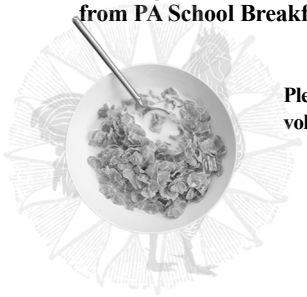
Increasing School Breakfast Participation: Results from PA School Breakfast Mini-Grant Schools



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The webinar will begin shortly.

Increasing School Breakfast Participation: Results from PA School Breakfast Mini-Grant Schools

June 4, 2019

Sponsored by the Pennsylvania Department of Education, Division of Food and Nutrition through Project PA

Presenters:

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Melissa Harding, Coordinator of School Nutrition Services, North Penn School District

Christi Manno, Administrative Assistant, Clearfield Christian Academy

Lori McGough, Food Service Director, Ferndale Area School District

Patrick McGovern, Assistant Operations Manager, NSLP Coordinator, Community Academy of Philadelphia

SCHOOL NUTRITION SERVICES

NORTH PENN SCHOOL DISTRICT

Melissa Harding, SNS

BACKGROUND

NORTH PENN SCHOOL DISTRICT

District Statistics
- Lansdale, PA
- Enrollment: 14,000 Students, 20 Sites, K-12
- 32% Free & Reduced District Wide
- Programs offered: NSBP, NSLP, Afterschool Snack, Summer Food Service Program, CACFP, Head Start

North Penn High School
- 3,100 Students, Grades 10-12
- 32% Free & Reduced
- Lunch Participation: 38%

Penndale Middle School
- 1,300 Students, Grades 7-9
- 40% Free & Reduced
- Lunch Participation: 44%

BREAKFAST PRIOR TO GRANT

TRADITIONAL CAFETERIA

Students have the option to go to the cafeteria when they get to school, select from a variety of options, eat in the cafeteria or take with them to class.

NORTH PENN HS PARTICIPATION

Breakfast: 10%
~260-300 Breakfasts/Day

PENNDALE MS PARTICIPATION

Breakfast: 10%
~130-150 Breakfasts/Day

MINI GRANT
2018-19 SCHOOL YEAR

School Breakfast Cart

- Received two (2) grants for $5,000 each-one per school
- Used the grant money to purchase a mobile breakfast cart at each school

Why we chose a Breakfast Cart alternative

- Students coming to cafeteria/time
- Knowing breakfast was offered

Breakfast Cart Features

- Located at front of school where students come in
- Open early for students and staff
- Same variety of options as cafeteria
- Addition of barcode scanner at checkout

Timeline of Events

GRANT APPLICATION	AWARDED GRANT	PLAN	IMPLEMENTATION NOVEMBER 2018
Discussed idea of the new Breakfast Carts with key stakeholders: principals, facilities, business office. Generated ideas with SNS staff and submitted application.	Worked with American Dairy Association North East to find the breakfast carts to best fit our program. Ordered the carts, mobile POS and barcode scanners.	Planned with SNS staff at each school to create the menu, additional grab and go offerings. Worked with school administration to market the new cart.	Marketed the new cart on morning announcements, flyers, posters, TV screens school wide.

15%

NORTH PENN HIGH SCHOOL PARTICIPATION
INCREASE ~200 MORE BREAKFASTS PER DAY
ADDITIONALLY ~80 MORE STAFF PARTICIPATION

13%

PENNDALE MIDDLE SCHOOL PARTICIPATION
INCREASE ~50-75 MORE BREAKFASTS PER DAY

KEYS TO SUCCESS

- SUPPORTIVE STAFF & ADMINISTRATION
- OFFERINGS
- STUDENT FEEDBACK

FUTURE PLANS

- Goal for the grant vs. future
- Free breakfast during testing
- Breakfast promotion event at Penndale for September
- Breakfast after the bell
- Additional plans for breakfast cart use

Increasing School Breakfast Participation Results from PA School Breakfast Mini-Grant Schools

Clearfield Alliance Christian School

2018-2019

Clearfield Alliance Christian School

- Serves Grades K-12
- Student Enrollment: 101
- 63% Free & Reduced: CEP Participation
- Cafeteria Staff: Food Service Director & 2 Part Time Nutrition Staff Members
- Clearfield, PA

CLEARFIELD ALLIANCE CHRISTIAN SCHOOL

Breakfast Service Models

- Traditional Cafeteria Service: Kindergarten
- Breakfast in the Classroom: Grades 1-6
- Grab & Go: Grades 7-12

CLEARFIELD ALLIANCE CHRISTIAN SCHOOL

Mini-Grant Purchases:

- Carts: Deliver Food to the Classrooms
- Rolling Coolers: Deliver Milk to the Classrooms
- Reusable Ice: For Coolers & Service Cart
- Insulated Bags: Deliver Hot Food Items to the Classrooms
- Large Garbage Cans: Collect Food Waste from the Classrooms
- Service Cart: Grab & Go Station

CLEARFIELD ALLIANCE CHRISTIAN SCHOOL

Challenges & Concerns:

First year of Breakfast (required to serve based on CEP status) →	Went from 4 days of lunch service to 5 days of breakfast and lunch service
Limited cafeteria staff hours →	All breakfast foods were individually packaged; hot food served once per week

CLEARFIELD ALLIANCE CHRISTIAN SCHOOL

SUCCESS!!

