



The Breakfast Scoop

Schools and families working together
toward student success

*Fall
2008*

Vol. 2 No. 1

School Breakfast Grants to Assist Schools in 2008

The Nutrition Enhancement Grants, made possible once again, thanks to the support from Senator Herb Kohl, are helping increase the number of school breakfast programs across the state. For the past several years these grants have enabled Wisconsin schools the opportunity to either implement a new school breakfast program or increase participation in an existing program. For the 2008-2009 school-year, 136 schools will receive some funding from these grants.

Congratulations to the following schools!



Schools Receiving Nutrition Enhancement Start Up Grants

DeForest Area High School

Gillett Secondary School

Eisenhower Elementary

Lombardi Middle School

MacArthur Elementary

Gresham Community Schools

Hartford Union High School

Hustisford Jr. & Sr. High School

Little Chute Elementary School

Early Learning Center

Marshall Elementary

Ben Franklin Elementary

Norwalk-Ontario-Wilton Elementary

Our Lady Queen of Peace

Pecatonica Elementary School

Pecatonica Middle/High School

Wind Point Elementary School

Giese Elementary School

Steven Bull Fine Arts Elementary School

North Park Elementary School

Jefferson Lighthouse Elementary School

Dr. Jones Elementary School

Red Apple Elementary School

Roosevelt Elementary School

Schulte Elementary School

West Ridge Elementary School

Johnson Elementary School

Park High School

The REAL School

Plat Elementary

Richfield Elementary

Black Creek Elementary/Middle School

St. John Lutheran School

Saint Joseph

Stoughton High School

River Bluff Middle School

St. Mary Central

Wabeno Area Jr/Sr High School

Washington Elementary



Wisconsin Breakfast Newsletter Website

<http://www.uwex.edu/ces/flp/food/schoolbreakfast/newsletter.cfm>



School Breakfast Grants to Assist Schools in 2008

Schools Receiving Nutrition Enhancement Participation Improvement Grants



- | | | |
|-------------------------------|-------------------------------------|-----------------------------------|
| Abbotsford Public School | Hayward Primary School | St. John Antida High School |
| Charter School | Waadookodaading | St. Josaphat Parish School |
| Jefferson School | Marinette High School | St. Leo Catholic Urban Academy |
| Lincoln School | Messmer High School | St. Rose Catholic Urban Academy |
| Prairie View School | Messmer Preparatory Catholic School | Sunrise School |
| South Beaver Dam School | Taylor Prairie Elementary School | TJ Walker Middle School |
| Trenton School | Cottage Grove Elementary School | Webster Elementary School |
| Washington School | Necedah Area School | Webster Middle/Junior/Senior High |
| Wilson School | New Holstein Elementary School | Athens Elementary School |
| Powers Elementary | New Holstein Junior High School | Edgar Elementary School |
| Townview Elementary | New Holstein High School | Edgar Middle School |
| Blessed Sacrament Elementary | Paperjack Elementary | Edgar High School |
| Butternut School | Our Lady of Good Hope | Elcho Elementary |
| Cadott Elementary School | Olympia Brown Elementary School | Elcho High School |
| Cadott Junior High | Fratt Elementary School | Northwestern Elementary School |
| Cadott Senior High | Gifford Elementary School | Northwestern Middle School |
| Catholic East Elementary | Goodland Elementary School | Mellen Elementary |
| Halmstad Elementary School | Janes Elementary School | Mellen High School |
| Southview Elementary School | Jerstad-Agerholm Elementary School | Charter School |
| Concordia University School | Julian Thomas Elementary School | Neillsville Elementary School |
| Cuba City Grade School | Knapp Elementary School | Neillsville Middle School |
| Cuba City High School | Mitchell Elementary School | Neillsville High School |
| Northwoods Elementary | Wadewitz Elementary School | Spencer Public School |
| Fennimore Elementary School | Gilmore Middle School | Grove Elementary |
| Fennimore Middle/High School | Horlick High School | Howe Elementary |
| Gillett Elementary School | Seneca Elementary School | Mead Elementary |
| Glenwood City School District | Seneca Middle School | Pitsch Elementary |
| Granton Area School District | Seneca High School | Woodside Elementary |
| Nelson Elementary School | Lincoln Elementary School | West Junior High |
| Grantsburg Elementary School | Olga Brener Elementary School | East Junior High |
| Grantsburg Middle School | Shawano Community School District | Lincoln High School |
| Grantsburg High School | Shawano Community High School | |
| Greenwood Public School | Spoooner High School | |





