

New Grants to Support



1.12.2017



Today's Panel

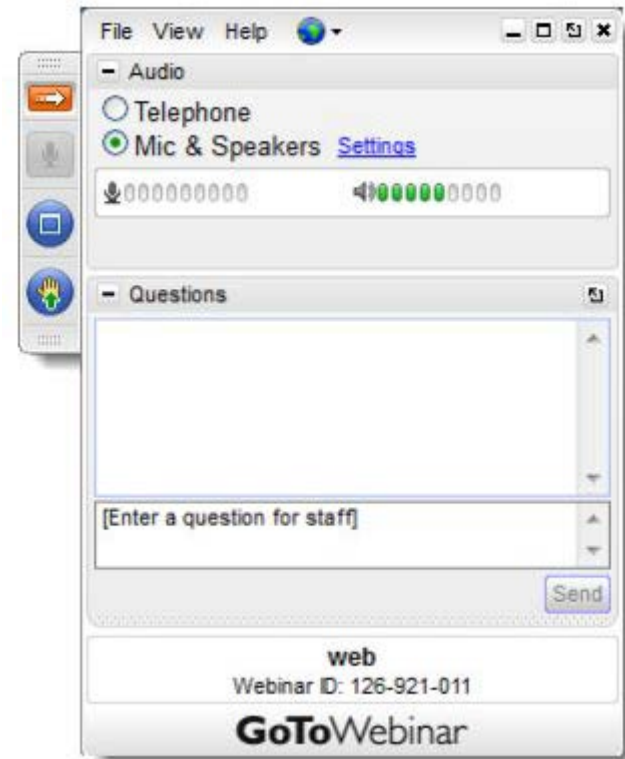
- Tia Shimada
 - Director of Programs
 - California Food Policy Advocates
- Tara Chambers
 - School Nutrition Programs Specialist
 - Nutrition Services Division, CDE
- Stephanie Bruce
 - Director, Nutrition Services
 - Palm Springs USD

Today's Discussion

- Webinar Logistics
- Intro to Breakfast After the Bell & Breakfast Grants
- Grant Details
- Operating Breakfast After the Bell
- Q&A

Webinar Logistics

- All participants are muted
- Please submit questions!
- Recording & slides will be posted



California Food Policy Advocates (CFPA)

CFPA is a statewide policy and advocacy organization dedicated to improving the health and well-being of low-income Californians by increasing their access to nutritious, affordable food.



www.cfpa.net

Children in Need



3 in 5 or more than **3 million**

CA public school students are eligible for free or reduced-price school meals











School Breakfast Gap

2 million



Low-income, public school students
in CA miss out on the health &
academic benefits of school breakfast

Benefits of School Breakfast

IMPROVED	DECREASED
 Cognitive Function	 Risk for Obesity and Diabetes
 Academic Achievement	 Aggressive Behavior
 School Attendance	 Delinquency
 Diet and Physical Health	 Suspensions
 Emotional Health	 Tardiness

After-the-Bell Breakfast



SECOND CHANCE BREAKFAST

Serve students during
a mid-morning break



GRAB 'N GO BREAKFAST

Let kids grab quick
and healthy meals on
the way to class



BREAKFAST IN THE CLASSROOM

Serve breakfast when
and where all kids
are able to eat

**Models can be tailored to the needs of
students and their schools**

State Budget Investment

- **\$1 million** in grant funds to startup or expand school breakfast
- **\$2 million** in additional grant funds
 - ✦ Prioritizing after-the-bell breakfast
 - ✦ High-poverty schools
 - ✦ One-time costs (e.g., equipment, promotional materials, training)

Other Resources

- School Breakfast Materials
 - <http://cfpa.net/school-breakfast>
- LCFF & School Nutrition
 - <http://cfpa.net/nutrition-and-education-policy>
- California Action for Healthy Kids
 - Katia Ahmed kahmed@actionforhealthykids.org





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Grant Eligibility

- Public school districts, county offices of education, and directly funded charter schools
- SFAs must have at least 20 percent of students enrolled at the site approved for F/RP meals.
- The additional pot of funding will be prioritized for sites with over 60% F/RP and are implementing/expanding a Breakfast after the Bell service model
- Each SFA may apply for no more than 10 sites for up to \$15,000 per site



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Grant Timeline

Date	Activity
January 4, 2017	RFA posted to CDE's Web site
March 1, 2017	Grant applications due to CDE
June 2017	CDE selects grantees
July 2017	Grantees receive funding
July 1, 2017 – March 1, 2018	Grant Period
November 1, 2017	Progress Reports Due to CDE
March 1, 2018	Invoices Due to CDE



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Grant Deadline

The CDE must **receive** signed and dated hard copies of grant applications (with original signature) on or before **Wednesday, March 1, 2017**.



