

POWERED BY BREAKFAST



second harvest
HEARTLAND

Food changes everything.™



Minnesota Breakfast Challenge

Toolkit



National School Breakfast Week is March 2-6, 2020.

In this toolkit, we've gathered challenge details, templates, language and images that you and your students can use to celebrate school breakfast while engaging in some friendly competition with other schools to earn prizes!

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Help your students make the rest of the year the best it can be!

Join the Minnesota School Breakfast Challenge to see how easy — and important — it is to provide a healthy breakfast and a great start for every student!

Challenge Details

All Minnesota schools are eligible to participate in the challenge and win prizes. The challenge begins Monday, March 2, 2020 and coincides with National School Breakfast Week.

Start: Monday, March 2, 2020

End: Friday, March 31, 2020

Prizes & Recognition

First place (\$1,000) and second place (\$750) prizes will be awarded to schools in each of the following categories:

 District enrollment **greater than 875 students**

 District enrollment **between 275 and 875 students**

 District enrollment **less than 275 students**

Principals, superintendents, nutrition services staff and elected officials will also be eligible for recognition. More details to come!

School Breakfast Grants

All schools participating in the Minnesota School Breakfast Challenge are eligible to apply for No Kid Hungry Breakfast grants to support their School Breakfast Challenge participation.

[Click here to learn more.](#)

Questions?

Please contact Theresa McCormick at tmccormick@2harvest.org or 651-282-0869.

Breakfast is the most important meal of the day and kids who eat it are:

MORE LIKELY TO

- Score high on standardized tests
- Get better grades
- Maintain a healthy weight
- Have healthier levels of nutrients, like calcium, in their diets
- Be able to complete complex tasks
- Be able to concentrate

LESS LIKELY TO

- Miss school
- Get to class late
- Go to the nurse's office
- Be obese
- Be hyperactive
- Behave badly and act out
- Be frustrated by difficult tasks

Serving breakfast after the bell can reduce absenteeism by an average of

SIX

percentage points

Challenge Scorecard

So, how do you actually win the 2020 Minnesota Breakfast Challenge?! Each of the categories below lists breakfast-related activities. Participate in as many as possible to boost your chance of winning. Except where noted, these activities must be completed in March, the month of **National School Breakfast Week** (March 2 - 31, 2020).

Simply participate in the activities and then fill out the electronic scorecard by the end of your school day on Friday, April 3, 2020 to be in the running. Please note: Some activities may require additional documentation, as described below. **HAVE FUN AND GOOD LUCK!**

General Challenge

BREAKFAST WITH SCHOOL ADMINISTRATOR(S) — 15 points possible

You will earn 15 points if a school administrator eats school breakfast with students in the meal service area at least once during the month. (Must upload a picture to receive points.)

USE #MNSCHOOLBREAKFAST HASHTAG — 5 points possible

You will earn 1 point for each day you post a picture to social media with #MNSchoolBreakfast. Can earn up to 5 points total. (Must upload a screenshot or link of post to receive points.)

BREAKFAST POSTERS OR OTHER VISUALS — 5 points possible

You will earn 1 point for each poster/visual that encourages students to eat school breakfast. Can earn up to 5 points total. (Must upload a picture of poster/visual to receive points.)

TASTE TEST WITH SAMPLING — 10 points possible

You will earn 1 point for each sample item offered to students to encourage breakfast participation. Can earn up to 10 points total. (Must upload a picture to receive points.)

Leadership and Community Support

SCHOOL ADMINISTRATOR(S) POST TO SOCIAL MEDIA — 10 points possible

You can earn 10 points if a school administrator posts a message about how important school breakfast is on social media. (Must upload a screenshot or link of post to receive points.)

LETTER OF SUPPORT — 10 points possible

You can earn 10 points if a school administrator writes a letter of support for the School Breakfast Program. This letter may be disseminated via email, newsletter, or sent home with students. (Must upload the letter to receive points.)

Breakfast Participation

AVERAGE DAILY PARTICIPATION (ADP) INCREASE — 15 points possible

If your average daily participation (ADP) increased 0-15%, you will earn 5 points. If your ADP increased 16-30%, you will earn 10 points. If your ADP increased more than 30%, you will earn 15 points.

Innovation

ALTERNATIVE BREAKFAST* PROGRAM(S) — 10 points possible

You will earn 10 points for describing each alternative breakfast* model you offer at your school.

OTHER INNOVATION — 5 points possible

You can earn 5 points for describing an innovative approach, recipe or marketing strategy that you used to promote the importance of breakfast to your students.



