Breakfast After the Bell Implementation Guide

1. Introduction

Schools across Oregon have found that substantially more children eat breakfast when it is served after the bell and at no-charge to all students. Serving breakfast as part of the school day allows schools to eliminate barriers such as bus schedules and stigma that prevent students from eating this important meal. In recognition of the benefits of universal free school breakfast, the Student Success Act builds upon this success by requiring specific Oregon schools to offer Breakfast After the Bell in the 2020-2021 school year and beyond.

This implementation guide is designed to provide nutrition service directors with resources to establish successful Breakfast After the Bell programs. Given that no two schools are the same, this guide does not prescribe one particular method of offering Breakfast After the Bell. Instead, please use this guide to quickly find whatever resources you specifically need to improve your breakfast program. You will also find valuable resources to share with administrators, teachers, families, and other school stakeholders.

Partners for a Hunger-Free Oregon, an advocacy organization with school meal expertise, created this guide to address the specific needs of Oregon school districts. If you have any questions or would like additional support please contact Fatima Jawaid at fatima@oregonhunger.org or 503-595-5501 x307 or reference the contacts below.

2. Review State Policy

In 2019, Oregon passed the [Student Success Act](#) which invests dramatically in education. This legislation includes $41.6 million in additional school meal funding and affects school breakfast in the following ways:

- Requires that school sites with 70 percent or more of the student population eligible for federal free or reduced-price meals make breakfast accessible after the beginning of the school day
    - Breakfast must be accessible to all students, regardless of grade or arrival time
    - Breakfast must be provided free of charge to all students, regardless of whether that student is eligible for federal free or reduced-price meals
- If 70 percent or more of students eligible for free or reduced-priced meals regularly receive breakfast at the school site, the school district may be exempt from the Breakfast After the Bell requirement.
- The Oregon Department of Education will award grants of up to $5,000 per school site which must be used to purchase or upgrade necessary equipment required to provide breakfast after the beginning of the school day ([More information on grants in section 5](#))
- All requirements take effect for the 2020-2021 school year.
- According to the passage of [HB2846](#) in 2015, up to 15 minutes may be considered instructional time when students consume breakfast in the classroom and instruction is being provided.

Regulations and Guidance:
- Proposed Rules:
    - [OAR 581-051-0600: Breakfast After the Bell Requirement and Exemption Process](#)
    - [OAR 581-051-0605: Breakfast After the Bell Equipment Grant](#)
    - To provide public comment on the proposed rules contact Cody Sibley, Oregon Department of Education Rule Coordinator, by 9:00am on March 19, 2020 at cody.sibley@state.or.us
- [Contact the Oregon Department of Education](#) for specific information on how schools in your district are affected.

Resources:
- [HB3427](#): Full text of the Student Success Act, with school meal provisions on pages 16-18
- [Fueling Students for Success](#): Oregon Department of Education website on the school meal provisions of the Student Success Act
- [Fueling Students for Success: Policy Explainer](#): Overview of how the Student Success Act changes school meal policy

3. Determine a Breakfast After the Bell Model

Breakfast after the Bell programs can look different at each school and each school district or site can determine which service model will best serve their community. Determining your breakfast model builds the basis of your implementation plan. Common models for Breakfast After the Bell are: Breakfast in the Classroom, Grab and Go Breakfast, and Second Chance Breakfast. You can adapt these models to fit your needs.

- **Breakfast in the Classroom:** In this model, students eat breakfast in their classroom after the official start of the school day. Students or staff deliver breakfasts to classrooms from the cafeteria via coolers or insulated rolling bags. Students eat while the teacher takes attendance, gives announcements and gets the day started. Up to 15 minutes can count as instructional time, which is usually enough time for this model. Breakfast in the Classroom leads to the highest participation rates and is most common in elementary schools.
- **Grab and Go Breakfast:** Like in the name, students pick up breakfasts from mobile carts in areas that are convenient to students, such as hallways, entryways, or cafeterias. Students can eat in their classroom or in a common area before and after the bell has rung. This model works in many types of school settings, with various age groups.
- **Second Chance Breakfast:** This model is effective for middle or high school students who may not be hungry first thing in the morning, don't arrive in time, or prefer to socialize with friends in the morning before class. Students eat breakfast during a break in the morning, often between first and second period. Schools often serve breakfast in the hallway using a Grab and Go model, or they can open the cafeteria to serve breakfast during the break.

