

A photograph of four diverse children sitting in a row in what appears to be a classroom or school setting. From left to right: a young girl with long dark hair in a braid, wearing a white sweatshirt with a colorful sequined design; a young girl with dark skin and braided hair, wearing a white t-shirt under a grey and pink cardigan; a young boy with light brown hair, wearing a blue and red plaid shirt over a black t-shirt; and a young boy with dark curly hair, wearing a dark blue sweatshirt with yellow and white stripes on the sleeves. They are all looking towards the camera. The background shows shelves with various items, a bulletin board with drawings, and a calendar.

ALLIANCE FOR A HEALTHIER GENERATION

VISION and MISSION

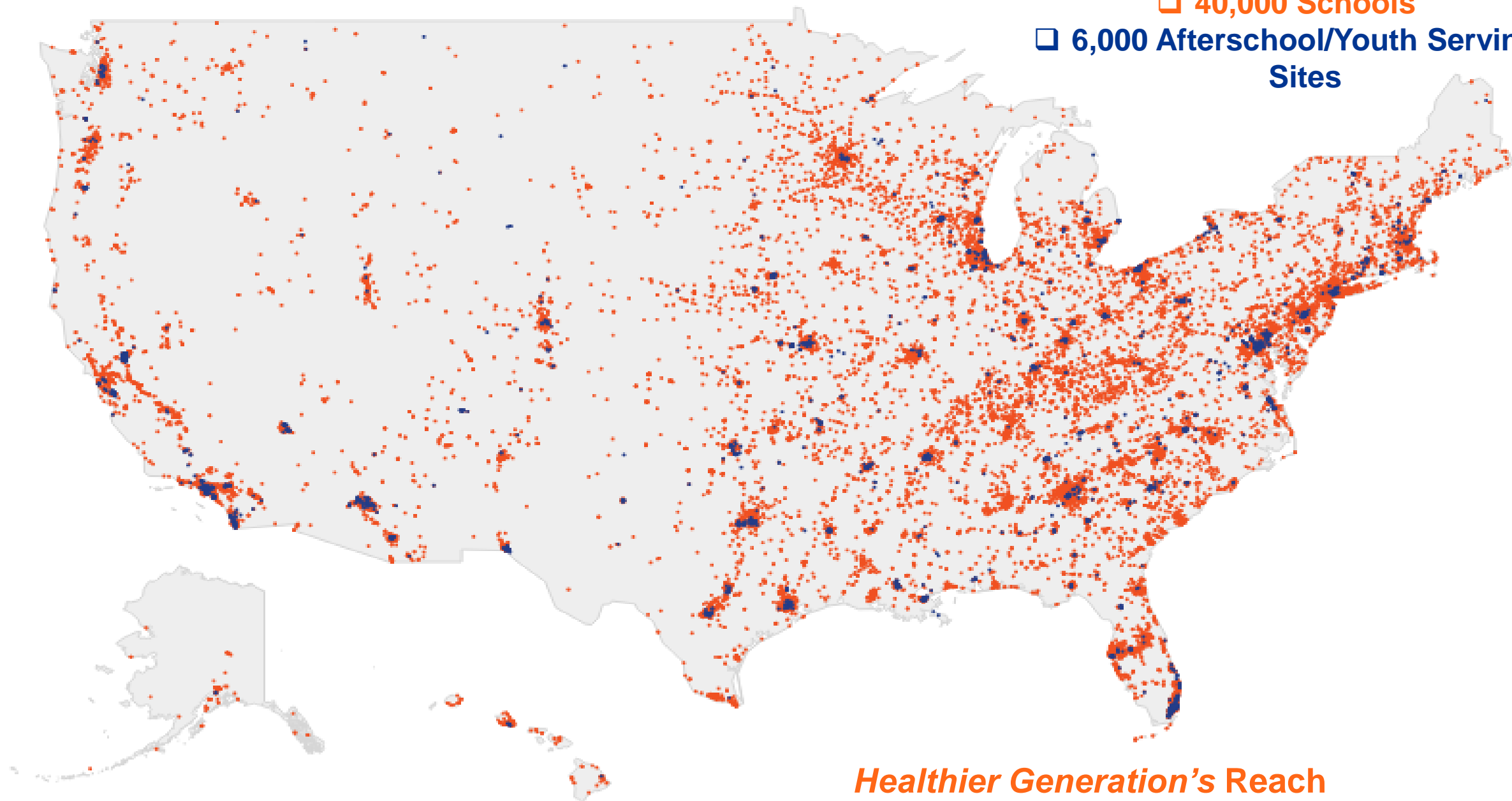
OUR VISION

All young people
deserve a chance to
live healthier lives.

