

# INNOVATIVE BREAKFAST DELIVERY OPTIONS

One of the most effective ways to significantly boost school breakfast participation is to make it part of the school day. Traditional school breakfast programs often operate too early for students to participate, particularly if bus or carpool schedules do not allow them to get there on time. Other students end up skipping breakfast because they do not want to be singled out as poor. Breakfast after the bell models can overcome these barriers.



There are three innovative models that have been proven to be successful:

## BREAKFAST IN THE CLASSROOM:

Students eat breakfast in their classroom after the official start of the school day. Students or staff may deliver breakfasts to classrooms from the cafeteria via coolers or insulated rolling bags, or school nutrition staff can serve breakfast from mobile carts in the hallways. Breakfast in the Classroom takes 15 minutes on average.

Schools reach **88%** breakfast participation on average with this model\*

Schools reach **90%** breakfast participation on average with this model

## UNIVERSAL BREAKFAST IN THE CLASSROOM:

Breakfast in the Classroom is provided free to all students.

\* Participation estimates based on analysis by Share Our Strength of free and reduced-price participation rates in the school breakfast program in over 850 schools of varying delivery model types in Arkansas, Maryland and North Carolina.

## GRAB AND GO:

Students pick up conveniently packaged breakfasts from mobile service carts in high traffic areas, such as hallways, entryways or cafeterias. Students can eat in the classroom or elsewhere on school grounds before and after the bell has rung. Grab and go is most effective when carts are stationed in locations convenient to students (e.g. near school entrances) and when students are able to eat the food they pick up from the carts in the classroom.

Schools reach **63%** breakfast participation on average with this model

## SECOND CHANCE BREAKFAST:

Students eat breakfast during a break in the morning, often after first period or midway between breakfast and lunch. Schools can serve breakfast in the same manner as they would with traditional Grab and Go breakfast. This model can be particularly effective for older students who may not be hungry first thing in the morning or may opt to hang out with friends.

Schools reach **70%** breakfast participation on average with this model

BREAKFAST AFTER THE BELL PROGRAMS OFTEN INCORPORATE ELEMENTS OF MULTIPLE MODELS AND CAN LOOK DIFFERENT IN EACH SCHOOL.

## HOW CAN WE HELP?

Team No Kid Hungry works with school administrators and staff to help them identify and customize the model that works best for their school. We help bring together school stakeholders, including teachers, food and building services staff and even parents, to design the ideal program and make sure that schools have the funding, equipment and marketing resources they need in order to make these models work. For assistance in starting a breakfast after the bell program, contact Vivian Nicholson at [vnicholson@arhungeralliance.org](mailto:vnicholson@arhungeralliance.org) or call 501.276.6715.

