



The Breakfast Scoop

SCHOOLS AND FAMILIES WORKING TOGETHER
TOWARD STUDENT SUCCESS

Special
Edition
2008

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Wisconsin's Continued Growth In School Breakfast, Impressive

Wisconsin is one of five states in the nation with the highest increases in student participation in school breakfast programs.

For the second year in a row, Wisconsin has shown significant increases in the number of low-income students who participate in the school breakfast program. Despite modest growth in low-income student participation at the national level, Wisconsin's continued effort to serve breakfast to more students across the state has brought an 8.1 percent jump from last year.

This puts Wisconsin in the top five states for greatest increases in participation by low-income students, according to the School Breakfast Scorecard published by the Food Research and Action Center (FRAC).

"Schools and organizations across the state continue to work hard to ensure that more students are starting their day off with a good breakfast. It is very rewarding to see that these efforts are truly making a difference," says Julia E. Salomón, MS, RD, CD, school breakfast specialist for the University of Wisconsin-Extension's Family Living Programs.

Research shows that children who eat breakfast demonstrate an increased ability to learn and better academic performance. Studies have also shown that eating breakfast improves behavior and mood, decreases the risk of being overweight and improves the quality of a child's diet.

While participation in the breakfast program is on the rise, many Wisconsin children still skip breakfast on a daily basis, due to lack of time, lack of appetite or limited household income.

Despite the impressive jump in children participating in school breakfast programs, Wisconsin remains second-to-last in the nation in the number of schools that offer breakfast.

Close to 62 percent of schools that participate in the National School Lunch program across the state also participate in a school breakfast program. Although this is lower than the national level of around 86 percent, the percent of Wisconsin schools that offer school breakfast has increased slowly in recent years.

"The benefits of breakfast abound," says Salomón. "We are optimistic that schools' efforts in increasing school breakfast programs will continue to have a positive impact on the academic performance and nutritional health of all school age children in Wisconsin."

For more information on FRAC's School Breakfast Scorecard, visit

<http://www.frac.org/pdf/breakfast08.pdf>

For more on Wisconsin School Breakfast program, go to:

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

<http://dpi.wi.gov/fns/sbp1.html>

Wisconsin Breakfast Newsletter Website

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



School Breakfast Conference

Scheduled for March 2009



The School Nutrition Association of Wisconsin (SNA-WI) in partnership with the University of Wisconsin-Extension (UWEX), the Department of Public Instruction (DPI) and the Wisconsin Milk Marketing Board (WMMB) are working together to host the SNA-WI Spring Conference.

Spring Into Action With School Breakfast is the theme for the conference and it promises to be educational and fun. It will be held on **March 26th and 27th** at the Holiday Inn in Manitowoc.

Educational Sessions will showcase school breakfast success stories, and best practices. Descriptions of the educational sessions are as follows.

School Breakfast: Makes Good Cents

Learn how the current economy affects school breakfast programs in Wisconsin. Learn about the economics of school breakfast programs and how to run a successful breakfast program.

Breakfast Success is Possible!

Come hear about real Wisconsin school breakfast program success stories from School Food Service Professionals from across the state. Details about how they achieved success, how they overcame barriers and more will be discussed. You will have an opportunity to ask the presenters questions and network.

Wisconsin School Breakfast: Accepting the Challenge to Increase Participation

The Wisconsin School Breakfast Challenge was modeled after Michigan's School Breakfast Challenge. But what is it? What is its purpose? Listen as members from the Department of Public Instruction and others describe this campaign and learn about strategies to increase participation in your school breakfast programs.

Key Players: Gaining Support for School Breakfast

What are the ingredients that go in to running a successful breakfast program? Developing a 'breakfast team at your school and obtaining the support for your program is integral to the program's success. But how do you do this? Who is on your team? Listen as various Wisconsin Food Service Professionals describe how they garnered support for their program and about external sources of support that may help your program.

SAVE THE DATE
JOIN US ON MARCH 26th and 27th
IN MANITOWOC, WI

Wisconsin Breakfast Newsletter Website

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



National School Breakfast Week

March 2-6, 2009

Power Up with School Breakfast



2009 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_prtools.html

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



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Design A School Breakfast Superhero



Calling All Student Artists

The School Breakfast superheroes are looking for new recruits. Are you up to the challenge of designing the next School Breakfast superhero?

The Design a School Breakfast Superhero Contest is challenging you to draw and name your own school breakfast superhero and explain how their super powers will help kids 'Power Up'. Three national winners will receive an illustration of their School Breakfast Hero signed by the professional artist and will then featured on this very site.

All contest entries must be submitted through your school to be eligible for entry into the national competition, so check with your school cafeteria to see if it is taking part.

**Local school contests will run January 1, 2009 to March 6, 2009,
and national entries are due March 20, 2009.**

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



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March is National Nutrition Month

National School Breakfast Week In March Kicks Off Celebration for Good Nutrition

March will offer ample opportunities to educate about and celebrate good nutrition and healthy eating habits including the consumption of breakfast as a good eating practice.

March provides an opportunity to celebrate nutrition. It starts with National School Breakfast Week, from the 2nd to the 6th, and the focus on nutrition continues for the rest of National Nutrition Month[®].

Talking about the benefits of breakfast is a great way to kick off a month dedicated to promoting good eating habits. Many school age children do not start their day with a healthy breakfast, due to lack of time, appetite or resources. School breakfast programs are one way to ensure that all students, regardless of socio economic status, are one step closer to having what they need to succeed in school. Schools across the state are able to highlight the important contributions of the School Breakfast Program to school children, their parents, school staff and their communities.

