All young people deserve a chance to live healthier lives.

We work to empower kids to develop lifelong healthy habits by ensuring the environments that surround them provide and promote good health.
Healthier Generation’s Reach
(Healthy Schools and Communities Program only)

- 40,000 Schools
- 6,000 Afterschool/Youth Serving Sites
Healthy Schools

Our Healthy Schools Program helps to create and sustain healthy school environments where students, especially those in greatest need, can achieve greater academic success and life long healthy habits.
Every Child Deserves a Healthy Future: Healthier Generation’s Impact

Catalyzing a National Movement
In 2018, more than 450 schools across the U.S. received Healthier Generation’s America’s Healthiest Schools Award (more than double the total from 2010).

Increasing Health Equity
Studies of Healthier Generation’s Healthy Schools Program show that we make the biggest impact in schools that serve students and families from underserved communities.

Improving Child Health
A 2015 study in the CDC journal Preventing Chronic Disease found that participation in the Healthy Schools Program is linked to reductions in the prevalence of overweight and obesity among students in high-need schools.
MAKING THE MARKETPLACE HEALTHIER

We develop innovative business sector initiatives that bring bold change for improving children’s health working with more than 120 global food, beverage, health care and technology companies.
90 percent reduction in beverage calories being shipped to the nation’s schools

21 million more low-fat and fat-free milk jugs and 100% apple juice boxes being purchased in McDonald’s Happy Meals

Total sales of healthier products to participating schools have increased by $130 million, or 71 percent
The benefits of eating breakfast includes all of the responses except the following:

- Increases hyperactivity
- Improves attendance
- Improves memory
- Increases favorable weight-related outcomes
USDA's National School Breakfast Program
Maximizing Breakfast Participation
Marketing, menus and more
Kids are our customers
Questions
USDA’s National School Breakfast Program
Benefits of School Breakfast

- Improved achievement, cognitive function and memory
- Improved attendance and punctuality
- Ready to learn
- Decreased anxiety and hyperactivity
- Favorable weight-related outcomes
Barriers to a Healthy Breakfast

- Limited budget/access to foods at home
- Challenges with parents who start work at early hours in the morning
- Challenges with getting to school on time
- Children who don’t like to eat early
- Cultural practices of not eating breakfast
- Stigma of “free” breakfast
Student Eligibility for Free Breakfast

Participation in Federal Assistance Programs

Status as homeless, migrant, foster

Family income at or below 130% of the Federal Poverty Level
How districts can offer breakfast at no charge:

1. Community Eligibility
2. Provision 2
3. Non-pricing
What’s for breakfast?
Breakfast components for grades K-12

1. Fruits (vegetable substitute)
2. Grains (or opt. meat/meat alt.)
3. Fluid Milk
Offer Versus Serve

1. Fruits (Veg substitute)
2. Grains
3. Fluid Milk
4. Meat/Meat Alt OR additional Fruit/Vegetable
Increasing Breakfast Participation
Does your school use strategies to maximize participation in the school breakfast program?

*Generally, universal free breakfast is ideal for schools with ≥70% of students eligible for free or reduced-price meals, but may still be feasible for schools with a lower percentage of eligible students depending on state and local policies and programs. Universal free breakfast refers to any program that offers breakfast to all students free of charge, regardless of their free, reduced or paid lunch status.

3 = Our school offers universal free breakfast* after the bell, such as breakfast in the classroom, grab and go to the classroom, or second chance breakfast models.

2 = Our school offers breakfast after the bell, such as breakfast in the classroom, grab and go to the classroom, or second chance breakfast models.

1 = Our school offers a traditional breakfast program served and consumed in the cafeteria.