*
**ALTERNATIVE
BREAKFAST
DEFINITIONS**

Breakfast in the Classroom

Students eat breakfast in their classroom after the official start of the school day. Students or staff may deliver breakfasts to classrooms from the cafeteria via coolers or insulated rolling bags, or school nutrition staff can serve breakfast from mobile carts in the hallways.

Grab and Go Breakfast

Students pick up conveniently packaged breakfasts from mobile service carts in high-traffic areas, such as hallways, entryways or cafeterias. Students can eat in the classroom or elsewhere on school grounds before and after the bell has rung. Grab and Go is most effective when carts are stationed in convenient locations.

Second Chance Breakfast

Students eat breakfast during a break in the morning, often after first period or between breakfast and lunch. Schools can serve breakfast in the same manner as they would with traditional Grab and Go breakfast. This model can be particularly effective for older students who may not be hungry first thing in the morning or may opt to hang out with friends.

Ready-To-Use Resources

Implement Alternative Breakfast Models

[Second Harvest Heartland website](#)

Access resources to support alternative breakfast model implementation, including troubleshooting, stakeholder engagement and technical assistance.

Overview of Program Models

[Innovative Breakfast Delivery Options](#)

Increase breakfast participation by making breakfast part of the school day. Breakfast in the Classroom, Grab and Go, and Second Chance Breakfast are all successful models to boost student participation in the program.

Address Concerns

[Breakfast in the Classroom Myths](#)

Shed light on the most common myths that persist about offering Breakfast in the Classroom, including that it takes away from instructional time and that it causes messes in the classroom.

School Breakfast Research

[No Kid Hungry Center for Best Practices](#)

Children who eat a good breakfast tend to perform better in school, have better attendance and exhibit fewer behavior problems. This link leads to research evidence on the need for school breakfast and its benefits.

The following media clips can serve as inspiration for your own breakfast programs, they can be sent to stakeholders and decision makers who may be on the fence about implementing alternative breakfast programs at your school, and they can also be shared on social media to amplify the message that **breakfast is critical to school performance and student development.**

READ: [Breakfast After the Bell will Serve Up Student Success](#)

Breakfast After the Bell will serve up student success

By Allison O'Toole | 04/01/2019



Breakfast is the most important meal of the day, especially for kids who need it to grow healthy brains and bodies. Research shows that kids who eat breakfast have higher nutrient intakes than children who do not eat breakfast, are less likely to become overweight, and have improved test scores, grades, and school attendance.

The traditional school breakfast program, which serves breakfast before the start of the school day, is a good first step toward addressing hunger, but participation is limited, and so is the impact. In Minnesota, nearly half of children eligible for free or reduced-price school meals aren't getting breakfast at school. Many students simply do not arrive in time to get to the cafeteria before classes begin. Others are afraid of being singled-out as the "poor kids."



Allison O'Toole

WATCH: ['Providing As Much As We Can': Select Schools Offer Free Breakfast, Lunch This Summer](#)



READ: [Grant Helps Provide 'Super' Start to School Day](#)

Grant helps provide 'Super' start to school day

It's a well-known fact that breakfast is the most important meal of the day and now, thanks to a \$30,000 grant, elementary students in Alexandria School District 206 won't miss out. 'Breakfast Before the Bell' takes place in Garfield, Miliona and...

Written By: Celeste Edenioff | May 31st 2017 - 12pm.



Strategies For Growing Participation

Modify the Menu

[Smart Foods Planner](#)

- Offer a hot breakfast item
- Offer a meat or meat alternative item in addition to the grain offering
- Make something from scratch or use speed scratch cooking, like create a breakfast wrap using fresh vegetables, cheese, a tortilla, and a pre-cooked egg product
- Use fun, descriptive names for healthy food choices, like “Super Berry Surprise” in place of “Mixed Berries”

Promote Farm to School Items

[USDA Farm to School Resources](#)

- Procure and feature a local product
- Serve produce that is in season and at its peak ripeness

Think Outside the “Cafeteria”

[Center for Best Practices Implementation Tips](#)

- Offer an alternative service model in place of a traditional breakfast program served from the cafeteria, such as:
 - Breakfast in the Classroom
 - Grab and Go Breakfast
 - Second Chance Breakfast or Mid-Morning Nutrition Break

Expand Marketing & Social Media Efforts

[No Kid Hungry Social Media Toolkit](#)

- Set a goal for posting one day each week on your Facebook, Instagram or Twitter accounts (please tag #MNSchoolBreakfast)
- Display posters or visuals around the school and/or cafeteria to encourage students to eat school breakfast