Before you pick a breakfast model gather input from other school stakeholders including, students and their families, principals and administrators, teachers, kitchen staff and custodial staff. Addressing their concerns as you design a breakfast model will lead to greater buy-in and support for the breakfast change. Remember that everyone has different concerns. Principals will need to ensure that scheduling accommodates breakfast, teachers may need to design activities for students who are eating breakfast in the classroom, families need to know to encourage their students to eat breakfast at school. You can find helpful resources to engage other stakeholders in section 8 and section 9.

Resources:
- Videos of Oregon schools serving Breakfast After the Bell:
  - Breakfast in the Classroom
  - Grab and Go Breakfast (Coming soon!)
  - Second Chance Breakfast
- How It Works: Making Breakfast Part of the School Day: Compare the 3 most common Breakfast After the Bell models

- [Innovative Breakfast Delivery Options](#): Learn about the average participation rates for each Breakfast After the Bell model
- Learn more about what to consider when designing a Breakfast After the Bell model
  - [Model Recommendations Elementary School](#)
  - [Model Recommendations Secondary School](#)

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4. Pick a Financing Option

Schools who are required to provide Breakfast After the Bell by the Student Success Act must offer breakfast at no-charge to all students. Offering breakfast at no-charge to all students removes financial barriers to students and prevents the stigma that lower-income students often feel when they eat breakfast at school. Traditionally, schools offer breakfast at no-charge to all students using one of three options:

- **Community Eligibility Provision (CEP):** This option is based on the percentage of students directly certified for free school meals through programs such as SNAP or identified as fitting in other categories, such as foster care. Schools using CEP must serve breakfast and lunch free of charge to all students and no longer collect school meal applications.
- **Provision 2:** This option reduces paperwork and simplifies the logistics of school meals programs. Schools can use Provision 2 to serve free meals for breakfast, lunch, or both, and collect applications once every four years. Provision 2 schools serve meals at no-charge, and use the significant administrative savings to offset the cost of providing free meals to all students.
- **Non-pricing:** With this option no fees are collected from students, while schools continue to receive federal reimbursements for meals served under the three-tiered (free, reduced price, and paid) system. Schools must continue to collect school meal applications each year and count and claim meals as free, reduced-price, or paid.

Oregon school districts are highly encouraged to take advantage of the two new, supplemental reimbursement programs created by the Student Success Act:

- **The Community Eligibility Provision Incentive Reimbursement Program:** Through the creation of a state fund, Oregon will supplement the federal CEP reimbursement so that participating in CEP is financially viable for more qualifying schools and districts.
  - See the proposed rule [OAR: 581-051-0610](#)
- **The Expanded Income Eligibility Group Reimbursement Program:** Expanding income guidelines for school meal applications increases access to school meals at schools that do not participate in CEP. Students whose families earn between 185% and 300% of the federal poverty line may now quality for meals served at no-charge and reimbursed by the state.
  - See the proposed rule [OAR: 581-051-0615](#)

Resources:

- [Offering Free Breakfast to All Students](): Learn about the 3 most common financing options
- [USDA Community Eligibility Provision Resource Center](): Find tools to see if CEP is right for you and to spread the word about CEP
- [USDA Provision 1, 2 and 3](): Find information about how to use Provision 2, and other provisions, to fund your meal program
- [Fueling Students for Success: Policy Explainer](): Review Oregon's school meal policy changes including the CEP Incentive Reimbursement Program and Expanded Income Eligibility Group Reimbursement Program

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5. Apply for School Breakfast Grants

There are multiple additional funding opportunities available for schools who offer Breakfast After the Bell. Transitioning your breakfast model is an opportunity to apply for grant funding.

- **Oregon Department of Education Equipment Grant (Coming soon!):** School sites that are required to implement Breakfast After the Bell by the Student Success Act are eligible to apply for equipment grants through the Oregon Department of Education. For more information, please contact ODE Child Nutrition Programs at ODE.communitynutrition@ode.state.or.us.
  - Additional grants for child nutrition programs can be found on the [Oregon Department of Education website]().
- **Partners for a Hunger-Free Oregon Grants:** Please visit the [grant page]() for a list of grant resources. Contact Fatima Jawaid, Child Hunger Prevention Manager, at Partners for a Hunger-Free Oregon at 503-595-5501 x307 or [Fatima@oregonhunger.org]().
  - Additionally, Hunger-Free Oregon offers the [Summer Meal Support Fund]() for sponsors and sites running Summer Meal programs, including programs that serve breakfast during the summer.
- **USDA Grants:** The USDA currently offers [Equipment Assistance Grants]() for School Food Authorities, and the current grant cycle is open until June 2020. State agencies competitively award equipment assistance grants, giving priority to high need schools where 50 percent or more of the enrolled students are eligible for free or reduced price meals. For additional resources from the USDA, please visit their [grants page]().
- **Oregon Dairy and Nutrition Council Grants:** Through the [Fuel up to Play 60 Grants]() up to $4,000 per school is available for healthy eating and physical activity initiatives. The next application will open in the spring of 2020. Visit the [Oregon Dairy and Nutrition Council]() website for more information. Contact Erin Hirte at [ehirte@odncouncil.org]() or Crista Hawkins at [chawkins@odncouncil.org]().

