Boosting Brain Power
Through School Breakfast Programs

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Thanks to our Partner

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Today’s Objectives

Participant will understand:

- Importance of the breakfast meal in promoting better learning, behavior and health
- How to expand participation to ensure children eat breakfast each day
- Montana success stories with expanding breakfast program
- Ready resources and grants
“Universal” Interventions for all Students

**Breakfast**
Healthy Snacks
Recess Before Lunch
Non Food Rewards
Physical Activity & Brain Breaks
Breakfast Boosts Achievement

Handout: School Nutrition Fact Sheet
A Hungry Stomach Can Lead to an Empty Mind
Readiness to Learn is an academic issue

Breakfast is an important factor for influencing:

- Better Academics
- Better Behavior
- Healthy Weights
- Nutrient Rich Diets
Breakfast = Achievement

- Fewer mistakes and work faster in math and number checking
- Improvement on mental tasks and reaction to frustration
- Improved test results, memory and verbal skills
- Improved speed and memory on cognitive tests.

Think CRT MontCAS
Breakfast = Better Behavior

- Lower rates of absence and tardiness
- Decreased behavioral and psychological problems
- Fewer discipline problems and school nurses’ visits
Breakfast = Better Health

- Breakfast eaters have better nutrient intakes - Consume more nutrients, vitamins and minerals such as calcium, fiber, folate and protein.
- Children with access to school breakfast eat more fruit, drink more milk and eat a wider variety of foods.
Breakfast = Healthier weight

- Breakfast eaters are significantly less likely to be overweight
  - Skipping breakfast is associated with a higher risk of obesity
- Adolescents who eat breakfast tend to have a lower BMI (body mass index)
- Girls who eat breakfast are more likely to have a lower BMI than girls who skip it.
Do Children Eat Breakfast Each Day?

- Preschoolers – 95-96% eat it daily
- Adolescents – 70% eat it daily (30% NOT)
- 30-50% of children ages 11-18 years regularly skip breakfast

The number of children that skip breakfast increases with AGE

Do you know how many of your children eat breakfast each day?
However, regardless of income

More than half (50%) of students report they skip breakfast sometime during the week.
Do Children Eat Breakfast with their Parents at Home?

- 35% of parents of children (6-11 years old) eat together on a regular basis
- 22% of parents of adolescents – eat breakfast daily

These percentages are similar across income levels, race, areas of country and community type.

US. Census Bureau, Survey of income and Program Participation, 2004 Panel, Wave 3. (Released 2007)
What is a Healthy Breakfast?

- A serving from three of the five food groups

  - Peanut Butter and Jelly Sandwich (Whole grain)
  - and low fat Milk
  - Yogurt, Banana
  - Cereal Bar

Will you have a healthy breakfast today?
Healthier Montana Menu Challenge

- MT Team Nutrition has set up an award program to recognize schools for serving healthful breakfasts to their students.

- See criteria for planning nutrient rich menus.

- $500 mini grant available to schools now that receive this menu-based award.

http://opi.mt.gov/Programs/SchoolPrograms/School_Nutrition/HealthyMT.html#gpm1_3
School Breakfasts Can Play a Role in Helping Children Eat Breakfast

How are Montana Schools doing?
Montana School Breakfast Scorecard

- Over 80% of Montana Schools offer a school breakfast program

- However, Participation Levels are low –

  Can you think of the reasons why?
Average Daily Participation for Montana School Breakfast Programs

19% < 1 in Five Children are Served
Average Daily Participation for Free and Reduced Priced Students in Montana School Breakfast Programs

36% = Less than Half of the Children are Served
Why Expand School Breakfast?

- It boosts Brain Power and Better Behavior
- Many families don’t eat breakfast because of
  - Rushed mornings.
  - Can’t afford to feed their children.
  - Some children aren’t hungry early.
  - Long bus rides
Hamilton Schools Invites Parents to Breakfast Regularly

Market Your Program
Data Drives Decisions

Is breakfast skipping or hunger affecting your kids’ academic performance or behavior?

- Do you know the Participation Level in your School Breakfast Program?
- Do you know the Percentage of Free/Reduced Meals in your school?
Expanding Service Options

- Grab and Go Breakfast
- Breakfast in the Classroom
- Breakfast After 1st Period
- Via Vending or on the Bus
Grab and Go Breakfast

- Students pick up meal to eat in the cafeteria or another location.
- Meal time extended to up to two hours before lunch time.
- Menu consists of cold and hot items.
Montana Success Story

- Victor School 4 day week; 62% F/Reduced rate
- Meal time extended into 1st period.
- Offers it Free to all students
- Menu consists of cold and hot nutrient rich items.

