



# Ohio School Breakfast Challenge Activities and Success

## 2013-2019

### **Goal & 2-Prong Approach:**

To increase student access and participation in the School Breakfast Program so all Ohio students start the school day ready to learn.

- 1) To galvanize and activate the Ohio State Education Association leadership as supporters of school breakfast that promote and encourage their membership to promote school breakfast at the building level.
- 2) to identify, recognize, celebrate schools with defined levels of school breakfast participation and those schools demonstrating a collaborative culture amongst administration and teachers in expanding/improving student's school breakfast experience

### **Ohio School Breakfast Challenge State Leadership**

*Supporting Organizations of the Ohio School Breakfast Challenge*

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 Service Centers Alliance for High Quality Education  
Coalition of Rural & Appalachian Schools, CORAS  
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  
Ohio Adolescent Health Partnership  
Ohio Society for Public Health Education  
YMCA  
American Association of Family and Consumer Sciences- Ohio Affiliate, AAFCS, Ohio  
Ohio Nutrition Council, ONC  
OSU Extension  
OSU College of Food, Agriculture, & Environmental Sciences



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

- 2018 Spring Ohio Association of School Business Officials-Conference Session
- 2017 Fall Ohio Association of Education Service Centers: Presentation-Executive Board
- 2017 Summer Coalition of Appalachian and Rural Schools: Presentation
- 2017 Fall Buckeye Association of School Administrators Conference: Session
- 2015 to 2017 Ohio Association of Elementary & Secondary Administrators: Administrator Academy New Principals Meeting
- 2014-2017 Fall Ohio School Nutrition Association Regional Workshops: Presentation
- 2016 Ohio Association of School Business Officials: Board Meeting & Session at Conference
- 2016 Summer Ohio School Business Board Members: Presentation- Regional Board
- 2015 Spring Voices for Ohio's Children Kids Talk: Presentation
- 2015 Fall Ohio School Board Association Capital Conference: OSBC Award Presentation
- 2014 Spring Ohio Association of School Business Officials Conference: Session
- 2014 Summer Ohio School Nutrition Association Annual Conference: Trade Show Booth
- 2014 Fall Ohio School Business Officials Capital Conference: Trade Show Booth
- 2013 Fall Ohio Department of Education: Child Nutrition Workshop: Session

### **State Leadership Luncheons**

OSBC partners have hosted a series of luncheons with the purpose of educating and engaging the State Leaders in promotion of school breakfast at the building level

- Spring 2018: Celebration of Champion Schools
- Fall 2017: Announcing OSBC Activities- School Year-2017/18
- Winter 2017: Benchmarks of Success
- Spring 2017: Celebration of Champion Schools
- Fall 2016: Introduction of Appreciative Inquiry Process
- Fall 2015: Appreciation Luncheon
- Spring 2016: Whole Child Approach to Student Success, Laura Rooney, MPH
- Winter 2015: Guest speakers-Vista Fletcher, USDA & Brigette Hires, ODE
- Spring 2015: Update of Spring Activities
- Fall 2014: Guest speaker- Eyang Garrison, Food Research & Action Center
- Spring 2014: Introduction to OSBC

### **Stakeholder Inquiry**

Summer of 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.



## OSBC Communication Tools

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

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

2017-Disseminated school breakfast social media messages and graphics for State School Education Associations to share with parents.

2015-18- Disseminate social media messages each school year that promote the OSBC activities and benefits of School Breakfast.

## 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

## 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 association's website and at OhioSchoolBreakfastChallenge.com.

## Ohio School Breakfast Challenge & Champion Award & Recognition

Each year, the OSBC recognizes schools meeting breakfast participation criteria and celebrate as Breakfast "All-Star" Schools. In 2016, the Champions of Breakfast Award was added to celebrate innovative and collaborative efforts in building school breakfast programs. Since 2012, breakfast growth in Ohio has increased by 8% with 5 million more breakfast served in 2016<sup>1</sup>.

*Child Nutrition Tables, 2018*

## OSBC "Breakfast All-Star" Award

Schools that meet [Challenge](#) criteria for breakfast Average Daily Participation rates established by OSBC.

- 2018-2019 School Year- Ohio school districts and 313 schools were named Breakfast All Stars for their outstanding efforts in serving school breakfast so *all* students start their day ready to learn.
- 2017-18 School Year- Spring Challenge-329 schools recognized 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"
- 2014-15 School Year- 171 schools recognizes as "Breakfast All Stars"

## Champion of School Breakfast Award

Schools that demonstrate collaborative efforts in creating, enhancing or expanding their School Breakfast Program are recognized as [Champions](#).

2019: Eleven schools/districts were recognized at the Spring 2019, Stakeholder Luncheon for their excellence and innovation of school breakfast service.

2018: Ten schools were recognized by the State Superintendent of Instruction at the Spring 2018, Stakeholder Luncheon.

2017: Eight Inaugural schools were recognized at the Spring 2017, Stakeholder Luncheon.



## School Breakfast State Surveys

**Ohio School Breakfast Case Study 2019:** Discover how a group of organizations under the leadership of the American Dairy Association Mideast engaged state education association leaders to be a part of a concerted effort to increase student access and participation in the School Breakfast Program. Click here for the Case Study.

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

**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.

**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.

## 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.

## School Breakfast Grants to Ohio Schools

- ADA awarded 35 grants to schools totaling \$111,487.
- AFHK awarded 54 grants to schools totaling \$97,800.
- CHA awarded \$290,000 dollars in grants from 2015 to 2017.
- 2017-ODE awarded over \$749,000 dollars to Ohio School Food Authorities for equipment

[OhioSchoolBreakfastChallenge.com](http://OhioSchoolBreakfastChallenge.com)