- **Share Our Strength's No Kid Hungry Campaign:** The No Kid Hungry campaign currently has two grant opportunities to fund Breakfast After the Bell programs: [No Kid Hungry and Kellogg School Breakfast Grant](#) and [No Kid Hungry and Amazon Breakfast After the Bell Grant](#). Contact via email at grantshelpdesk@strength.org or call 202-649-4342.
- **Action for Healthy Kids Grants**: [Game On Grants](#) offer some supplemental funding for nutrition and/or physical activity initiatives. Email [contactUs@ActionforHealthyKids.org](#) for more information.

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6. Implement Existing Tools

Although implementing a Breakfast After the Bell program may feel like a daunting task, there are plenty of resources available. Although every school has different strengths and challenges when implementing a Breakfast After the Bell program, a few common components include:

1) **Planning your Breakfast Program:** Learning about the requirements for your school, determining a Breakfast After the Bell model, and organizing a financial plan are all crucial first steps. Reference the step by step guides below to help guide your planning process.
2) **Building Support Among All Stakeholders:** At the outset some school stakeholders may not see the importance of serving Breakfast After the Bell. Show patience, listen to concerns, and provide education. You will need everyone's support for a successful program. Reference [section 8](#) and [section 9](#) for more information.
3) **Spreading the Word About School Breakfast:** Although Breakfast After the Bell must be free and accessible to all students, you have to make sure that everyone in the school community knows about this program and sees the importance of participating in breakfast. Reference [section 7](#) for advertising materials and marketing strategies.

Reference these tools and tips as you begin to develop your Breakfast After the Bell program.

- Step by Step Guides:
  - [How to Start a Breakfast After the Bell Program](#): Use this 7-step guide to frame your journey to implementing Breakfast After the Bell
  - [Pre-Implementation Checklist](#): Reference this list for a comprehensive idea of what you need to get done, from developing an implementation timeline to providing training to other school staff
- Tools:
  - [Breakfast In The Classroom: A How-To Manual for Schools](#): Check out Oregon's detailed 2015 manual for meal costing tools, meal delivery tips, and more
  - [Breakfast in the Classroom - District Tools](#): Modify these templates to survey different stakeholders about which foods to serve in the classroom

- Equipment Tips
  - [Breakfast After the Bell Equipment Tips](): Review the equipment schools tend to purchase for different breakfast models and other factors to consider
  - [Alternative Breakfast Equipment Guide](): Reference detailed supply lists and pictures of common breakfast equipment
- Other:
  - [Improving Nutrition Quality and Increasing Participation in Your Breakfast Program](): Watch this webinar for breakfast tips, including menu preparation ideas
  - [Making Breakfast After the Bell Work In Middle and High Schools](): Find tips for secondary schools, such as branding your breakfast program
  - [Implement Breakfast After the Bell](): Check out this website for more information
- Breakfast Recipes:
  - [Wisconsin Breakfast Recipes](): See example breakfast recipes for hot items that can be served outside the cafeteria
  - [Kansas Breakfast Recipes](): Reference this example 6 week breakfast calendar
- Evaluation:
  - [Breakfast After the Bell Evaluation Surveys](): Keep your breakfast program strong by collecting feedback on how breakfast has impacted your school district

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7. Advertise Your Breakfast Changes

When you start a Breakfast After the Bell program you have to make sure people know about it! Especially if this is the first time that your school is offering daily breakfast to all students at no-charge, families will need to understand that their students can receive a school breakfast and why participating in breakfast is important. High participation will decrease the stigma that students who most need breakfast feel and will help your breakfast program grow stronger.

You can market your Breakfast After the Bell in many ways. Advertise to families by setting up automated phone calls, sending home letters, featuring breakfast in school social media, and discussing breakfast at parent meetings. Advertise to students with school announcements, posters, and fun events. Get teachers on board by sharing back the benefits your school experiences from increased breakfast participation.

Although the largest marketing push will take place at the start of your breakfast program, strong breakfast programs require regular nourishment. This may include events for students to participate in helping create or name breakfast items, breakfast challenges, short campaigns for participation, or sharing the stories about why people in your school love breakfast.