School Breakfast: Nutritious and Convenient for All - - Crucial for Some

Why might school breakfast be particularly important for some children? Because hunger is a **real** problem for Wisconsin families. Statewide, over 560,000 people live in households that are food insecure — they do not always have enough food for an active, healthy life. This represents **8.9% of Wisconsin households**, or almost 1 in 11.

Food insecurity, or hunger, is found in all types of households, but is more common in low-income families. And households with children are much more likely to be food insecure than those without children. Recent rapid increases in the everyday expenses, such as housing, fuel and food itself mean that low-income families are struggling harder than ever to keep food on the table.

And the problem is growing—Wisconsin was recently one of 15 states to show a significant increase in its food insecurity rate. Increasing demand for food assistance from public safety net programs and emergency food providers confirms that the problem is growing. For example, participation in the Food Stamp program (now called FoodShare in Wisconsin) is on the rise. In Wisconsin, participation more than doubled between October 1999 and October 2007. This recent increase has been among the **highest in the nation**.

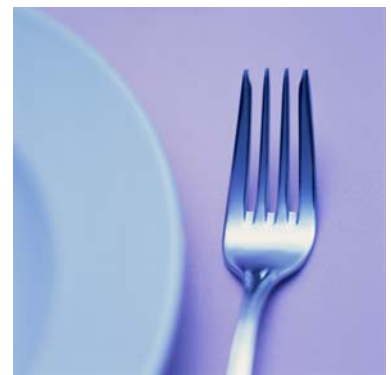
The consequences of hunger go beyond not having enough food to eat. Research shows that food insecurity among children is linked to a variety of problems, such as lower test scores, increased absences and more frequent behavioral and health problems.

What's being done?

Aside from familiar activities such as food drives and hunger walks, communities work to prevent hunger in a variety of ways. The Wisconsin Food Security Consortium has developed an action plan that offers an extensive list of ideas to help eliminate hunger in Wisconsin (see www.wisconsinfoodsecurityconsortium.org).

Here are some ideas:

- Start a school breakfast program.
- Participate in or create a local hunger task force.
- Help build awareness of hunger in your community.
- Improve access to grocery stores.
- Start a summer meal program for children when school is out.



For more information on hunger in Wisconsin and for county-specific data see:

<http://www.uwex.edu/ces/flp/demographics/hunger/>

Article submitted by Kadi Row, Food Security Specialist, University of Wisconsin-Extension, Cooperative Extension



How to Prevent Mistakes and Potential Revenue Loss



(adapted from "Preventing Costly Mistakes" *School Nutrition* vol. 62. #6)

According to an article in the June/July 2008 edition of the *School Nutrition Journal*, "millions of dollars of erroneous payments are made as the result of certification and non-certification errors." The article defined certification errors as: "eligibility mistakes such as a child qualifying for free meals but being certified for and receiving reduced price meals" and misreporting incomes on family meal applications. It continued to describe that non-certification errors also contribute to the potential loss of revenue. Non-certification errors tend to be mistakes in reporting; such as the "number or types of meals served or by serving a reimbursable meal without the necessary components." To avoid potential losses look at:

- 1. Meal Count Reports.** Make sure the daily meal count totals from cashiers are added correctly. Make sure these numbers are communicated accurately and effectively in every step of the communication chain, from the school to the district or food service authority to the state agency. One way to ensure this is to be organized. Develop a system that works for all cashiers and that leads to information that is clearly understood by everyone involved. Meal count sheets that are easy to read and complete are a must. Invest the time and effort to devise a standardized process that results in a plan that is easy to implement, effective in training staff and is quick and convenient. In addition, it might be a good use of funds to invest in a point of service (POS) system that can minimize these types of errors.
- 2. Correctly Identifying Reimbursable Meals.** What constitutes a reimbursable meal for breakfast? What about for lunch? Make sure all of your staff, including new and substitute employees are well-versed as to what counts as a reimbursable meal. It seems more errors are made at breakfast than at lunch, so make sure your employees know exactly what the components are of a reimbursable breakfast. Create a training tool that indicated the difference in requirements between lunch and breakfast. To control for literacy issues, colorful posters identifying the correct meal components can be extremely helpful to staff and for students alike. Have this poster displayed in a prominent visible place to help minimize errors. A POS system will also help in reducing these kinds of errors.
- 3. Family Income Misreporting.** The first step to reduce this kind of error is to include clearly worded instructions and descriptions that accompany the application packets. It might be useful to include an example of what constitutes income. Income from ALL sources needs to be reported in the meal return applications. A sample completed application included in the application packet may prove valuable. You might also want to have meal applications in different languages available to non-English speaking households. These are available on the USDA website <http://www.fns.usda.gov/cnd/FRP/frp.process.htm>
- 4. Errors in Misclassification.** This is the most significant error made and can be very costly. It is in your best interest that everyone involved in processing the applications is well-trained on how to determine the correct category for each applicant. Does your staff know what the income eligibility guidelines are for the next year? You can reduce revenue losses when applicants are correctly classified. One way to minimize errors is to scan the applications and use software that can help identify these errors. In addition, the direct certification process (in which eligible families are automatically qualified for the correct category) can also help prevent these types of errors.
- 5. Incomplete Applications.** This was the most frequent mistake made. It is very important to make certification decisions based on complete (including social security numbers on the applications) forms. Have someone in your staff follow up with applicants who have returned incomplete applications. One fix that may work is to highlight the requirement for a social security number and a signature on the application so that it is visible to the person filling out the application.

For more information please refer to Arianne Corbett's article titled "Preventing Costly Mistakes," featured in the June/July 2008

The Breakfast Scoop is an electronic newsletter covering issues related to breakfast and school breakfast programs. It is made possible by a partnership of the University of Wisconsin-Extension, Cooperative Extension, Family Living Programs Wisconsin and the Department of Public Instruction

Top 10 Reasons to Eat Breakfast

Ten Reasons Why We Should All Start Our Day With Breakfast

10. Provides your body with the energy you need to start your day
9. Helps achieve and maintain a healthy weight; may decrease your risk of being overweight
8. Improves the quality of your diet
7. Helps meet recommended levels for some important nutrients like calcium, vitamin A and other vitamins and minerals
6. Prevents you from overeating at other meals
5. Helps you do better in mathematical tests and matching activities
4. Provides your brain with the energy you need to stay alert
3. Improves behavior
2. Helps you concentrate and do better in tasks involving memory
- 1. Increases your ability to learn!**



Wisconsin School Breakfast Listserv

The Wisconsin School Breakfast listserv is an efficient way to share information about school breakfast issues. Have a question? Simply post it on the listserv and have it answered by other listserv members. Have a great resource to share? Again, post it on the listserv and share it with others who might benefit from it.

This is a professional listserv.

How do you sign up? Join at:

<https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast>

Wisconsin Breakfast Newsletter Website

<http://www.uwex.edu/ces/flp/food/schoolbreakfast/newsletter.cfm>

It's Never Too Early To Start Planning For National School Breakfast Week

Power Up with School Breakfast Theme for National School Breakfast Week.

The 'Power Up with School Breakfast' campaign runs from November 2008 to March 2009 ending with a big superhero bang during National School Breakfast Week, March 2-6, 2009.

The campaign includes a team of superheroes who introduce students to the importance of eating school breakfast every day, according to the School Nutrition Association website. The website (http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/content_about.html) contains information about how to participate and also includes interactive tools and activities, for use during the campaign.

The campaign also offers students the opportunity to participate in a Design a School Breakfast Superhero contest. For more information on this contest and the creative writing contest please visit http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/content_design.html

Get Ready to Power Up

Please visit the 'Power Up' Kids site at www.schoolbreakfast.org to meet the Breakfast Superheroes and obtain the downloadable activities.

