

Expanding School Breakfast Programs in Montana

This packet was designed to assist you with your School Breakfast Program in the areas of menu development and expanding its participation level through an expanded service option in providing breakfast in the classroom or by a grab-and-go program. As you know, school breakfast programs serve an important role in helping children be ready to learn and in the development of healthy eating habits.

In this packet, you will find the following items:

- Expanding Breakfast Program Overview
- Montana Success Stories on Breakfast in the Classroom and Grab and Go Programs from Great Falls, Missoula, Rocky Boy and Victor School Districts
- Short movie (8 minute DVD) on Breakfast in the Classroom Program featuring Chief Jo Elementary School in Great Falls Montana
- Words of Wisdom on Implementing a Breakfast in the Classroom Program
- Four Week Breakfast Menu Cycle

We want to acknowledge the support and assistance of other school food service professionals in the development of these resources. We couldn't have completed this project without their help and want to thank them for their contributions.

- Jenna Allen, RD and Judy Barbe, MS, RD from Western Dairy Association for their contributions to the menu cycle
- Valerie Addis, Food Service Director, Missoula County Public Schools
- Jennifer Spellman, Food Service Director, Great Falls Public Schools
- Mike Lathrop, educator and advisor, and the members of the CMR High School Key Club of Great Falls School District, Montana

We also want to point out the other valuable resources available from the USDA and Western Dairy Association. These resources may be helpful to you in implementing an expanded school breakfast program or increasing participation levels through marketing or menu enhancements.

- The USDA's School Breakfast Tool Kit
<http://www.fns.usda.gov/CND/Breakfast/expansion/default.htm>
- National Food Service Management Institute's Best Practice Guide for In Classroom Breakfast- www.nfsmi.org

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In cooperation with
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September 2009



Four Week Breakfast Menu Cycle

Monday	Tuesday	Wednesday	Thursday	Friday
¾ cup Cold Cereal* 2 oz Cereal Bar 1 oz. Beef Jerky 1 Small Banana ½ cup 100% Apple Juice 8 oz Milk (Skim, 1%)	1 Toasted Bagel with 1 Tbsp Low Fat Cream Cheese, 1 tsp Jelly) ¾ cup Cold Cereal* ½ C 100% Orange juice 8 oz Milk (Skim, 1%)	1 Whole Wheat (W/W) Tortilla with 1 oz of Low-Fat Turkey and 1 oz (1 slice) of Cheese ½ cup LF Yogurt ½ C Fresh Fruit 8 oz Milk (Skim, 1%)	Pancakes (package of 4) with 1 Tbsp Syrup 1 oz of Turkey Sausage ½ cup LF Yogurt ½ cup Sliced Peaches 8 oz Milk (Skim, 1%)	Scrambled Eggs with Ham 1 W/W English Muffin 1 Tbsp Light Mayonnaise ½ cup Mixed Fruit ½ cup 100% Fruit Juice 8 oz Milk (Skim, 1%)
Cinnamon Roll ¼ Cup Trail Mix 1 Fresh Orange ½ cup 100% Fruit Juice 8 oz Milk (Skim, 1%)	½ cup LF Cottage Cheese ¾ cup Cold Cereal* 1 piece of Banana Bread with 1 tsp Butter ½ cup diced peaches 8 oz Milk (Skim, 1%)	Egg Sandwich 1 Whole Wheat (W/W) English Muffin 1 Scrambled Egg, 1 oz Diced Lean Ham and 1 oz Shredded Cheese ½ cup Fresh Fruit 8 oz Milk (Skim, 1%)	Banana split in a boat: ½ cup Low-Fat Fruit Yogurt 1 cup (2 oz) Animal Crackers 1 Fruit Muffin 1 Small Banana 8 oz Milk (Skim, 1%)	1 Whole Wheat Tortilla with 1 oz Roast Beef, 1 oz. Cheese, 1 tsp Light Mayonnaise, 1 Lettuce Leaf ½ cup Blueberries 8 oz Milk (Skim, 1%)
1 small Bran or Whole Grain Fruit Muffin; 1 tsp Jelly ½ cup Cottage Cheese ½ cup Diced Peaches ½ cup Orange Juice 8 oz Milk (Skim, 1%)	Breakfast Burrito with Salsa ½ cup Potato Wedges 1 Fresh Orange ½ cup 100% Fruit Juice 8 oz Milk (Skim, 1%)	½ c Low-Fat Fruit Yogurt ½ cup Oatmeal 1 Cereal Bar ½ c Raisins 8 oz Milk (Skim, 1%)	1 Cheese Filled Soft Pretzel ¾ cup Cold Cereal* 1 Small Banana ½ cup Apple Juice 8 oz Milk (Skim, 1%)	¾ cup Cold Cereal* ¼ cup Trail Mix Sting Cheese ½ cup Mandarin Oranges 8 oz Milk (Skim, 1%)
1 Slice Breakfast Pizza ¾ cup Cold Cereal* 1 Fresh Orange ½ cup Variety Juice 8 oz Milk (Skim, 1%)	6 (1 pkg) Wheat and Cheddar Snack Crackers 6 oz. LF Yogurt ½ cup Apple Sauce 8 oz Milk (Skim, 1%)	½ cup Oatmeal, 2 tsp Brown Sugar, ¼ cup Raisins 1 Hard Boiled Egg 1 (2 oz) Fruit Muffin ½ C 100% Fruit Juice 8 oz Milk (Skim, 1%)	1 Peanut Butter and Jelly Sandwich ½ cup Sliced Peaches 8 oz Milk (Skim, 1%)	Pancake N Smoked Links with 1 Tbsp Syrup ½ cup Potato Wedges ½ cup Blueberries ½ cup 100% O. J. 8 oz Milk (Skim, 1%)

