

Cincinnati Public Schools  
Dater High School  
Urban – Cincinnati, Ohio in Hamilton County  
Innovative Breakfast Programs  
2019 Champion of Breakfast



### Collaborators

- Child Nutrition Services, Director Jessica Shelly
- Principle Steve Sippel
- Instructional Leadership Team (ILT)  
a team of teachers plus two non-teaching staff and two parent representatives which make and approve building decisions with the principal
- Custodial staff



### Serving Strategy

- Breakfast for 9<sup>th</sup>-12<sup>th</sup> grade students served from 6 mobile carts stationed throughout the school between 1<sup>st</sup> and 2<sup>nd</sup> periods. Students choose items from mobile carts, place in plastic bag and eat in their 2<sup>nd</sup> period classrooms
- Breakfast for jr high students is served before school in the cafeteria.

### Goals

- Increase breakfast participation of jr/sr high school with a new serving strategy so all students have equal and efficient access to breakfast every school day
- Create new marketing tools appropriate for high school teens

### Results

- Breakfast participation increased over 400% from 9% to almost 50% of students eating daily
- Lunch participation increased 5% too –
- Increase in participation = increase in revenue, additional four hours in labor distributed among staff
- Dater HS serves as a model for other Cincinnati high schools. Principal does peer to peer advocacy; two other CPS high schools will implement new breakfast model in 19-20 school year. In addition, ILT's from three high schools are in consideration of this new model.

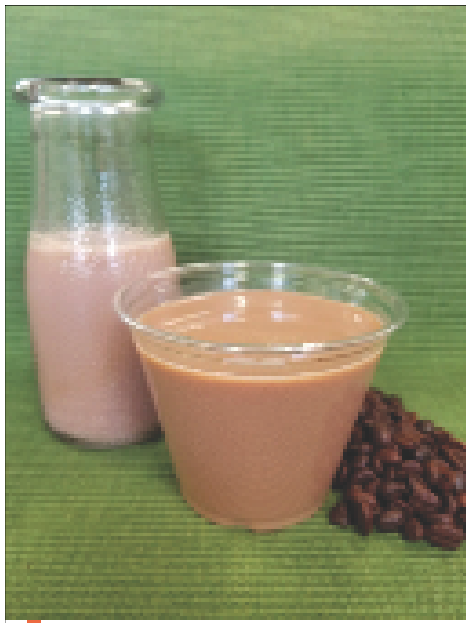
All students at Cincinnati Public Schools (CPS) are eligible for breakfast and lunch at no charge thru Community Eligibility provision. High schools have historically low breakfast participation regardless of socio-economics and CPS wanted to change this for their students. CPS food service worked with the Dater HS Principal Sippel and the ILT about a Breakfast Between the Bell serving strategy. With the teacher and principal support, the master bell schedule was modified to serve breakfast between 1<sup>st</sup> and second period from mobile carts strategically placed throughout the school – all in 6 minutes!

CPS received grant funding from Partners for Breakfast in the Classroom to purchase 6 breakfast carts, develop and produce teen focused marketing tools, and host a breakfast showcase and info event for teachers over the summer at the district's professional development. Teachers sampled breakfast items and asked questions relating to the new breakfast service. Now, they are ready for the first day of school and the new breakfast between the bell!

Serving breakfast from double-sided mobile serving carts with "crowd control lines", students chose breakfast items, placed the food in a plastic bag (which doubled as their personal "waste bag") and ate in their 2<sup>nd</sup> period class. Food mess was minimal thanks to the dual use breakfast/waste bags. Carts are restocked if necessary with food held in hot and cold storage bags at each location. This helps to prevent possible shortages of individual items and student choice.

One of the most effective marketing tools was a new offering of "mocha school-latte" each Wednesday. A mix of decaf coffee crystals blended with chocolate milk and served cold with ice – YUM! A popular trend and milk option for these teens at breakfast. The CPS breakfast carts have easy to change magnetic signage for a periodic refresh. CPS created teen focused signage, decals and promotions to engage their students.

With the new serving strategy, student breakfast participation has grown from 9% to almost 50%! As high schoolers arrive just before the first morning bell, they're too late for breakfast when served only before school. Dater's lunch participation has also grown by 5%. When students could see and smell what's for breakfast, they were intrigued to see what's for lunch.



**Coffee Schoolatta**  
A Refreshing Coffee and Creamery Drink

*Try our New Chilled Mocha Drink*

Available only on Wednesdays during breakfast

**Dater High School**