For additional information please refer to the April 2008 issue of School Nutrition which described the **Power Up with School Breakfast Campaign**. The article which can be downloaded contains campaign information, menus, decorating ideas and some great tips on how to make this the best National School Breakfast Week ever. The article can be found at:

http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/docs/NSBW_Adventure.pdf

For more information about NSBW please visit:

<http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/index.html>

http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/content_about.html

http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/content_tools_prttools.html

<http://www.schoolbreakfast.org/>



Marketing Corner

Good marketing doesn't happen magically. People make it happen.

To have good people working with you, you need good leadership skills.

The following are Jet Blue's five leadership principles:

1. Treat your people right.
2. Communicate with your team.
3. Do the right thing.
4. Inspire greatness in others.
5. Encourage initiative and innovation.

(adapted from The Purple Cow)

breakFAST FACTS

According to survey results, most schools in Wisconsin that have a school breakfast program, offer breakfast the "traditional" way—before school starts in the morning. Despite its popularity, this model often experiences low student participation.

Best practices demonstrate that other breakfast models may be better in increasing participation. Breakfast in the classroom works well in elementary schools while mid-morning nutrition breaks work quite well in both middle and high schools in terms of increasing participation rates. For more information on breakfast service models visit:

<http://www.uwex.edu/ces/flp/food/schoolbreakfast/general/formulas.cfm>

Fresh Fruit and Vegetable Grants Awarded

The following schools received grants from the Fresh Fruit and Vegetable Program. The goal of USDA's *Fresh Fruit and Vegetable Program (FFVP)* is to encourage students to eat fresh fruits and vegetables by offering them free during the school day as healthy snacks.



For more information, visit:

<http://www.fns.usda.gov/cnd/FFVP/FFVPdefault.htm>

Adams Friendship Elementary
Grand Marsh Elementary
Almond Elementary School
East Elementary
Atlas Preparatory Academy, Inc.
South Elementary School
Bayfield Elementary School
Pembine Elementary
Hackett Elementary
Wright Elementary
Catholic East Elementary School
Lakeshore Elementary School
Longfellow Elementary
Emmaus Lutheran School
Flambeau Elementary School
Birch Street Elementary
Garden Homes Community Montessori School
Gilman Elementary
Eisenhower Elementary School
Nicolet Elementary School
Indian Community School
Lac Courte Oreilles Ojibwe School Cafeteria
Ladysmith Elementary
Falk Elementary
Glendale Elementary
Hawthorne Elementary
Jefferson Elementary School
Grayside Elementary



Gegan Elementary
Jefferson Elementary
Keshena Primary School
Messmer Preparatory Catholic School
Bryant Elementary School
Carleton Elementary School
Fifty-Third Street Elementary
Hayes City-wide Bilingual School
Maple Tree Elementary School
Metcalf Elementary School
Bruce Elementary School
Pierce Elementary School
Thoreau Elementary School
Westside Academy I
Northwood Elementary Students
Oneida Nation Elementary
Fairchild Elementary
Right Step, Inc.
Lone Rock Elementary
Seneca Elementary
South Shore Elementary School
St. Adalbert
St. Anthony School
St. Leo Catholic Urban Academy
St. Rose Catholic Urban Academy
James Madison Elementary School
Redgranite Elementary
Mead Elementary School





Income Eligibility Guidelines

July 1, 2008 to June 30, 2009



Household Size	Reduced (185% of poverty level)			Free (130% of poverty level)		
	Yearly	Monthly	Weekly	Yearly	Monthly	Weekly
1	\$19,240	\$1,604	\$370	\$13,520	\$1,127	\$260
2	\$25,900	\$2,159	\$499	\$18,200	\$1,517	\$350
3	\$32,560	\$2,714	\$627	\$22,880	\$1,907	\$530
4	\$39,220	\$3,269	\$755	\$27,560	\$2,297	\$530
For Each Add'l Household Member Add	\$6,660	\$555	\$129	\$4,680	\$390	\$90



School Breakfast: Federal Per Meal Reimbursement Rates

Effective July 1, 2008 – June 30, 2009



	Non-Severe Need	Severe Need	Price of Meals to Children
Free	\$1.40	\$1.68	\$0
Reduced Price	\$1.10	\$1.38	\$0.30 (maximum school can charge)
Paid	\$0.25	\$0.25	varies



Wisconsin Breakfast Newsletter Website
<http://www.uwex.edu/ces/flp/food/schoolbreakfast/newsletter.cfm>