* Select high fiber, reduced or low sugar cereals. Refer the recommended cereal list at the following link for more information: www.opi.mt.gov/schoolfood/HealthierMT2.html, click on Healthful Menu Resources link.

Developed by Montana Team Nutrition Program, September 2009. Contact kbark@mt.gov or call (406) 994-5641.

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Words of Wisdom on Implementing a Breakfast in the Classroom Program

This document was developed from a May 2008 interview with *Ms. Valerie Addis, Food Service Director (FSD) of Missoula County Public Schools (MCPS)* in western Montana. Missoula is the third largest school district in the state. Ms. Addis has been employed by MCPS since 2007 and has implemented breakfast in the classroom in over 40 schools in Montana and South Carolina. Since 2007, she has implemented the program in four elementary schools, Hawthorne, Russell, Franklin and Lowell. She has been instrumental in sharing her knowledge, experience and tips for success with Team Nutrition and other school staff from around our state with the service option of breakfast in the classroom. We want to thank her for sharing her knowledge and her commitment to healthy kids. As she states it best, "breakfast in the classroom is not a food service program but an academic support. It's good for kids, which is an important fact to remember when implementing it."

**Department of
Health and Human
Development**

Steps for Success:

1. An important step in successful implementation is increased communication between food service, the school administrator and staff in the initiation process. The trick to success is *Communication*. Don't take any of the comments personally. It is the FSD's responsibility to make sure the school staff, parents, kids understand the process.
2. The other vital step is training and continued follow up with the teachers and administrators before and during the initiation phase.
3. It is important to address issues immediately with a solution.
4. Training on reimbursable meals, offer versus serve and point of service is essential since the teachers will be conducting the point of service meal check.
5. Ongoing communication with the staff is critical. Statements to initiate comments are: Tell me what's bothering you about the program? What questions have you thought about that I need to answer for you? What did you like, and what do we need to change tomorrow?
6. Communication with Custodial Services is also critical. They may find the garbage decreases immediately (at Hawthorne School in Missoula, it decreased by Day 4) and they may like it that the gym is not being used any longer allowing them to get it ready for health enhancement classes.
7. It is recommended for the FSD to meet with the teachers three times before BIC starts. First time can be at the staff meeting where they may learn about the program. The FSD can bring a sample menu to this meeting and outline the procedure. Second meeting, would be an individual visit by the FSD. At this meeting, she could find out where the teacher would like the food placed. This step was important so as to "respect the teacher's space" and allow time for any individual questions or concerns that the teacher may have. Then the third

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visit is done the day before the program starts to just check in with them and again allow time for any questions to be answered.

8. Keep the menu simple. Valerie Addis uses a 1-week cycle when the program is initiated as the teachers many need to teach kids to handle the foods in the beginning of the program. After two weeks of the program being in place, then the menu goes to a two-week cycle.
9. The break-even point should be at least 50% participation. It is a push at this level but it can be done. Thus, 60% or higher is recommended if going to offer a free universal breakfast program. BIC can be done as a universal program or a charge program.
10. Food costs are controlled tightly. Hawthorne School experience a food cost decrease of 3 cents per meal upon implementation of a BIC program.
11. Labor hasn't increased at all at Hawthorne School.
12. The schedule of school didn't change. The BIC program eliminates the "sit down and get settled down time". Some teachers feel that there was a gain in instructional time by up to 10 minutes per day.
13. Delivery of milk did change to accommodate the program. The program did need to purchase a new milk cooler to accommodate the increase in milk service with increased participation levels.
14. Handling of garbage: Trash cans need to be in each classroom for the kids to throw the food/paper into. At Hawthorne, a small garbage bag is in each can and the teachers tie up the bag and put it in the hallway for the custodian to pick up and put a new bag in it. The teacher then places the can back in the classroom during the morning.
15. Trays are no longer used at breakfast as only self contained bags or sealed items are used.
16. Teachers are provided a free meal each morning. They are doing the point of service check for the reimbursable meal so technically the free meal is payment for their services. The cost of the adult meal is figured into the cost of the meal.
17. A weekly report is generated to review the participation level.