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Grant Deadline

- **The CDE will not:**
 - Accept any applications received after 5 p.m., on March 1, 2017
 - Process incomplete, illegible, or late applications
 - Accept fax or e-mail submissions
 - Accept placeholder applications of any type



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Grant Application

The application has two parts:

1. Grant plan – SFA level information; complete one per SFA
2. Site application – Site level information; complete one per site



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Grant Application

Grant Plan

- **Public/Private Assistance** – Explain any public or private funding that the SFA has received for starting or expanding an SBP or SFSP. (Up to 5 points)
- **SFA Special Funding/Assistance** – Explain the technical assistance or funding, beyond normal operating support, that the SFA will provide to the site(s). (Up to 5 points)



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Grant Application

Grant Plan (cont.)

- **Barriers** – Provide a detailed explanation that describes the existing barriers that hinder the SFA's ability to provide breakfast or decrease children's ability or desire to participate in the SBP. (Up to 5 points)



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Grant Application

Site Application

- **Innovative Strategies** – Identify innovative strategies designed to maximize participation. (Up to 30 points)
 - Examples of innovative strategies: second chance breakfast, breakfast in the classroom, grab-n-go breakfast



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Grant Application

Site Application (cont.)

- **Budgets** – Identify equipment purchases, site outreach, promotional items and activities, and training (if applicable). (Up to 15 points)
 - Equipment
 - Outreach and Promotion
 - Training



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Grant Application

Site Application (cont.)

The CDE will award additional points if the site:

- Implements a **new SBP (15 points)**
- Qualifies for **Severe Need** breakfast reimbursement (the site served 40 percent or more F/RP lunches two years prior) **(15 points)**
- Is a **Program Improvement** school with at least 50 percent or more enrolled students approved for F/RP meals **(5 points)**
- Agrees to operate the SBP for no less than three years **(5 points)**



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Helpful Hints for Submitting a Successful Grant Application

- Read the entire Breakfast Grant RFA (Management Bulletin, Instructions, and Scoring Criteria/Matrix)
- Equipment requested should support barriers and innovative ideas
- The cost of the equipment should be based on a quote from a vendor (including tax, shipping, etc.)



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Helpful Hints for Submitting a Successful Grant Application

- Be descriptive in the narrative sections
- When applying for the grant, work with all possible parties to ensure your plans can be carried out



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Contact Information

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Programs Specialist, Nutrition
Services Division

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BREAKFAST AFTER THE BELL

OPERATING A SUCCESSFUL PROGRAM

PALM SPRINGS PROGRAMS

- Breakfast in the classroom
- Second Chance Breakfast
 - Grab-n-Go at Secondary Sites
- Extended Breakfast



WHERE DO I START?

1. Is it Feasible?
2. Can the kitchen handle the new program?
3. What sites want a program?



KEYS TO SUCCESS

OR

HOW TO STRUGGLE LESS

1. Pre-Implementation Check List
 - List of things you need to achieve your goal
2. Implementation Timeline
 - List of deadlines to achieve the goal
3. Equipment list
 - Needed equipment by site
4. Pre-Launch checklist
 - Description of all stakeholders roles and monitoring deadlines



PRE-IMPLEMENTATION CHECK LIST

DESIGNATE A SCHOOL BREAKFAST TEAM

- Ensure it is comprised of the stakeholders that will be beneficial to launching and supporting the program.
- Teachers, principals, food service staff, custodians, wellness coordinators, etc.
- Their purpose is to help plan the implementation and can be reconvened to assess and troubleshoot the program as it evolves.
- Find a champion