0 = Our school does not offer a breakfast program.
Traditional Breakfast

- Consumed in the cafeteria before school starts
- Allows cafeteria staff to contain service and clean-up to one area
- Provide time for family engagement in the elementary levels
Grab and Go

- Served from mobile carts
- Set up in high-traffic areas
- Hand-held breakfast items
- Can be offered when students arrive to school or after the bell
Breakfast in the Classroom

- Breakfast delivered to classrooms or picked up by student representatives ("breakfast sheriffs")
- Students eat together during attendance, announcements
- Provides nutritious meal for those that don’t have time to eat before school
Breakfast after the Bell

- Grab and Go Model after first period
- Popular in secondary grades
- Some students don’t like to eat early
- Gives students a nutrition break
- Alternative to vending machine items
Breakfast After the Bell includes Breakfast in the Classroom, Grab n’ Go to the Classroom and Second Chance Breakfast.

<table>
<thead>
<tr>
<th></th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>WG Stuffed Bagel-Bread w/LF Strawberry Cream Cheese (2 Gr)</td>
<td>WG Banana Bread (2 Gr)</td>
<td>WG Blueberry Muffin (1 Gr)</td>
<td>WG Cereal Bar (2 Gr)</td>
<td>Assorted WG Breakfast Cereals (1 Gr)</td>
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<td></td>
<td>Orange Smiles or Seasonal Fresh Fruit (1 c.)</td>
<td>Chilled 100% Fruit Juice (4 oz.)</td>
<td>String Cheese Stick (1 MMA)</td>
<td>Seasonal Fresh Fruit (1 c.)</td>
<td>Low Fat or Nonfat Yogurt (1 Gr/MMA)</td>
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<tr>
<td></td>
<td>Plain Low Fat or Nonfat Milk (8 oz.)</td>
<td>1/2 c. Chilled Mixed Fruit Cocktail</td>
<td>Chilled Cupped Pears (1 c.)</td>
<td>Plain Low Fat or Nonfat Milk (8 oz.)</td>
<td>1 Banana or Seasonal Fresh Fruit (1 c.)</td>
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</tbody>
</table>

https://www.healthiergeneration.org/.../smart-food-planner
YOU CONTROL YOU

Your body is an amazing machine, but it's up to you to fuel it up with lots of healthy foods.

Breakfast

My meal is for breakfast.
I'm having oatmeal, 100% fruit orange juice, carrots, eggs, and a muffin.
Customer Service

Taste Testing! Find Out What Students Want!

How to Test Products

1. If you are testing products to be used outside the cafeteria, choose a day when you think you can get the most participation. If testing a product to be used in the cafeteria on the a la carte line, choose a day with appropriate menu items to complement the test food.

2. Be sure you will have the food or beverage in stock at the time of testing.

3. Use attractive labels at each testing station. Be sure to include the name of the test food or beverage, as well as an enticing (but brief) description of the item. This helps ensure students are not turning the item down due to uncertainty about what it is.

4. If preparation is needed, prepare food according to instructions.

5. Whether you are testing foods and beverages to be used inside or outside the cafeteria, think about presentation—present foods or beverages in an appealing manner. For example, determine an appropriate garnish, sauce, or dressing that should accompany the test food. Ensure not only the test item, but also any condiments or accompaniments are easily accessible by students.

6. Ensure you have plenty of copies of the evaluation form for the students to fill out.

Farm To School initiatives

- Connect with local farmers
- Reinforce farm to table - where you food comes from
- Utilize Team Nutrition materials
- Weave Nutrition Education into subjects

https://theicn.org/icn-resources-a-z/utilizing-the-cafeteria-as-a-classroom/

Addressing Cultural and Ethnic Influences

- Get recipes from families for breakfast items
- Invite parents to breakfast to eat with students
- A variety of fruits, vegetables and whole grains can help embrace diversity
Modify the Menu!

**CHOOSE 2**
- Assorted Juice
- Oranges
- Apples

**CHOOSE 1**
- Egg & Cheese Sandwich
- Cereal w/Cheese Stick
- OR Whole Grain Cinnamon Bun
Next Steps

Take this back to your school and community and share the resources from today’s training

Choose one breakfast idea to implement to increase participation

https://www.healthiergeneration.org
QUESTIONS?