

BREAKFAST AFTER THE BELL



Case Study

2015-16 MANTECA UNIFIED SCHOOL DISTRICT (MUSD): Patty Page, *Director of Nutrition Education*



2015 DISTRICT DEMOGRAPHICS

30 K-12 Traditional Public Schools¹
23 K-8 elementary/middle schools
5 high schools
2 continuation schools

14,263 Students Eligible for Free or Reduced-Price School Meals²

22,757 Students Enrolled³

“The additional program revenue resulting from increased participation lets us offer more work hours to staff. It’s a real economic benefit for those workers.”

–Patty Page

FOOD QUALITY

MUSD serves hot and cold breakfast items. Cereal bars, muffins, and honey rolls are all made with 100% whole grain. Starting in 2016-17, menus will be updated monthly instead of every six months to provide students with a wider variety of breakfast options.

The Nutrition Education Department uses the USDA Foods Program for string cheese, which is one of the most popular breakfast items.

BREAKFAST MODELS



Before Breakfast After the Bell (BAB)

service models: Prior to BAB implementation in 2011, all schools were serving breakfast before the bell in the school cafeteria.

Breakfast in the Classroom: Classroom Breakfast is offered in 17 of 23 elementary school classrooms.

Second Chance Breakfast: One elementary school serves Second Chance breakfast to students in the cafeteria during mid-morning break.

IMPLEMENTATION

Strategy

MUSD implemented BAB at schools where principals were supportive of the change in service model. Once those principals saw the benefits of BAB, they began to advocate among other principals in support of changing to BAB.

Hurdles

Some teachers were initially resistant to the change, citing a perceived loss of instructional time as an issue. Some custodial staff also complained about increased workload.

Solutions

- + Principals shared with teachers the state's guidance⁴ that Classroom Breakfast time can count as instructional time.
- + The MUSD Nutrition Education Department listened to custodians' concerns about clean up and made menu changes that removed the messiest items and ingredients such as sunflower seeds and raisins.

BEHAVIORAL AND ACADEMIC IMPACTS

After BAB Implementation

- ➔ Principals cite fewer reports of visits to the school nurse and fewer class disruptions.
- ➔ Office managers report that there are fewer class interruptions, headaches, and stomachaches.



PROGRAM FINANCES

- BAB start-up costs were under \$5,000 per site and were paid for with existing program funds. Expenses included extra garbage cans, carts, rain gear, insulated bags, and clipboards.
- Extra revenue from increased breakfast participation -- resulting from the switch to BAB -- is reinvested in the program to improve the quality of items offered and to cover increased labor costs.

“Parents and the PTO used to donate money to the school to serve snacks to kids who were hungry and complained of stomachaches. Now with BAB, they don’t have to do that.” –Patty Page

PROGRAM PARTICIPATION

- ➔ In 2010-11, prior to implementation of BAB in select MUSD schools, the district's breakfast program reached 36% of low-income students. In 2014-15, the district's breakfast program reached 56% of low-income students -- **and in BAB schools, 72% of all students benefitted from school breakfast.**

PERCEPTIONS OF IMPACT

- Parents and students have been supportive of BAB. "I've never heard a complaint from a parent." - *Patty Page*
- The district Superintendent was and is one of BAB's biggest champions. Support from the administration was key to the program's early success and expansion.
- National organizations with a focus on student nutrition have been supportive of MUSD's BAB program, including the Dairy Council and the Alliance for a Healthier Generation.

NOTES & REFERENCES

CFPA thanks Patty Page for her time and insights into the school breakfast programs at Manteca Unified School District.

¹Traditional, non-charter K-12 schools that were active in the 2014-15 school year. This excludes sites such as continuation schools, virtual schools, and independent study schools. Source: California Department of Education (CDE) School Directory at <http://www.cde.ca.gov/re/sd/>

²⁻³Students certified as eligible for free and reduced-price meals in traditional, non-charter K-12 schools during the 2014-15 school year. Source: CFPA analysis of the FRPM student poverty data file available from CDE at <http://www.cde.ca.gov/ds/sd/sd/files/sp.asp>

⁴Letter from California State Controller and Superintendent of Public Instruction, July 1, 2010. Available at <http://www.cde.ca.gov/ls/nu/sn/yr10jtltr0701.asp>