PRE-IMPLEMENTATION CHECK LIST

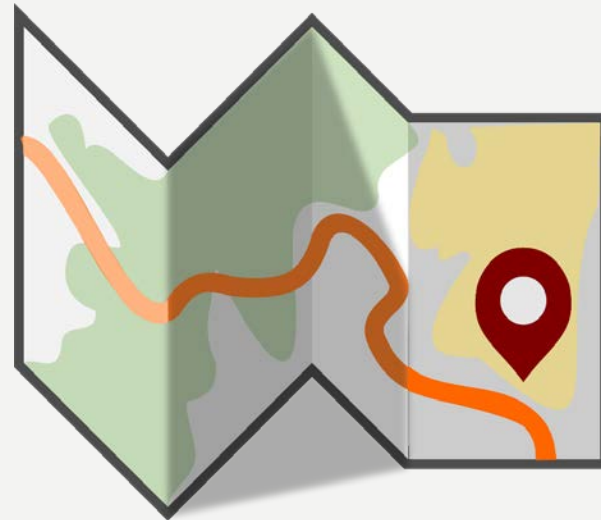
MENU

9	10	11	12	13
 Build-A-Meal	 Build-A-Meal	 Build-A-Meal	 Build-A-Meal	 Build-A-Meal
Breakfast Entree Mini French Toast Cinnamon Rush Assorted Cereal Go Big Yogurt & Cocoa Cherry Bar	Breakfast Entree Mini Maple Waffles Assorted Cereal Go Big Yogurt & Cocoa Cherry Bar	Breakfast Entree Breakfast Wrap Assorted Cereal Go Big Yogurt & Cocoa Cherry Bar	Breakfast Entree Apple Cinnamon Muffin Assorted Cereal Go Big Yogurt & Cocoa Cherry Bar	Breakfast Entree Mini Maple Pancakes Assorted Cereal Go Big Yogurt & Cocoa Cherry Bar
Fruit Peach Cup Frozen Juice Orange Amazin' Raisin	Fruit *Mixed Fruit Amazin' Raisin Fresh Apples	Fruit Fresh Banana Berry Juice Amazin' Raisin	Fruit Amazin' Raisin *Mixed Fruit Kiwi	Fruit January Fruit Basket Apple Juice Amazin' Raisin
Milk Chocolate Milk 1% White Milk	Milk Chocolate Milk 1% White Milk	Milk Chocolate Milk 1% White Milk	Milk 1% White Milk Chocolate Milk	Milk Chocolate Milk 1% White Milk

PRE-IMPLEMENTATION CHECK LIST

MAP OUT THE SCHOOL

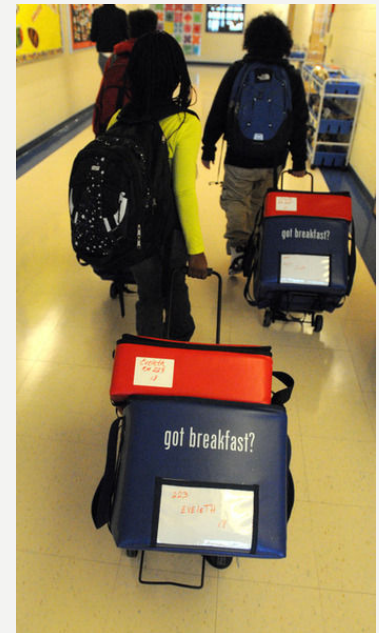
- Look for road blocks
 - Doors (are they open/locked)
 - Stairs
 - Elevators
 - Hills
 - Speed bumps
- How to video of the delivery process.



PRE-IMPLEMENTATION CHECK LIST

IDENTIFY AND PURCHASE EQUIPMENT

- Refrigeration
- Additional Storage
- Transport Carts
- Placemats, wet naps, garbage bags
- Trash Cans



DEVELOP YOUR TIMELINE

- Using input from your school Breakfast Team, create a timeline for the different stages of implementation:
 1. Menu - New menu items, taste tests, availability
 2. Prep Work - Procuring equipment and supplies
 3. Training – training and educating all stakeholders about the change and process
 4. Breakfast service delivery – develop a minute-by-minute schedule that will ensure:
 - a. Timely prep
 - b. Prompt delivery
 - c. Proper and easy clean-up
 5. Post-rollout assessment – a few week after implementation assess the program for adjustments to logistics, training or procedures.

PROMOTION & MARKETING

- School Newsletters
- Robo Calls/emails
- Back to School Night/PTA meetings
- Daily announcements with menu choices that day
- Website
- Local Media



GRANTS AND HOW TO USE THEM!!!

- Starting a new Program
 - New Equipment
 - Increase Participation
- Expanding a current Program
 - More involved
 - May need to prove increased participation
 - Keep good data information



WE'RE
GIVING
AWAY

FREE

MONEY

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PALM SPRINGS USD

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Questions?

- ➔ **Today:** what questions do you have?
- ➔ **Coming Soon:** follow-up to key questions we aren't able to tackle in real time



Thank You

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