfast in the Classroom (BIC)
- 7-12 Breakfast After the Bell (BAB) until 10:30 am

**Goals:**
- Offer all students easy access to school breakfast

**Results:**
- Breakfast participation increased 30% over the previous year.  
  Other Districts observing and replicating program

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**The Story**

Northmor Local School District is committed to breakfast for ALL students. The district, building staff and administration work as a team to ensure Breakfast in the Classroom and Breakfast After the Bell is a success. Breakfast is offered at fifty cents for paid students, which encourages participation and profitability of the breakfast program. This has lead to many visitors observing and replicating the program.

Each morning, students exit the busses and go directly to their classrooms to store coats, bookbags and other belongings. Next they head to the breakfast carts in the hallway, choose their items and return to their class. Hot breakfast items, fresh fruit and a variety of milk are offered every day. While the students eat, teachers chart breakfast participants, take attendance. Each class is provided a sharing basket for uneaten food. At the JR/High School, students can purchase breakfast until 10:30.

Northmor students are ready to learn when the bell rings and beyond!!

“The kids are self-promoting!”  
*Nikki Morrison FSD Northmor Local SD*
Wellston City Schools
Rural – Wellston, Ohio, Jackson County
Meal Quality

Collaborators:
• District Food Service Director
• Building Food Service staff
• Building Principals
• Grants

Serving Strategy
• Elementary organized and served by grade
• Middle/High Grab n Go
• All Grades allowed Breakfast After the Bell (BAB)

Goals:
• Make breakfast accessible to all students.
• Procure portable warmers to hold hot foods at grab n go stations

Results:
• Breakfast participation increased 30% over the previous year.
• Increased revenue
• Decreased nurses visits due to hunger

The Story

The main goal was to make breakfast accessible to all students. Each building principal collaborated with food service to design a breakfast strategy tailored to meet their needs. At the elementary schools, the principals designed a plan to dismiss students by grade level so students eat breakfast together every day. Breakfast participation at the elementary/intermediate buildings averages 95%, most of the remaining 5% is due to absences. At the middle/high schools, cold foods were moved to the hallways where the students can pick up a grab-n-go breakfast and eat in their classroom. In addition, if students want a hot breakfast they can go to the cafeteria to eat breakfast. At all school buildings students are offered a second chance for Breakfast After the Bell if they miss breakfast or are hungry later in the morning.

Implementing multiple serving strategies that are tailored for each building has led to a 30% increase in breakfast participation which in turn has increased revenue to purchase additional items for breakfast service. The next step is to purchase warmers so students can get hot breakfast items in the hallways. Students rarely visit the nurse’s office due to hunger and start their day ready to learn!

“We moved the offerings out into the hallways to reach students that were coming in late or students that are reluctant to come into the cafeterias”

Tina King FSD Wellston City SD
Collaborators:
- District Child Nutrition Director, Assistant to Child Nutrition Director
- Administrative Assistant to Child Nutrition Director
- Principal & Assist Principal
- Kitchen Lead and Kitchen Staff

Serving Strategy:
- Grab n Go
- Breakfast in the Classroom

Goals:
- Increase speed of service to allow more time for kids to eat breakfast
- Increase Breakfast Participation
- Bio-metric scanners to move students through the line at a faster rate.
- Use this elementary school as a model program to obtain grant funding for implementation at the other two elementary schools.

Results:
- Breakfast participation increased 36% over the previous year
- Decrease in behavioral issues
- Decrease in tardiness
- Less hall noise and disruptions before class bell

The Story

The elementary school principal recognizes that breakfast is an integral part of the school day. To ensure ALL students have access to breakfast, the school decided to use multiple serving strategies offering both a grab-n-go and breakfast in the classroom. All staff worked on a plan for students to grab breakfast as they got off the bus to take to the classroom to eat. Implementing Grab-n-Go has increased the speed of service which gives students 15 minutes to eat breakfast as opposed to 5 minutes when they ate breakfast in the cafeteria. Changing the breakfast strategy from the cafeteria to BIC has reduced behavior problems and tardiness to nearly zero, as students spend less time in line and do not wonder the halls after breakfast. The next step is to purchase bio-metric scanners to move students through the line at a faster rate. The district will use this elementary school as a model program to obtain grant funding for implementation at the other two elementary schools.

“The increase in participation is our biggest impact, we are able to provide breakfast to those who before wouldn’t or couldn’t make it to breakfast in the cafeteria!”
Andrea Tellez, Administrative Assistant to Child Nutrition, Winton Woods
Collaborators
• Principal
• Director of Food Services
• Cafeteria Manager and staff
• Custodial staff
• Teachers
• 5th grade students
• Parents Volunteers

Serving Strategy
Breakfast in the Classroom (BIC)

Goals
• Increase access to school breakfast, in an environment where they can be together, so that All students, regardless of socio-economic status, start their day nourished and ready to learn
• Fully implement BIC in remaining grade level every 2-3 weeks.

Results:
Food Services reported:
• Breakfast participation increased by 157% in the 5th and 1st grades.
• Food costs decreased by 33.7% and productivity increased by 1.5 meals per hour.

Teachers reported:
• Increase in student attentiveness.
• Decrease in complaints of hunger and related physical ailments.

The Story
Granby Elementary principal noticed that as the diversity and socio-economics of the student population changed in recent years, many more students struggle with concentration, hunger, and physical complaints, particularly in the morning.
• The principal approached the new food service director about increasing access to breakfast.
• August data showed that, on average, only 33 of 450 students ate breakfast.
• Two main reasons students didn’t eat breakfast at school were determined to be
  • tardiness (late students had no time to get breakfast before going to class)
  • socialization, (students met their friends each morning in the classrooms, far from the cafeteria.)
• The solution was to take breakfast to the students with Breakfast in the Classroom
• Piloted in the fifth-grade, BIC was so successful the first-grade class was added a few weeks later.
• 5th grade students gain leadership experience:
  • Taste testing menu items
  • Assisting the first grade teachers by moving supplies
  • Managing the younger students as they pick up and eat their breakfast.
• Parent volunteers assist classroom teachers and help manage the breakfast carts.

“We are excited that our parents value this program and have parent volunteers who came in each morning to help…”
Patti Schlaegel, Principal Granby Elementary