OUR MISSION

We work to empower kids
to develop lifelong healthy
habits by ensuring the
environments that surround
them provide and promote
good health.

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



Healthier Generation's Reach
(Healthy Schools and Communities Program only)



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.

The background of the slide is a composite image. The top half shows a blurred view of a library with tall wooden bookshelves filled with books. The bottom half shows a blurred view of a grocery store aisle with various fresh produce, including cucumbers and avocados, on a wooden cutting board.

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 Most Important Meal of the Day | School Breakfast

POLL

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

GROUND RULES

- EVERYONE SHARE
- ONE PERSON TALK
AT A TIME
- QUESTIONS
- EVERYONE
- BE ON



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 ours 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



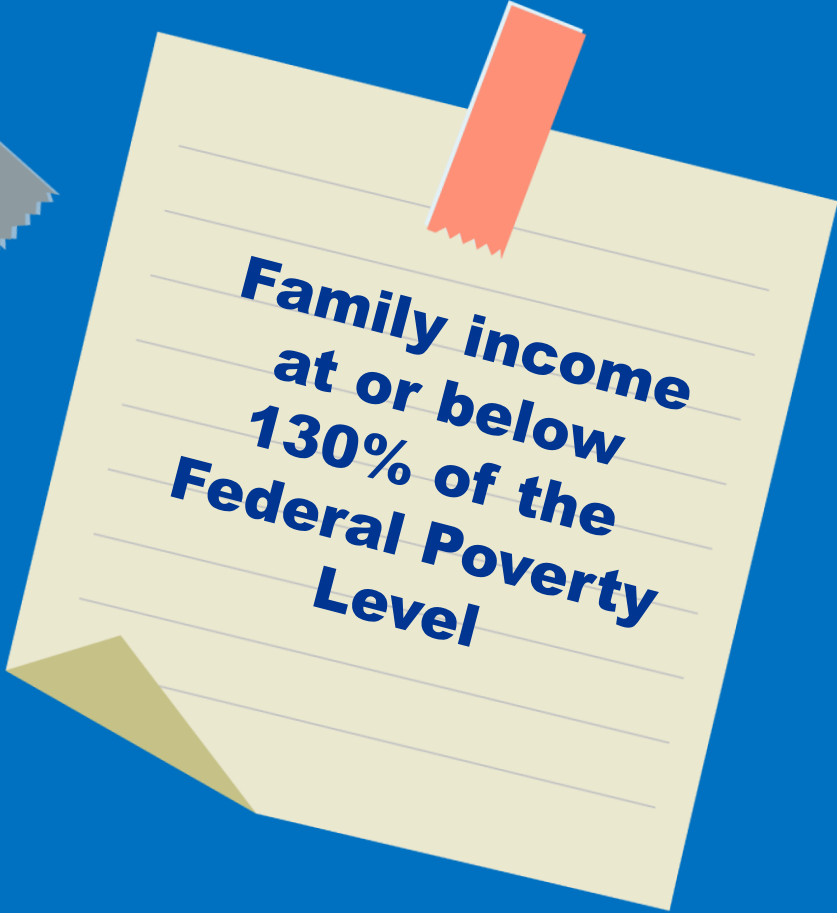
Student Eligibility for Free Breakfast



**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?

SCHOOL BREAKFAST

for Families



FRUITS

A full cup of fruit is available every day, providing nutrients that are important for kids' health, such as potassium, dietary fiber, vitamin C, and folate (folic acid).

MILK



Kids and teens need the calcium, protein, and vitamin D found in milk for strong bones, teeth, and muscles.



VEGETABLES

Every breakfast does not include vegetables, but schools may offer them in place of fruits.



PROTEIN FOODS

Some breakfast menus may offer items such as eggs, nuts, or meats to pair with whole-grain options.

GRAINS



Starting every day the whole grains way gives kids and teens B vitamins, minerals, and fiber to feel fuller longer so they stay alert to concentrate at school.



United States Department of Agriculture

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 $\geq 70\%$ 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.



- 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

Traditional Breakfast

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 - Cool & Collected!