Resources:

- Sample Communications

- ○ Sample Letter to Parents: Modify this letter to notify families and parents about your breakfast program
  - ○ Sample Press Release: Use this press release to notify local media about your breakfast program and spread the word to the larger community
  - ○ Sample School Public Announcements: Adapt this script to talk about breakfast in the morning announcements
  - ○ Automated Phone Call Script: Build off this script to record an automated phone call home to families
- Sample Posters:
  - ○ Breakfast Poster: Display this simple, easy to customize poster to advertise breakfast and how it is served
  - ○ Breakfast Flyer: Send this flyer home to families and customize it with ways they can get involved
  - ○ Breakfast Banner: Hang this banner in your school or use it on social media
  - ○ Sample Posters: Check out this list of over a dozen posters that you can print to hang up around the school or send to families
- School Breakfast Challenge (Coming soon!): After your breakfast program starts, use these resources from the school breakfast challenge for a fun way to increase participation in your school
- USDA Marketing Resources for the School Breakfast Program: Use this handy guide to target your promotional efforts to different groups, find the most cost effective promotional efforts, and link to more marketing resources
- School Nutrition Association's Marketing Toolkit: Find resources to engage with National School Breakfast Week

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8. Provide Resources to Other Stakeholders

Running a successful Breakfast After the Bell is a school-wide effort. Students will have to learn new breakfast meal service and clean up routines. Parents and families will have to learn the benefits of school breakfast. Principals will have to adapt staff schedules and share information with families. Teachers will have to modify their lessons to accommodate breakfast service. Custodians will have to adapt their cleaning patterns. Kitchen staff will have to change their preparation and meal counting models. For Breakfast After the Bell to be a success, all of these stakeholders should understand how their participation in breakfast benefits students.

In addition to informing stakeholders on the importance of Breakfast After the Bell, provide training on the specific they can support breakfast. Below are resources you can share to start conversations about the benefits of school breakfast and ask each stakeholder to help in their unique roles.

- [Breakfast After the Bell Toolkit for School Administrators and Teachers](): Hunger-Free ORegon developed this toolkit specifically for Oregon principals and teachers. Share with with them to give them everything they need to know about Breakfast After the Bell
- Oregonbreakfast.org (Coming soon!): Share this website all about school breakfast in Oregon with all stakeholders to teach them about school breakfast
- General Information:
  - [Talking Points for Introducing Breakfast After the Bell to School Stakeholders](): Use this guide to tailor your conversations with teachers, principals, and superintendents to their respective needs
  - [Sample Letter to School Stakeholders](): Modify this letter to explain to teachers and administrators how breakfast will impact the school day and what they can do to help
  - [Oregon is Expanding Access to School Meals](): Share this short explanation of how the Student Success Act affects school meals in Oregon
- Frequently Asked Questions
  - [Customizable School Breakfast FAQ for Parents]() (also in [Spanish]()): Adapt this document and send it to families to answer common questions
  - [Breakfast After the Bell Myths](): Share this resource with teachers, administrators and parents to address common misconceptions about Breakfast After the Bell
  - [Breakfast After the Bell FAQ](): Share this resource with school staff to answer concerns they may have about Breakfast After the Bell
  - [Educator's FAQ on Breakfast](): Send this document to teachers to share the importance of school breakfast and how they can support breakfast participation
- About Learning:
  - [Breakfast for Learning](): Share this short summary of research that shows the many ways breakfast supports learning with teachers and other stakeholders
  - [USDA Information for Teachers](): Share this handout about why teachers like Breakfast After the Bell
- About Student Behavior:
  - [The Connections Between Food Insecurity, the Federal Nutrition Programs, and Student Behavior](): Highlight this research on how school breakfast improves students mental health and behavior in school
  - [Increasing Breakfast Participation to Improve Student Outcomes](): Share this information designed specifically for school social workers
- About Health:
  - [Breakfast for Health](): Send this research to families, school nurses, and others who are concerned about health
  - [School Breakfast - Healthier than you Think]() (also in [Spanish]()): Share this information on breakfast nutrition standards with families
  - [Increasing Breakfast Participation to Improve Student Health](): Send school nurses this research about the benefits of school breakfast

- ○ [USDA Information for Physical Education Teachers and Coaches](): Send physical education teachers and coaches this information on how they can support school breakfast
- About Stigma:
  - ○ [Nobody Wants to Be Labeled](): Share this video to explain the shame students feel when they are stigmatized for receiving school meals
  - ○ [I'm Scared People Will Think I'm Poor](): Share this video to explain how students feel when there is no universal breakfast program
- Further Research:
  - ○ [No Kid Hungry Starts With Breakfast](): Check out this summary of research on the overall benefits of school breakfast
  - ○ [Ending childhood hunger: A social impact analysis](): Review this national analysis of school breakfast for more detailed research on its benefits