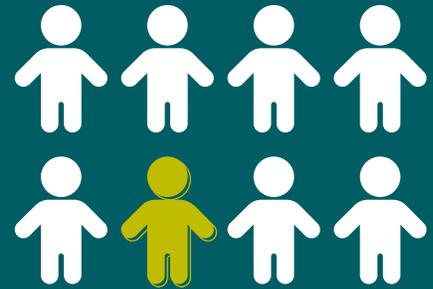
Involve the Students

[No Kid Hungry School Breakfast Promotion Strategies](#)

- Offer a taste test or sampling of a new breakfast entree or menu item
- Have students announce the school breakfast menu during the daily announcements

Increase Community Engagement

- Offer Community Breakfast Days, like Breakfast with a Veteran, Breakfast with a Civic Leader, etc.
- Present the benefits of breakfast in school to local organizations — school parent groups, local community clubs — and ask them to support the School Breakfast Program



ONE in 8
Minnesota children
experiences hunger
on any given day



Adults — including parents, teachers, principals, superintendents, elected officials and other community leaders — **who champion breakfast** for students are a crucial part of ensuring kids have the nourishment they need to thrive.

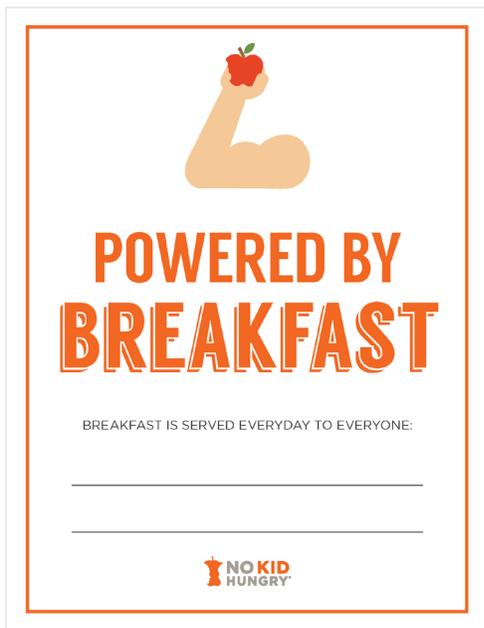
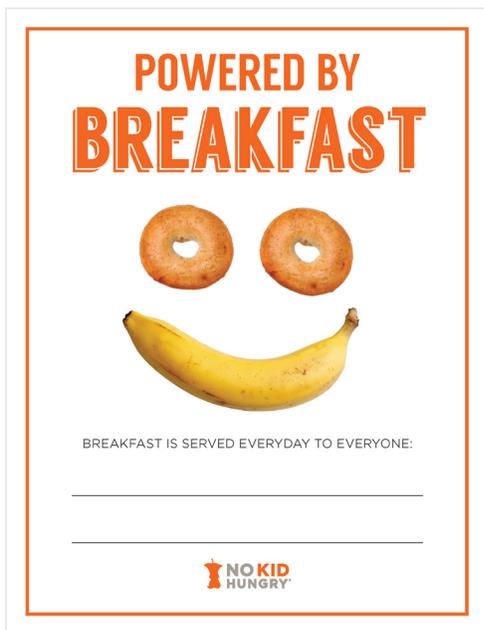
Marketing Tools

The following tools can be used within school to promote your breakfast program among students, sent to parents so they have more information and can help champion breakfast with their children, shared with elected officials and other stakeholders who want or need to know more about the importance of alternative breakfast models, shared on social media with school and personal networks, or a combination!



Posters

Posters to hang in school that promote a shared championship for alternative breakfast models and the challenge.



Videos

Videos to share in school, on social media feeds, with elected officials and more.

Powered by Breakfast

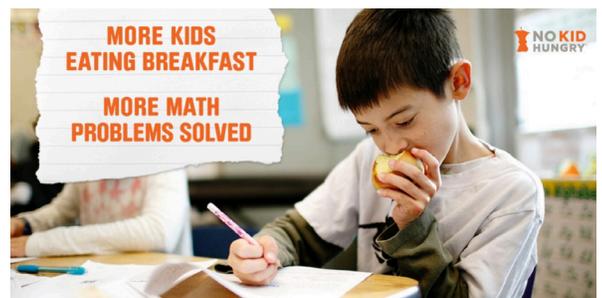
Ready to Learn

Every Kid Deserves a Health Breakfast



Photos

Breakfast-themed photos for school newsletters, social media feeds, websites and more.



