

Breakfast = Achievement



Dear School Nutrition Professional:

The following fact sheet is designed to help you communicate the many benefits of an Expanding Breakfast program to principals.

It is general in nature since there is essential information specific to your operation that you will need to include. Please do not use it as a stand-alone piece, rather provide it as part of a presentation or distribute it with a cover letter that includes other details, such as:

- How eating school breakfast has a positive impact on students' academic performance
- Request for a meeting
- Specifics on what type of Expanding Breakfast program you would like to implement
- How increasing breakfast participation fits into the district's wellness goals

Also, you might prefer to use this sheet as a guide for ideas and thought starters for designing your own communications piece for principals.

Remember, Breakfast Equals Achievement!

(This cover letter corresponds to the Principal Fact Sheet, which is coded PRN in the bottom right corner)

A Proven Way to Improve Student Learning, Performance and Health

Want your students to be more alert, focused and ready to tackle the academic challenges of the school day? It's hard not to answer yes. There is a well-documented method of foodservice that can support you and your students in achieving what you want – it is Expanding Breakfast outside the cafeteria.



Feeling resistant? We've done our homework and were expecting that. Everything we've read said there would be resistance—at first. However, staff at schools where Expanding Breakfast has been implemented, confirm the "benefit curve" is fast. Almost as soon as the program starts, some advantages are immediate and that resistance disappears. Here are a few reasons why.

Expanding Breakfast Receives High Grades*

- Improves classroom performance and yields better test scores and grades
- Increases children's ability to focus and concentrate on school work
- Decreases disciplinary problems, tardiness and visits to the nurse
- Increases attendance rates

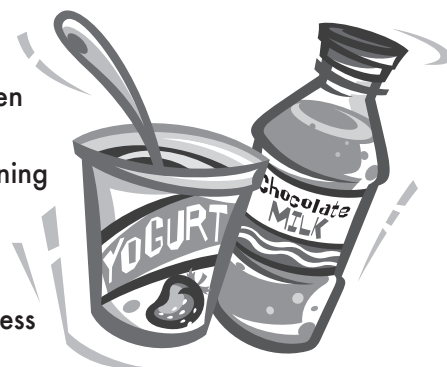


An Important Part of an Overall Healthy School Environment

- School breakfast offers a wide variety of healthy foods, meeting USDA requirements and supplies 1/4 of the Recommended Daily Allowances children need.
- Students look forward to a nutritious meal to start the day off right – they're healthier, happier, better behaved, and more productive throughout the day.

Principal Frequently Asked Questions

- **Doesn't this program cost more to run?** Actually, Expanding Breakfast Programs often cost less to run. Labor costs may be higher, but per meal costs are lower due to volume and many schools generate enough money to contribute to funding lunch, purchase new equipment, and more. Also the program has been proven to increase attendance rates, yielding high levels of state matching funds.
- **What about lost instructional time?** Often breakfast is served during morning announcements, Daily Oral Language, and other similar activities, so no instructional time is lost. Teachers report they have actually gained instructional time due to fewer nurse visits, less tardiness and absenteeism and fewer disruptions.
- **How messy is breakfast outside the cafeteria?** To start, there will be less clean up in the cafeteria. And, we will take the necessary steps to provide easy-to-serve, -eat, and -cleanup, nutritious breakfast foods to minimize labor and mess.



Let's talk about starting an Expanded Breakfast program.

*Based on the Maryland Meals for Achievement Year III Final Report 10/01 and the Minnesota Dept. of Children, Families & Learning Studies. For the studies go to www.NutritionExplorations.org and click on the Educators Section.