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9. Encourage Community Engagement

Engaging families and the broader community is crucial to the success of your breakfast program. According to Oregon Department of Education,

> *Engagement is about co-creation, sharing ownership, breaking down barriers and building bridges. Authentic and meaningful engagement is an iterative process where leaders must continuously ask "whose perspective is missing and what supports a bigger we?"*

People feel valued when you make an effort to engage them, to hear their opinions and to modify your breakfast program to fit their needs. Including families and students in decision-making about breakfast can also promote a sense of pride and ownership over the program. Plus, requesting feedback will allow you to consider new ideas to increase participation in and satisfaction with school breakfast. Nurturing relationships between nutrition staff and families has powerful long-term benefits for everyone involved.

- Engagement Tips:
  - ○ [Top 10 Ways to Involve Students in Your School Nutrition Programs](): Check out these simple suggestions for involving students, such as using a suggestion box
  - ○ [Engaging Parents to Promote Healthy Schools](): Review this powerpoint for a parent engagement framework and ideas to engage students in school meals
  - ○ [USDA School Breakfast Surveys](): Deploy these surveys to gather data on the success of your breakfast program
  - ○ [Oregon School Wellness Policies](): Use your school wellness policies and committees to drive family engagement
- Parent Engagement Guides:

- ○ [Oregon Department of Education Student Investment Account Engagement Toolkit and Tools](#): Learn more about successful community engagement in sections 3 and 4, especially on pages 18-19
  - ○ [Parents for Healthy Schools:](#) Read through these in-depth resources, including two guides from the CDC on building parent engagement
  - ○ [School Meals Leader's Guide](#): Give this detailed guide to parents to encourage them to engage on school meals or have the school initiate these strategies
- ● Resources to Send to Families (Repeated from previous section):
  - ○ Oregonbreakfast.org (Coming soon!): Send families this website about school breakfast in Oregon
  - ○ [Oregon is Expanding Access to School Meals](#): Share this short explanation of how the Student Success Act affects school meal policy with families
  - ○ [Customizable School Breakfast FAQ for Parents](#) (also in [Spanish](#)): Modify the answers to these commonly asked questions to fit your district
  - ○ [School Breakfast - Healthier than you Think](#) (also in [Spanish](#)): Share this information with families to address concerns about student health
  - ○ [Breakfast Infographic](#): Share this infographic with parents as a take-home letter or via social media

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10. Contacts & Additional Resources

For further information, please reference the following resources:

- ● Oregonbreakfast.org (Coming soon!): For easy to access information about school breakfast in Oregon
- ● [Partners for a Hunger-Free Oregon school meals webpage](#): For updates on school meal advocacy and hunger in Oregon
- ● [Oregon Dairy and Nutrition Council school website](#): For success stories and grant opportunities
- ● [Oregon Department of Education Fueling Students for Success webpage](#): For regulations and state policies
- ● National Resources
  - ○ [FRAC's School Breakfast webpage](#): For more breakfast tools
  - ○ [FRAC's Breakfast Matters Webinar Series recordings](#): For video tips of various topics related to school breakfast
  - ○ [Partners for Breakfast in the Classroom website](#): For tools about Breakfast After the Bell
  - ○ [No Kid Hungry School Breakfast website](#): For even more breakfast tools

If you have questions or want further information please contact the organizations and people below. Please read below about which contact is most appropriate to assist with each issue.

Oregon Department of Education
Child Nutrition Programs
ODE.communitynutrition@ode.state.or.us or your ODE Specialist
Contact us for questions about:
- Making a complaint about a program
- Starting a new program, changing current program
- Information about grant funding programs

Heidi DuPuis, Oregon Department of Education
heidi.dupuis@state.or.us | 503-947-5893
Contact us for questions about:
- Student Success Act regulations
- Policy requirements

Partners for a Hunger-Free Oregon
Fatima Jawaid, Child Hunger Prevention Manager
fatima@oregonhunger.org | 503-595-5501 x307
Contact us for questions about:
- Implementing a Breakfast After the Bell program
- Technical Assistance, publicity, or site visits for your School Breakfast Program
- Engaging parents, students, educators and community partners in school meals
- Ways to advocate in your community
- Other ways to get involved in the anti-hunger movement

Oregon Dairy and Nutrition Council
Crista Hawkins, RDN, LD, Senior Director of Youth Wellness
chawkins@odncouncil.org | 503-229-5033
Contact us for questions about:
- Technical assistance and breakfast ideas
- Connections with other Oregon programs
- Site visits to your school
- Information about grant opportunities