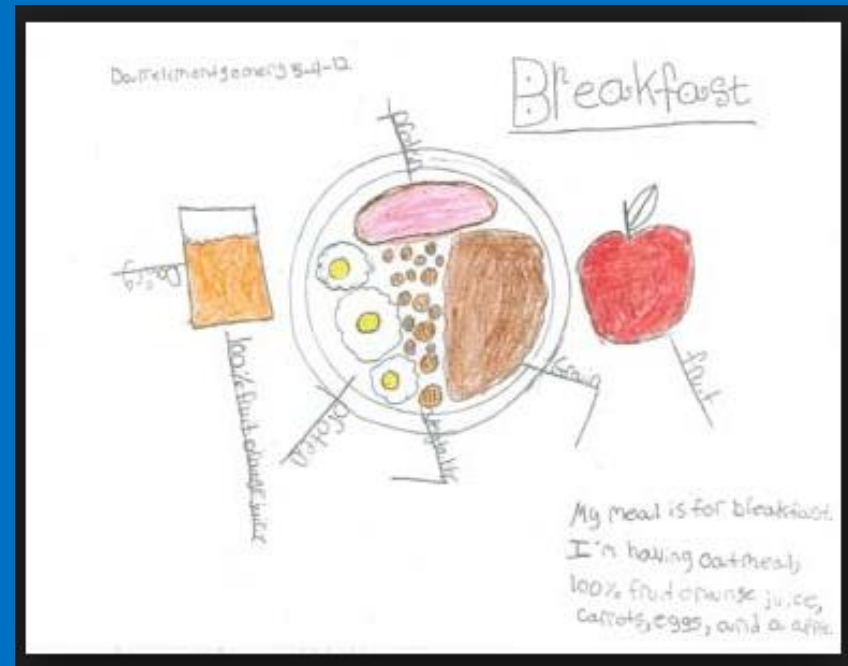
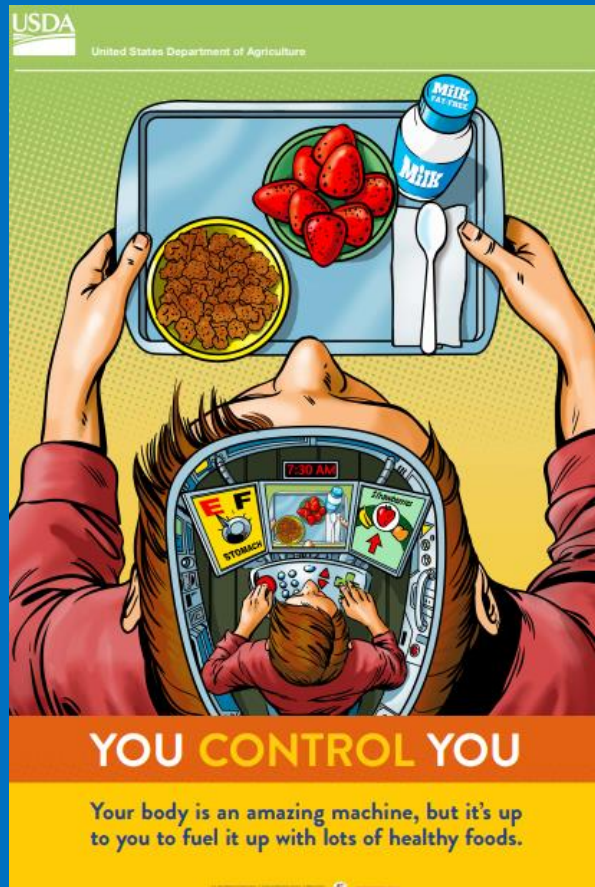
[Save To List](#)[Print](#)[SHARE](#)

Breakfast After the Bell includes Breakfast in the Classroom, Grab n' Go to the Classroom and Second Chance Breakfast.

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

<https://www.healthiergeneration.org/.../smart-food-planner>

Marketing



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.

<https://www.healthiergeneration.org/sites/default/files/documents/20180918/5daa1eab/Taste%20Testing%20Guide.pdf>



Farm To School initiatives

- Connect with local farmers
- Reinforce farm to table - where your 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/>

<https://theicn.org/resources/121/procuring-local-foods-for-child-nutrition-programs/107045/procuring-local-foods-for-child-nutrition-programs.pdf>

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?



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/HealthierGeneration