

# STRATEGIES FOR INCREASING SCHOOL BREAKFAST PROGRAM PARTICIPATION

## IMPROVE NUTRITIONAL CONTENT AND/OR MEAL QUALITY

### REWORK MENUS

- Revise menus to best reflect students and their needs including:
  - Incorporate more **culturally appropriate foods**
  - Focus on **fresh fruits and vegetables**

### PROMOTE FARM TO SCHOOL PARTICIPATION

- Focus on **procuring locally grown and unprocessed foods**

### SCHOOL GARDENS

- **Incorporate foods grown in school gardens** into school breakfast meals

### EQUIPMENT PURCHASING

- Purchase necessary materials **to establish, expand, or improve** upon breakfast in the classroom or other **alternative breakfast serving models** such as:
  - Fresh food vending machines
  - Mobile serving units
  - Upgraded cold or hot food tables

### CULINARY SKILLS TRAINING

- Invest in **self prep training** for food service staff so that more foods can be **feasibly prepared on site**
- Training on new equipment or **how to best operate alternative breakfast serving models**

## ENHANCE FOOD SERVICE ENVIRONMENTS

### SMARTER LUNCHROOM TECHNIQUES

- Smarter strategies to encourage willful healthy eating behaviors

### FOCUS ON FRUIT

- Offer at least **two types of fruit**, and cut, **easy to eat** fruit is preferred
- **Offer fruit in at least two locations**

### VARY VEGETABLES

- Aim to **offer a variety of vegetables with breakfast**, prepared in different ways

### THE IMPORTANCE OF CHOICE

- Children are more likely to consume a fruit or vegetable when **given the choice between two options**
- Owning their choice helps them **develop confidence** in their decision-making skills

### ENHANCE BREAKFAST ATMOSPHERE

- Breakfast should always be **served with a smile**
- Have students create artwork of fruits, vegetables, and breakfast foods for display
- Create **clear traffic patterns** for meal service

## ALTERNATIVE BREAKFAST SERVING MODELS

Schools are encouraged to customize these models to fit their needs

### BREAKFAST IN THE CLASSROOM

- Breakfast is **delivered to classrooms**, and students eat at their desk at the start of the school day
- Note that this is a **required model** for many DC elementary schools

### GRAB AND GO

- Students **pick up a bagged breakfast from kiosks** located in high-traffic areas of the school building and **bring it to the classroom** to eat
- This is a **more mobile alternative** for secondary students who may not have the time or desire to sit and eat breakfast in the lunchroom

### SECOND CHANCE BREAKFAST

- Students eat breakfast during an **extended 10-15 minute break after first period**, from a designated location within the school
- This is an effective model for secondary schools, as older students are not as typically hungry in the mornings