



**“Breakfast Anytime, Anywhere”
2010-2011 Expanding Breakfast Grant Application
Western Dairy Association**

Grant applications may be completed and submitted on line at:
<http://westerndairyassociation.org/schools/breakfast/>

Traditionally, school breakfast has been served in the school cafeteria before the school day begins. However, for various reasons students may not participate in traditional cafeteria breakfast programs. Schools experience increased breakfast participation when an Expanded Breakfast Program, as defined in this grant application, is implemented. For more information and tools about Expanded Breakfast programs, visit our website at www.westerndairyassociation.org/schools/breakfast/.

(Please print or type)

School/District Nutrition Director: Iwana Healthyschool

School Kitchen Manager: Iwana Healthyschool Too

School District: District ABC School Name: Healthy Elementary

Address of School: 123 Breakfast Way

City: Schooltown State: Colorado Zip: 80000

Contact Person implementing grant: Iwana Healthyschool

Phone (000) 000-0000

Fax (000) 000-0000

Email Address Iwanahealthyschool@healthyelementary.co

Which method is best to reach you? Email

Grades to be served Kindergarten through 5th Grade

School Enrollment 450

Current ADP Breakfast 92

Percent free/reduced 48%

Average breakfast milk served 80

Current ADP lunch 77%

Description of your current breakfast program:

Healthy Elementary participates in the National School Breakfast Program, offering federally reimbursable meals at free and reduced prices to eligible students. Breakfast is served between 7:10 am and 7:40 am, before first period. Students have a choice between a main entrée of either individually packaged cereal or a hot entrée (such as breakfast burritos, scrambled eggs, or French toast). Sides include fresh fruit and milk (1% and flavored). The low percentage of breakfast participation seems to be affected by late busses and the time it takes for students to drop off coats and books in the classroom before breakfast.



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What Expanded Breakfast option do you intend to offer?

✗ Breakfast in the classroom - *breakfast served in the classroom*

- Grab ‘n go breakfast - *meal carts/ breakfast bags in high traffic areas*
- Breakfast after first period - *a healthy break after the day starts*
- Breakfast on the Bus - *breakfast served on the bus ride to school*
- Breakfast at the Bell - *breakfast served in entry of school*
- Other (please describe in detail) - _____

On average, what percent of students do you expect will participate in breakfast with this expanded service? **90%**

Implementation Plan (please complete the following)

Establish Measurable Goals - What goals do you intend to achieve?

- 90% of students at Healthy Elementary will participate in Breakfast in the Classroom by November 30, 2010
- School administrators will report lower rates of tardiness and visits to the school clinic
- Teachers will report lower rates of absenteeism and behavior problems in classrooms

Identify Target Audience - What steps will you take to gain support from administrators, teachers, classified staff, parents and students?

- Administrators- Fuel Up to Play 60 advisor and student leadership team will provide a presentation to teachers and administrators on benefits of serving breakfast in classroom.
- Teachers- Fuel Up to Play 60 advisor and student leadership team will provide a presentation to teachers and administrators on benefits of breakfast; teacher testimonials from Western Dairy Association web site will be provided.
- Classified Staff- Fuel up to Play 60 advisor will attend staff meeting and gather feedback from classified staff, addressing such topics as extra staffing needs and trash disposal.
- Parents- Postcard mailing will be sent to parents on August 18, 2010.

- Students- The Fuel Up to Play 60 student leadership team will promote Breakfast in the Classroom through posters and prize giveaways during the first week of service.

Assess strengths and weaknesses - Anticipated barriers/challenges to achieving objectives and strategies for overcoming them? (Barriers may include, but are not limited to: extra staffing requirements, tracking student participation, excess trash, increased need for storage of food and milk/juice.)

Barrier/Challenge	Strategy
Teacher acceptance and support of program	Fuel Up to Play 60 advisor and student leadership team will provide a presentation to teachers on benefits of serving breakfast in classroom.
Limited time during school day	Breakfast in the classroom will take approximately 7 minutes and can occur during roll call and morning announcements.
Classroom trash and food spills, extra custodial work	Trash bags will be delivered with each class' meal and students will place trash in the bags and place them outside the door for pick up by custodial staff. Students will be provided with supplies to wipe off desks.
Labor costs and time constraints for food service employees to deliver meals.	Meals will be delivered by the Fuel Up to Play 60 student leadership team on rolling carts (with rubber wheels to reduce hallway noise.)

Develop Expanding Breakfast Strategies - How will you market or promote your new breakfast program to increase participation?

FUTP60 team members will design a poster campaign to raise awareness among the student population. Postcards will be mailed to parents two weeks before the breakfast expansion begins. Fun and informative facts will be shared during morning announcements, highlighting the benefit of breakfast for academic success and physical health. We expect to see an

Implementation Strategies - Provide plans (“who, what, when”) of implementation and promotion. Please include Kitchen Manager, FUTP60 advisor(s) and FUTP60 team members.

Date	Strategy	What is Needed	Who is Responsible
August 18, 2010	Postcard mailing to parents	Postcards, mailing list	Program advisor and student team will design postcards. Students will assemble postcards and WDA will mail cards using list provided by school administrators.
August 22, 2010	Poster campaign begins	Posters from WDA	Student team will hang posters at school
September 1, 2010	Breakfast in the classroom begins	Breakfast food, ice chests, carts	Nutrition Services Kitchen Manager
September 1-5, 2010	Prize Giveaway for participating students	Prizes	Student team and advisor will solicit prize donations from local vendors

Evaluation - How will you evaluate your success? What information will you track?

With what percentage increase of breakfast participation will you be satisfied?

- 90% of students at Healthy Elementary will participate in Breakfast in the Classroom by November 30, 2010. At a minimum, 80% of students will participate.
- Teachers will report 50% lower rates of behavior problems, and increased attentiveness and focus of students.
- School administrators will report 50% lower rates of tardiness, absenteeism and visits to school clinic.
- School nurse will report 50% less students complaining of stomach pains and/or hunger.

FUTP60 Program Advisor Signature *Iwana Healthyschool* Date 06/12/2010

FUTP60 Program Advisor Signature N/A Date / /

Kitchen Manager Signature *Iwana Healthyschool Too* Date 06/12/2010

SNS Director Signature (if applicable) *Iwana Healthyschool* Date 06/12/2010

** Please note that the application deadline is December 1, 2010. Applicants are encouraged to submit the application as soon as possible for priority consideration. Program must be implemented during the 2010-2011 school year.*

Return grant application no later than December 1, 2010 to:

Tami Anderson, RD
Senior Director, Child Nutrition Fitness Initiative
Western Dairy Association
12000 Washington St. Ste. 175
Thornton, CO 80241 fax-303-451-0411

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