



**DISTRICT:** Pueblo City Schools, Pueblo, CO  
**DIRECTOR OF NUTRITION SERVICES:** Jill Kidd, M.S., R.D.  
**ALTERNATE BREAKFAST SERVICE:** Breakfast in the Classroom

### ★ **BACKGROUND**

Pueblo City Schools is in its tenth year of serving Breakfast in the Classroom (BIC). Over ten years ago Pueblo's cafeteria breakfast participation had topped out at only 33% of the Average Daily Attendance (ADA). Realizing its impact on learning and the potential for increasing profit, Jill Kidd was not satisfied. From a Meeting the Challenge workshop, and the Expanding Breakfast video, she received direction to structure serving BIC, at no charge. Kidd left the meeting saying, "It's so simple, we can do that!"

### ★ **IMPLEMENTATION**

Kidd developed a presentation, using tools that convinced her of the importance of breakfast. Qualifying schools had over 70% free/reduced status. In February 1997, she presented key facts from the Maryland Meals for Achievement and Minnesota Department of Children, Families and Learning studies, and showed the Expanding Breakfast video to 10 principals. Two were interested and pilots started in the fall.

Milk, juice or fresh fruit and items like muffins, waffles, pancakes, burritos, bagels, yogurt, cereal, granola bars, grilled cheese sandwiches are delivered in breakfast boxes and delivered to the classroom just prior to the bell. Foodservice staff loads boxes onto carts and delivers to classrooms. BIC is eaten in 15 minutes while starting the school day calendar, during morning announcements and while teachers review goals for the day. Teachers are given free breakfasts so they have a healthy start to their day and are good role models. Only two hours of labor were added per site and many employees wanted extra hours. During the pilot Kidd determined the program worked when food and labor totaled about 68 cents per meal.

### ★ **IMPACT**

The pilot schools experienced excellent results with participation going from 38% to 81% of ADA. Each spring Kidd presents to principals and teachers in qualifying schools and begins the program in the fall. Now, 23 schools enjoy free BIC, with a participation rate of 76% of the ADA. Increased participation yields increased reimbursement, which is used to fund free lunch at classroom breakfast schools.

Teachers and principals affirm students are more focused and productive with fewer complaints of tiredness and illness. Teachers "like how breakfast starts the day and helps set the tone by letting children get organized, socialize and then settle down to work." "With classroom breakfast all students are nourished and ready to learn, best 15 minute investment in the school day," exclaims Kidd.

### ★ **WORDS OF ADVICE**

Kidd is emphatic that the program only works when teachers and principals commit to do it, with teachers, in particular, making or breaking the program. Her advice is to make the extra effort to get them on board. "There's an incredible amount of reliable evidence on the learning, nutrition and behavior benefits that a good breakfast has on children, and easy-to-follow directions on setting up BIC. Use these tools and the experiences of others," says Kidd.