National Nutrition Month[®] is a nutrition education and information campaign created by the American Dietetic Association and celebrated annually in March. The campaign for this year focuses attention on the importance of making informed food choices and developing sound eating and physical activity habits. Eating breakfast is a healthy strategy that fits in the “Eat Right” theme for the 2009 National Nutrition Month[®].

Some of the key messages in the Eat Right Campaign include:

- Eating right and staying fit are important no matter what your age.
 - Making healthy choices and being physically active is just as important for kids as it is for older adults.
- Eating right does not have to be complicated
 - Emphasize fruits, vegetables, whole grains, low fat or fat free dairy products,,
 - Includes lean meats, poultry, fish, beans, eggs and nuts
- Focus on Variety
- Make your Calories Count
 - Think nutrient rich rather than good or bad foods.

For more information about National School Breakfast Week, please visit
<http://docs.schoolnutrition.org/meetingsandevents/nsbw2009/index.html>
<http://www.schoolbreakfast.org/>

For more information on National Nutrition Month[®] please visit
http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/NNM_2007_home.htm





School Breakfast Programs Boost School Budgets



In the 07-08 school year, Wisconsin ranked 43rd in the nation in measures of low income student participation in school breakfast programs. As mentioned in an earlier article, 37.6% of low income students participating in school lunch also participated in school breakfast. More than 92,000 low income students participated in school breakfast; an 8.1% increase from last year placing Wisconsin in the top five states for increases in student participation.

But what do these increases mean financially? The Food Research and Action Center or FRAC, reports that low participation in school breakfast programs does not just affect children but also state budgets. They calculate that for each day a low income student did not have breakfast at school in the 2007-2008 school year, the state lost at least \$1.35 in federal funding for every child who would have received a free breakfast and \$1.05 for every child who would have received a reduced price meal. Furthermore, if any of those students attended a “severe-need” school, (a school which at least 40% of lunches were served free or reduced price) and additional \$0.26 per meal was forfeited.

Basing their estimates on high performing states such as New Mexico, South Carolina, West Virginia, Oklahoma, Kentucky, and others, (these states have high percentages of low income students participating in their school breakfast programs), FRAC calculated how much states lose in federal funding when low income participation in school breakfast is lower than 60% (60 Free and Reduce Price Students in school breakfast per 100 such students in the school lunch program).

If Wisconsin were to increase its low income student participation to reach that goal, it would need to serve breakfast to more than 147,000 low income students; or close to another 55,000 more than are currently served. If Wisconsin were to meet that challenge, more than \$12,000,000 in additional annual funding would be received by the state of Wisconsin from federal reimbursements.



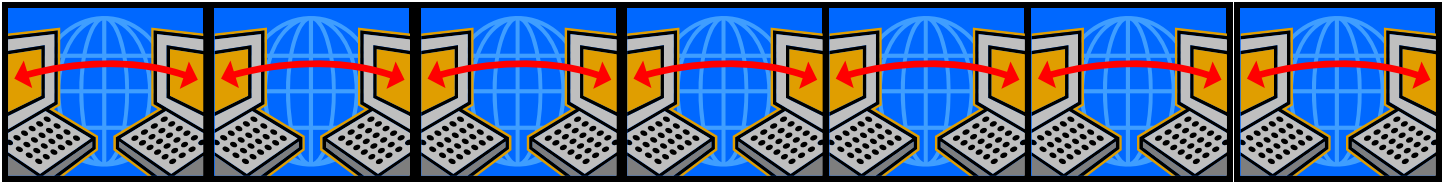
Marketing Corner

It’s no secret that everyone is concerned about the economy in one way or another. The next time YOUR school newsletter is being planned, include an article about how beneficial school breakfast is on household economies. Describe how school breakfast can save a family time (especially with the morning rush), and what a great value school breakfast is overall.

Marketing your school breakfast program is a key component to a successful school breakfast program.

Breakfast Facts

- In a recent article, researchers studied the effect breakfast had on adolescents. They found that students that ate breakfast:
 - Reported increased alertness
 - Reported having a more positive outlook.
 - Reported being in a better mood. This finding was especially evident in boys.
 - Showed improvements on various memory functions.



Wisconsin School Breakfast Listserv

What is the Wisconsin School Breakfast Listserv?

A listserv is an electronic discussion group based on common interests. It uses a mailing list (email addresses) to distribute messages to all members' electronic mail boxes. A listserv enables people who become members of the list to send messages to the whole group without having to type in everyone's email address.

The Wisconsin School Breakfast listserv was created in 2005 initially to connect individuals who had received Nutrition Enhancement Breakfast Grants (Kohl Breakfast grants) with each other. In 2007 the listserv was expanded to any school staff who had an interest in issues related to school breakfast programs. Membership since then has grown from about 50 to almost 300!

The Wisconsin School Breakfast Listserv is an efficient way to share information about school breakfast issues. If you have a question about any topic related to school breakfast all you have to do is post it to the list. Chances are someone will respond or provide useful information. In addition to posting questions and sharing resources, members receive information about grant opportunities, breaking news related to school nutrition (particularly breakfast) and other pertinent professional issues. The list is not a venue to share jokes, or chain letters and usually members are not inundated with messages on a daily basis. However you must be a member of the list to be able to post or view responses.

To subscribe to the listserv and become a member, please visit the following website:

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

Alternatively, you may send an email to Julia Salomon, MS, RD, CD at julia.salomon@ces.uwex.edu requesting to join the listserv.

Once you become a member you can post messages to the group by sending an email to

wischoolbreakfast@lists.uwex.edu

We hope you will consider becoming a member.



Wisconsin Breakfast Newsletter Website

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