

Massachusetts School Breakfast Challenge

The Massachusetts School Breakfast Challenge partners are challenging schools to increase student participation in school breakfast by October 2020. Schools are encouraged to increase their breakfast participation to reach Challenge goals corresponding to the percentage of students eligible for free and reduced-price meals. Schools achieving these participation goals will be recognized and eligible for awards.

challenge group 1

Schools where 60% or more of students are eligible for free or reduced-price meals.

GOAL:

All schools achieve an 80% or higher student participation rate.
Note: Schools should strive for school breakfast after the bell and in the classroom.

challenge group 2

Schools where 30-59% of students are eligible for free or reduced-price meals.

GOAL:

All schools achieve a 50% or higher student participation rate.
Note: Schools should strive for an alternative school breakfast after the bell model.

challenge group 3

Schools where 29% or less of students are eligible for free or reduced-price meals.

GOAL:

All schools achieve a 25% or higher participation rate.
Note: Schools should strive for an active school breakfast program.

Visit www.maschoolbreakfast.org for future announcements regarding breakfast trainings, funding, and networking opportunities.