- Served 13,973 reimbursable breakfasts this year!
- Avg. Participation by Breakfast Service Model
  - 83% Traditional Cafeteria Service
  - 87% Breakfast in the Classroom
  - 60% Grab & Go

CLEARFIELD ALLIANCE CHRISTIAN SCHOOL

Traditional Cafeteria Service

- Served the Kindergarten Class in the Cafeteria
- Before the Bell
- Limit Mess in the Classroom
- Timing: Cafeteria Availability

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Breakfast in the Classroom

- Grades 1-6: After the Bell
- Staff counted food items and stocked breakfast carts the day before
- Staff added refrigerated items and milk the morning of service

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Breakfast in the Classroom

- Students transported carts & coolers to their classrooms
- Older students helped younger students
- Teachers were supportive- no instruction time was lost

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Grab & Go

- Grades 7-12; Before the Bell
- Staff counted food items and stocked the Grab & Go Service Cart the day before
- Staff added refrigerated items and milk the morning of service
- Students “grabbed” breakfast on the way to their first class

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Field Trips

- Provide brown paper bags
- Enlist students to "pack" their own breakfast on the way to the bus

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Looking Ahead: No Changes

- Traditional Cafeteria Service & Breakfast in the classroom were VERY SUCCESSFUL.
  - Required no schedule changes from students.
  - Provided at no cost.
- Desire to Increase Grab & Go Participation
  - Student Survey
  - Pre-Packed Option

CLEARFIELD ALLIANCE CHRISTIAN SCHOOL

Ferndale Area School District

Breakfast Grant

Location

- Johnstown, PA
- Enrollment of 259
- Grade Level 7-12
- Free/reduced rate 64%

Previous Breakfast Program

- Students came to breakfast after arriving at the school before homeroom
- Very little time to participate
- 11% students would eat breakfast daily

Mini-Grant Project

- Implemented "Grab & Go" breakfast
- Chose this model to help students get more out their time in the mornings
- Breakfast participation went to 54%

Keys To Success

- Admin and Teachers on the same page
- Work around student and club schedules
- Incentives!

Moving Forward

- Continuing the "Grab & Go" during homeroom/club periods
- No adjustments needed, working as intended

PATRICK MCGOVERN, BBA

ASSISTANT OPERATIONS MANAGER

NSLP COORDINATOR
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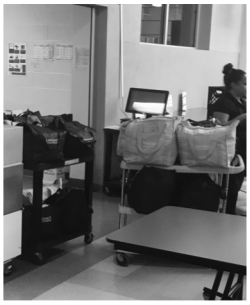
Breakfast Participation

- K-12 Charter School with enrollment of 1225
- Lower income area of Philadelphia
- CEP School with ISP of 74% (100% free)
- Originally breakfast in the cafeteria with 20%-30% participation combined with LS/MS and HS
- Lack of participation due to students staggered arrivals, late arrivals to breakfast, and late arriving buses
- Discussed with DCEO/Principal to implement
- Discussed with the FSMC about the switch and how to accomplish
- Worked with principals and vice principals to make sure everyone we were compliant
- Awarded 2018-2019 Breakfast mini grant

Breakfast Participation

- Completed the Civil Rights training with all teachers
- Reviewed policies on what qualifies as an approved breakfast with the staff/teachers
- Started with breakfast in the classroom in February of 2018
- Added grab and go breakfast to the lower/middle and high school entrances September 2018
- Breakfast participation increase to 70%-80%
- Created breakfast rosters by home room/classroom (K-8 & 9-12) and updated weekly
- PowerSchool & LunchTime linked to show food allergy when a student enters their lunch ID or scans their ID
- Each FSMC employee filling the breakfast bags received a copy of the food allergy list and adjust the bags as needed
- FSMC drops off bags, picks the bags up, collects all the breakfast trash, and replaces new bags in the trash cans
- Created rotating 6 menu for breakfast in the classroom



Breakfast Participation

- Purchased insulated cooler bags for each classroom/homeroom
- Purchased additional trashcans for each classroom for breakfast trash
- Purchased utility carts to transport breakfast bags to and from the cafeteria to the classrooms
- Purchase 2 laptops to our POS cafeteria computers with LunchTime licensing for grab and go
- Worked out the storage and replenishing the bags with FSMC

Breakfast Participation

- Working on adjustments to the breakfast menu options from student, staff, and parent recommendations (food advisory committee) such different fruit options, different main breakfast items to increase the variety of options
- FSMC has a menu app for students and parents to see what the menu is on a daily basis which we will implementing.
- Constant follow up to increase that the breakfast program is running smoothly and making adjustments as needed
- Plan to continue both breakfast in the classroom/grab and go.
- Hoping to improve the grab and go numbers to ensure that we feed as many late arriving students as possible.

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