



center for BEST
PRACTICES



TALKING POINTS FOR INTRODUCING BREAKFAST AFTER THE BELL TO SCHOOL STAKEHOLDERS

These talking points will help you get started as you plan to introduce school stakeholders—including teachers, principals and superintendents—to Breakfast After the Bell. To use these talking points most effectively, personalize them by highlighting examples of successful Breakfast After the Bell programs happening at schools in your district or across your state.

ABOUT BREAKFAST AFTER THE BELL

Breakfast After the Bell, where breakfast is served after the official start of the school day, is one of the most effective ways to significantly boost school breakfast participation. Breakfast After the Bell programs often incorporate elements of multiple models and can look different in each school. There are three innovative delivery models that have proven to be most effective:

- **Breakfast in the Classroom:** Students eat breakfast in their classroom after the official start of the school day. Students or staff may deliver breakfast 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 10-15 minutes on average.
- **Grab and Go to the Classroom:** Students pick up conveniently packaged breakfasts from mobile service carts in high traffic areas such as hallways, entryways or the cafeteria when they arrive at school. Students eat in the classroom, which usually takes 10-15 minutes. This model is often used in middle and high schools because it is flexible and can accommodate varying schedules and students who are on the move.
- **Second Chance Breakfast:** Students eat breakfast during a break in the morning, often after first period or midday between breakfast and lunch. Schools can serve breakfast in the same manner as they would with Grab and Go to the Classroom or by re-opening the cafeteria and allowing students 10-15 minutes to eat before they return to class. This model can be particularly effective for older students who may not be hungry first thing in the morning or choose to hang out with friends upon arrival at school.

WHAT TO SAY TO ALL SCHOOL STAKEHOLDERS

- **Millions of kids in America don't get enough food at home.** 1 out of 6 kids struggle with hunger. There are hungry kids in every kind of community, from big cities to rural towns to wealthy suburbs.
- **Hungry children cannot learn.** Childhood hunger negatively affects health, academic achievement and future economic prosperity. Students who eat school breakfast have been shown to miss less school, get better grades and are more likely to graduate high school. The [Social Impact Analysis](#) conducted by No Kid Hungry and Deloitte connects outcomes from the School Breakfast Program with long-term benefits.
- **Breakfast After the Bell reaches more students than traditional cafeteria breakfast.** Fewer than half of the kids who get a free or reduced-price school lunch, on average, get a free or reduced-price breakfast. Multiple barriers prevent students from getting traditional cafeteria breakfast (before the bell), including buses arriving late at school; stigma that school breakfast is for "poor" kids; students preferring to socialize instead of eat; and the cafeteria not being conveniently located for students. Making breakfast a part of the school day addresses all of those barriers and enables more kids to start the day with a healthy meal.
- **School breakfast is a balanced breakfast.** Kids who eat school breakfast are more likely to have a better overall diet, eating more fruits, dairy and a variety of foods. Any food items served at breakfast must meet strict dietary guidelines created by the United States Department of Agriculture (USDA). Menu items rotate to provide variety, but a school breakfast always includes milk, fruit and whole grains. [Learn more](#) about how healthy school breakfast is.

WHAT TO SAY TO TEACHERS

- **Breakfast After the Bell does not take away from instructional time.** Breakfast only takes 10-15 minutes for students to eat. When breakfast is served in the classroom, many teachers use the time to take attendance, collect homework, or make announcements. For more ideas about how to incorporate Breakfast After the Bell with instructional time, this [Classroom Activity Guide](#) from NYC Public Schools can help. Additionally, this [resource](#) addresses the 5 most common Breakfast in the Classroom myths that teachers have.
- **Breakfast cleanup is quick and easy.** School administrators, custodial staff and teachers work together to create a cleanup plan that is best for your classroom and the school. The plan may include placing extra trash bins in hallways and in classrooms so that students can quickly and responsibly dispose of their trash. This [teacher guide](#) explains more about how Breakfast After the Bell affects classrooms.
- **School breakfast is healthier than you may think.** Schools participating in the National School Breakfast Program must adhere to nutrition guidelines provided by the USDA. Even though breakfast items provided to students at school sometimes look like the same breakfast items found in stores, school breakfast items often have more whole grains and less sugar, sodium, fat and calories. [This resource](#) is designed to inform teacher about the nutritional quality of the school breakfast program.

WHAT TO SAY TO PRINCIPALS

- **Breakfast After the Bell can help meet your academic goals.** School officials report that they see better attendance, less tardiness and fewer behavioral problems when all kids eat breakfast. This means better test scores and higher graduation rates. Breakfast After the Bell gives kids the fuel they need to learn and grow. [Learn more](#) about the specifics of how breakfast affects student outcome.
- **Choose the Breakfast After the Bell model that best fits your school's needs.** The [most effective models](#) to increase breakfast participation are Breakfast in the Classroom, Grab and Go to the Classroom, and Second Chance Breakfast. Many schools operate a hybrid model that combines certain elements of these models. FRAC's [model guide](#) can help you choose which model fits your school best.

WHAT TO SAY TO SUPERINTENDENTS

- **Breakfast After the Bell can increase participation and revenue.** The more students that participate in the school breakfast program, the more federal reimbursement schools receive. Breakfast After the Bell has been shown to increase student participation in the school breakfast program. Feed more kids, bring in more money. These additional funds can be used to offset other school nutrition program costs.
- **Providing kids with breakfast improves test scores, reduces behavioral issues, and creates calmer classrooms.** When kids eat breakfast they perform better on tests, exhibit fewer behavior problems, and visit the school nurse less often. Breakfast After the Bell gives more kids a chance to reap the benefits of breakfast and start the school day ready to learn.