Breakfast Program Success Stories

White Bear Lake Area Schools ISD 624

Breakfast participation has **steadily increased** since Second Chance Breakfast was introduced in WBL's high schools.

📌 WBLAHS-South Campus participation jumped from 5.8% in 2016-17 to 12.2% in 2019-20; WBLAHS-North Campus participation increased from 4.7% in 2016-17 to 16.8% in 2019-20

📌 Area Learning Center participation grew from 13.7% in 2016-17 to 20.7% in 2019-20.

The success of the high school programs has WBLAS planning to **expand alternative breakfast programs to their middle schools**, which can also boost participation for high school students down the line.

While the high schools still offer traditional breakfast in the cafeteria before the start of the day, Second Chance Breakfast is still a popular option for students, making up the majority of breakfasts served at WBLAHS-North Campus.

“

Students are the program's biggest advocates, so getting some of them on board & enthusiastic helped to bring more people into the fold.

— Bridget Lehn, Director of Nutrition Services

Bemidji Area Schools – ISD 31

Since implementing Grab and Go Breakfast and Second Chance Breakfast last year, **participation in Bemidji High School's school breakfast program has tripled!** And administrators anticipate continued growth.

Up-front costs were minimal, and the school saw a return on investment very quickly. Similarly, labor costs have been well within line.

“

On implementing a new school breakfast program:

You have to have faith in the fact that this is going to be a phenomenal program & really is going to touch the students where they need it.

On the enthusiasm of food service staff:

They have a good attitude about everything. They totally understand that they're there for the students. They know the program is important.

— Marleen Webb, Food Service Coordinator

Breakfast Program Success Stories

Hmong International Academy

Students would amble in the hallways and often be late for class. Teachers would struggle to usher kids into classrooms. There were sometimes even behavior issues to deal with.

Then, Hmong International Academy (HIA) rolled out a new Grab and Go Breakfast service model and everything changed. The on-the-go breakfast was introduced in partnership with Second Harvest Heartland — proving to be a big hit with students and teachers alike. Students grab a nutritious breakfast from kiosks before heading to their classrooms to eat. HIA offers free breakfast to all students. With this change in their breakfast model, **they went from serving 260 to 402 students on their first day!**

“

Teachers have additional time to connect with students while eating breakfast because they're in the classroom earlier. The mornings are so much nicer. I couldn't imagine going back to the traditional cafeteria breakfast.

— Gao Xiong, assistant principal

Lake Marion Elementary School Lakeville Area Schools ISD 194

Lake Marion Elementary (LME) went from 60-80 kids participating in breakfast to 180-210 — **more than doubling** the number of kids served each day!

No classes were missed due to the shift, and concerns, like messy classrooms, that had been raised before implementation ended up not being an issue.

LME staff feel that not only does the alternative breakfast model offer a convenient option for parents, but kids who qualify for free and reduced lunch are now a part of the classroom culture — **addressing equity** in their school.

About half of the students who participate in breakfast qualify for free or reduced meals — the other half are paying. **By making breakfast more accessible for all students, they're also helping to eliminate the stigma of having breakfast at school.**

After a three-week trial period, Grab and Go breakfast officially became a regular part of the school day at LME.

“

We know, we know, children are able to learn better when they're not hungry.

— Kathy Lewis, ISD194 Board of Education Vice Chair

Social Media Tips & Resources

The following are sample social media posts and images that lawmakers, influencers and educators can use to promote school breakfast during National School Breakfast Week and throughout the challenge. Please feel free to customize the language below and to use the graphics in this toolkit or others you may already have on hand. Check out the [No Kid Hungry Powered by Breakfast Toolkit](#) for more inspiration.

The #MNSchoolBreakfast challenge kicks off March 2! Sign up today to connect more kids with school breakfast and make the rest of the year the best!

Cereal, yogurt or eggs – it doesn't matter what students choose, but it does matter that they're eating breakfast EVERY DAY. Students who eat breakfast are proven more likely to succeed and that's why we're doing the #MNSchoolBreakfast challenge at [SCHOOL] this week. Learn more: [LINK]

#MNSCHOOLBREAKFAST

We're working hard to set up students for success here at [SCHOOL] and it all begins with breakfast! Starting March 2, we're participating in the #MNSchoolBreakfast Challenge to increase awareness among our students about the breakfast options available to them at school.

Breakfast After the Bell programs are particularly helpful in reducing chronic absenteeism in elementary and rural schools. That's why we're participating in the #MNSchoolBreakfast Challenge.

[Click here](#) to download images that can accompany your posts.

