



The BreakfastFirst Campaign is a three-year initiative to strengthen school breakfast programs throughout California. The CA State PTA has joined a strong coalition of sponsors, led by California Food Policy Advocates, working to make BreakfastFirst a success.

Learn more at www.BreakfastFirst.org. Visit often for regular updates!

BreakfastFirst Campaign Goals

- All California schools offer the School Breakfast Program.
- All California schools adopt after-the-bell breakfast models or other practices that maximize participation.
- All school breakfasts appeal to students and promote optimal health.

California School Breakfast Facts

- Only 1 out of 6 students participate in school breakfast
- 2.2 million low-income students miss out on the benefits of school breakfast
- 60% of low-income students who eat school lunch do not eat school breakfast
- Last year, schools lost \$300 million in federal dollars due to low school breakfast participation

Based on 2008-2009 CDE Data

Benefits of Breakfast: Student Health, Academic Achievement, Federal Funds*

Hunger and obesity are realities for children in California.

- Children who eat breakfast have healthier overall diets and are less likely to be obese compared to children who skip breakfast.
- School breakfasts are healthier than the average breakfast children eat outside of school.
- Effective school breakfast programs decrease student reports of stomachaches and headaches.
- Nutritious school breakfast programs help students develop life-long healthy eating habits.

Hungry children cannot learn.

- Effective school breakfast programs bolster academic achievement, improve classroom behavior, reduce tardiness, and decrease absenteeism.

The School Breakfast Program brings federal dollars to our schools.

- The School Breakfast Program (SBP) is a federal nutrition program.
- All schools in California are allowed, but not required, to participate in SBP.
- Schools that offer breakfast through SBP receive a federal reimbursement for each meal served.

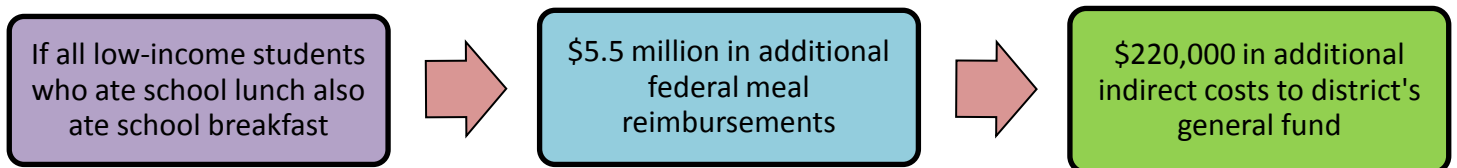
Maximize school breakfast participation



- ★ Maximize health and academic benefits for students
- ★ Maximize fiscal benefits for schools

*For specific citations, please see the Benefits of Breakfast on www.BreakfastFirst.org.

Federal meals reimbursements for the School Breakfast Program are used by nutrition services departments to pay for the production of meals. A portion of those reimbursements are available to school districts to cover general overhead expenses (indirect costs). Indirect costs are calculated as a percentage of the nutrition services budget (up to 4.4%). Federal dollars are lost to school districts that have low school breakfast participation. The following real-life example shows the extent of these lost dollars in one anonymous school district in California during the 2008-09 SY.



How to Maximize School Breakfast Benefits

Most schools that offer breakfast only do so at one time and place – in the cafeteria before the school day begins. But school breakfast works best if served when and where students are able and willing to eat. Fiscally-sound, after-the-bell models, such as Classroom Breakfast and Second Chance Breakfast, are known to dramatically increase school breakfast participation.

Classroom Breakfast

With the Classroom Breakfast model, all students are offered breakfast at the start of the school day. Breakfast is served, eaten, and cleared during the first 10-15 minutes of class while teachers conduct administrative activities or begin the day's lessons. State Superintendent of Public Instruction, Jack O'Connell, recently clarified that Classroom Breakfast can count toward instructional minutes. Classroom Breakfast helps ensure that all students start the school day well nourished and ready to learn.

Second Chance Breakfast

With the Second Chance Breakfast (2CB) model, a school breakfast is offered during morning recess or snack break. 2CB is effective for serving students who, due to family schedules or transportation issues, are not able to eat in the morning before school begins. 2CB is also effective for students who are not hungry before school, but do get hungry before lunch. 2CB is one strategy that helps bring the benefits of breakfast to all students.

What PTAs Can Do to Put Breakfast First

1. Learn about school breakfast participation in your district. Visit "Your District's Data" at www.breakfastfirst.org and talk to your district's food/nutrition services department.
2. Find out how breakfast is served in your school. Explore effective school breakfast models, like Classroom Breakfast and Second Chance Breakfast, which dramatically increase participation. Go to www.breakfastfirst.org for videos, fact sheets, case studies, best practices, and other resources.
3. Sign-up for updates, check for resources, and submit questions at www.breakfastfirst.org

Have questions? Contact Tia Shimada at tia@cfpa.net or Ellen Braff-Guajardo at ellen@cfpa.net.