Participation up to 86% (from 16%)
Academic Support Program

School staff and students are happy with the program

Supports the longer school day and helps children be ready to learn and play

Program is fiscally sound
Breakfast in the Classroom

- Meal delivered by carts to the classroom
- Students eat during announcements or attendance, or teacher reading aloud
- Provided to all students
- Grab and Go items
- Can be offered Free *
- Consider for High Free and Reduced Price (At Risk) schools

*Universal Breakfast
BIC Success Stories

- Missoula
- Great Falls
- Rocky Boy
Breakfast in the Classroom

Watch Great Falls video
Best Practice - Maryland

- Maryland Meals for Achievement (MMFA)
  - Classroom breakfast project began in 1998 in several Maryland elementary schools.
  - Participating schools offer school breakfast in the classroom each morning.
  - No one pays to eat, regardless of family income.

- The Research
  - Classroom breakfast has a positive impact on Maryland School Performance Program scores and grades.
  - Researchers credit classroom breakfast with:
    - improving student attendance
    - decreasing tardiness and behavior problems
    - increasing students' attention spans
Maryland Test Scores

Percent improvement in Maryland School Performance Assessment Program “Satisfactory” Rating
Maryland Meals for Achievement

- 8% decline in tardiness
- Suspensions were down
- Students across all grades and all subjects improved significantly more than comparison schools
- 73% of staff reported improvement in student attentiveness
- 72% of staff said behavior improved

Maryland State Department of Education, Year 3 Findings MMFA Classroom Breakfast Program, December 2001
Maryland parents:

Parents said:

- 99% who responded said the program had helped their family
  - “mornings are easier”
  - “relieved about children getting breakfast”

Maryland State Department of Education,
Year 3 Findings of the MMFA Classroom Breakfast Program,
December 2001
Breakfast in the classroom
Hawthorne Elem. School- Missoula

- First 10 minutes of the school day
- Available without charge to all students
  - 95% participation (from 30%)
- Fewer students tardy (15% reduction) or absent (2-3% reduction)
- Fewer visits to the nurses office
- Increased student time on task without loss of instructional time

Free to all students (58% F/Reduced)
Academic Support Program

- Children are in school and on time at Hawthorne
- Is a mechanism that supports the school in receiving a “Blue Ribbon School Distinction (high test scores)
- Satisfied staff, children, and parents
- Sound school nutrition program
Breakfast in the classroom
Cheyenne principal Janet Materi

- First 10 minutes of the school day breakfast served in the classroom.
- Available without charge to all students
  - 90 percent participate
  - More than twice as many students are eating breakfast at school
- Fewer students tardy or absent
- More students settling down to work
- More schools requesting the program
- Fewer visits to the nurses office
- Fewer disciplinary actions
- Increased student time on task
Potential Outcomes:

- Children are in school
- Improved behavior
- Attentive students
- Obtaining nutrient rich foods and key nutrients (iron, protein)
- Improved well being

Ready to learn, feel & behave better
Arp School’s PAWS Assessment Results

Arp Elementary Math
2003-2006

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Arp School’s PAWS Assessment Results

Arp Elementary Language Arts
2003-2006

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Next Steps…

Do you need to consider expanding your school breakfast program?

Collect Data on:

- Breakfast eaters and skippers
- Free and reduced priced participation levels,
- School breakfast program participation levels?

Pick up a Breakfast Packet
Let's Hear from You

Questions and Answers

Comments

Suggestions
Resources

- Expanding Breakfast Kit (BIC video; menus; success stories; and tips for success) (Montana Team Nutrition)

- Growing School Breakfast Participation (School Nutrition Association)

- [www.breakfastintheclassroom.org](http://www.breakfastintheclassroom.org) (FRAC)
Grants

- Western Dairy Association -- Fuel Up To Play 60 Grants  www.fueluptoplay60.com

- Silent Hero - Support breakfast in summer feeding programs and support school breakfast programs  www.gotbreakfast.org/grants.php
Marketing and Peer Mentoring

- MT Team Nutrition looking for two schools to work with in marketing their cafeteria breakfast programs in a pilot project.

- MT Team Nutrition can support “peer mentoring” in the area of expanding school breakfast programs.
Healthy Youth, Healthy Schools
Healthy Communities

Health is Academic
Contact Information

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