Menu:

Strong presence of pre-packaged grab and go items. The brokers (FSA, Sysco) came to visit the school program and help meet the needs for the BIC program. Dairy consumption is increased; unflavored low fat milk is up 40%. Muffin Topper is a homemade product made in the central kitchen. It is a 2 ounce bar that costs .17 cents each. Other items include Pancake Pack, Breakfast Burrito, Soft Pretzels, Peanut Butter Sandwiches, Omelets, and Breakfast Pizza. Hot items are served three times a week. A one-week menu is used in the initiation of the program and then goes to a two-week menu. Fresh/frozen or canned fruit is menued and such items include petite banana (.18 cents), apples, and USDA Commodity foods such as strawberry and peach cups. Valerie is committed to serving Montana made products as much as possible so local products are incorporated into the menu (Farm to School). Items include Montana milk, wheat products from MT and seasonal fruits and vegetables.

Process:

In a large District: The process followed was that the FSD presented the BIC program to the Principal's Cabinet as an educational support program for schools, especially Title One Schools. The program was explained as an "option." Schools that were interested contacted the FSD after the meeting. Program details can then be further explained and a meeting at the individual school can be done to orient staff and start the process. The process could be to train the teachers and students in the spring and start the program in fall. Or do training in the fall and start the program by December or in January. As pointed out earlier, on-going communication and technical assistance is vital to BIC success.

Process at Hawthorne Elementary School in Missoula:

Hawthorne is a grades K-5 school serving approximately 310 students.

The daily menu is delivered to the classrooms between 8 and 8:30 am each day. Three staff members work and each staff member delivers breakfast to 5 classrooms. The bell rings at 8:30 am and breakfast is there for the students to enjoy. The teacher receives a free breakfast each day. The teacher records on a paper the kids that eat breakfast and teachers need to be trained on what makes up a reimbursable meal. For instance, in an offer versus serve program, if a student doesn't take the 3 out of the 4 items, (cheese stick, one ounce grain, Juice, Milk) then that meal can't be counted as a meal. If it is a serve program, then all food items must be served.

Equipment Needs:

- Rubbermaid carts, \$59.00 each purchased by Global Services were purchased for meal serve. They have a flat top, and top and bottom shelves.
- Use insulated carrying bags for hot items.
- Cold pack sheets (that you freeze) to place under milk
- Milk cooler is necessary to accommodate increased milk usage.
- Juice or Fresh Fruit storage may need to be increased as well.

Media/Peer Mentoring Opportunities:

There have been several media opportunities. First, there was an internal article in the school newsletter, then an article in the local newspaper, the Missoulian. A poster exhibit was developed by the Montana Food Bank Network on this program and was exhibited at the 2008 Montana Dietetic Association Meeting in May in Bozeman and 2008 MT School Nutrition Association meeting in Billings in June 2009. Ms. Addis continues to train food service staff that want to visit a BIC school in her district and will be presenting to Montana principals at their meeting in January 2010.

Results:

1. Breakfast participation went from 100 students a day to almost 320 students a day (almost 100%)
2. Tardiness decreased 15%
3. Decreased referrals to the nurse (2%)
4. Acceptance by administration, teachers and students and parents. "The custodian loves it and estimates it saves him an hour a day."
5. Decreased waste of meal (garbage went down significantly)

6. No loss of instructional time
7. Decreased rush of breakfast period and enhanced relaxed atmosphere of the breakfast meal.
8. This program can be self sustained and profitable. It doesn't need to take General funds and can leave money in the classroom.

Helpful Resources:

- National Food Service Management Institute's Best Practice Guide for In Classroom Breakfast- www.nfsmi.org
- The USDA's School Breakfast Tool Kit - <http://www.fns.usda.gov/CND/Breakfast/expansion/default.htm>
- Montana Success Stories on Breakfast in the Classroom or Grab and Go Programs - www.opi.mt.gov/schoolfood/resources.html
- Montana Team Nutrition's *Breakfast in the Classroom* short (8 minutes) movie (DVD format). It can be viewed at the following link: www.opi.mt.gov/schoolfood/resources.html
- Four Week School Breakfast Menu Cycle - www.opi.mt.gov/schoolfood/resources.html

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