



SCHOOL BREAKFAST EXPANSION GRANTS 2009-2010

Summary of Grant-Funded Schools' Projects

The School Breakfast Expansion Grant Program is made possible by the Kellogg's Corporate Citizenship Fund.

With support from the Kellogg's Corporate Citizenship Fund, Action for Healthy Kids awarded 41 schools in 17 states mini-grants ranging from \$500 to \$2,000 to increase average daily student participation in school breakfast by 25% during the 2009-2010 school year. The mini-grants fund implementation of alternative programs, innovative marketing and promotion strategies, and/or educational enrichment activities that will enhance the school breakfast experience. To be eligible for funding, schools had to have at least 50% of their student population eligible for free and reduced price meals.

Funded Alternative Breakfast Proposals

Alternative breakfast programs offer an option from the traditional breakfast that's usually served in the school's cafeteria before the school day begins. These options include breakfast in the classroom, breakfast after 1st period and "grab and go" breakfast that students can take to class or different locations around the school. It's estimated that the alternative breakfast programs funded here will reach slightly more than 9,400 students.

School	City, State	# Students Impacted	Project Highlights
Ryan Elementary	San Jose, CA	525	Students will be served breakfast in the classroom and it will begin each morning before the first bell rings, 2 assigned student volunteers will pick up the insulated roller bag filled with a class supply of milk and juice and a pan of the entrée of the day.
Parkville Elementary	Hartford, CT	571	Students will be served breakfast in the courtyard and several stores and community organizations will promote school breakfast by hanging flyers in their places of business to encourage students and their parents to participate in the program. There will be themed events during the week that include "Books for Breakfast," a portable cart of books that will be available for the students to read during breakfast
Jefferson Elementary School	New Britain, CT	410	Breakfast in the classrooms will be implemented for every student. Breakfast will be placed in containers, and each container will be labeled by room. The Staff/Faculty member will send students to get their room's breakfasts from a central collection point. This will help increase breakfast participation where currently only 25% of the eligible students participate.
Bunnell Elementary School	Bunnell, FL	1,050	Universal Free Breakfast will be available to all students and it will include a Grab-n-Go component, allowing for breakfast in the classroom and providing flexibility to students and administrators with time constraints. By providing universal breakfast, the school hopes to engage all students. Currently a little over 50% of the school's enrollment participates in the breakfast program.
Brian Piccolo Elementary Specialty School	Chicago, IL	760	A breakfast in the classroom program will be implemented. When students enter the building each morning, they will get a Grab-n-Go meal to take to their classrooms. 92% of the students are eligible for free and reduced lunch, but only 20% of the students are currently eating breakfast.



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Colonel Donald McMonagle Elementary	Flint, MI	478	A breakfast in the classroom program will be implemented, beginning with a school pep rally where the Champion Hamady Lady Hawks will kick off the program to encourage students and teachers to eat breakfast. There will be weekly drawings for students who participate in the breakfast program.
Ogilvie Elementary	Ogilvie, MN	608	Breakfast will be served in the classroom and that period will be called Book and Breakfast time. Each class will have a 15-minute session where they will eat and read before the rest of the day's instruction begins.
Bay Waveland Middle School	Bay St. Louis, MS	472	A Grab-n-Go Breakfast as well as a Second Chance Breakfast in the classroom program will be offered to the students. The students will not only be able to grab breakfast when they first get to school, but with the second chance breakfast program, breakfast will be brought to their classrooms after the first bell. There will be a TV in the main lobby of the school that will tell students the day's breakfast menu.
Goodrich Middle School	Lincoln, NE	667	A Breakfast in a Bag program will be implemented and it will be targeted at students who arrive late. They will be allowed to eat breakfast in the classroom or in other common areas around the school. The breakfast in the bag option will be available for 10 minutes after school starts. The traditional breakfast will still be offered to students who arrive before school starts.
Forest Hill Elementary	Camden, NJ	388	A Breakfast in the classroom program will be implemented and there will be a monthly theme that will include educational enrichment activities while the students have breakfast. The activities will include: Follow the Yellow Brick Road, where a staff member dresses as a Wizard of Oz character and passes out breakfast items; and a Know Your ABC's, which will educate parents on the importance of breakfast.
Perth Amboy High School	Perth Amboy, NJ	220	A Grab-n-Go Breakfast will be offered along with information that will be given to the students about breakfast and they will offer an incentive program. The Grab-n-Go program will include five options: One four ounce bagel, a one ounce cream cheese and a plastic knife; One four ounce Kaiser roll, two butter packets and a plastic knife; Two mini pancake packs, One light 6 ounce fruit yogurt; One two pack graham cracker, one piece of fresh fruit; One Kellogg's Morning Jump Start Kit.
Cedar Heights Elementary	Cedar Heights, OH	369	Breakfast in the classroom will be implemented and equipment will be purchased that will allow the school to serve breakfast to their classrooms on the upper level of the building and keep the food and milk cold.
Millcreek Elementary	Hemlock, OH	894	Promotion of the breakfast program will be done by trying new menu items and by educating students about healthy breakfast. Incentives will be offered to students who participate in the School Breakfast Program.



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West Park Academy	Dayton, OH	190	Breakfast will be served after 1 st period for those students who are late and miss the original breakfast time. This will help because the breakfast line closes 15 minutes before school starts and a lot of students don't arrive early to get breakfast. A breakfast at school pamphlet that will be on their website and will be mailed to parents without Internet access.
Amos McDannel Elementary	Canton, OH	304	The "Wildcat Wake Up" program will offer a Grab-n-Go breakfast that can be eaten in the classrooms or other designated areas. Periodically, there will be speakers who will talk about the importance of breakfast. This will be promoted to both students and parents.
Christie Elementary School	Plano, TX	825	There will be a week long promotion about breakfast at the beginning of the school year. A Grab-n-Go Breakfast option will be available to all students, with Grab-n-Go Breakfast stations setup in various locations around the school to make it easy for students to get a breakfast.
Florence Elementary	Florence, WI	241	A Grab-n-Go Breakfast program will be implemented which will allow students who are late to still get breakfast. The school is the only one in the county and students are bused from all over the county. Unfortunately, students often arrive late.
<i># of Students Impacted by Grant Funding</i>		9,419	



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Funded Innovative Marketing Proposals

Innovative marketing and promotion practices include promoting the benefits of breakfast to parents, students and teachers using a variety of techniques to inspire students to eat breakfast. These include incentive programs, working with community organizations to promote breakfast, sending flyers and e-mails to parents to encourage their student's participation, among other activities. It's estimated that more than 8,700 students will be reached through the innovative marketing and promotions funded here.

School	City, State	# Students Impacted	Project Highlights
Larry C. Kennedy Elementary	Phoenix, AZ	811	There will be a monthly "theme event" during breakfast in the cafeteria. These "theme events" will include breakfast with the principal, lucky sticker tray day, costume day, walk your kids to school day, and breakfast with your local fireman.
Altama Elementary	Brunswick, GA	539	The school's mascot will greet students at the school's front door every morning encouraging students to eat breakfast. For students who are late, the mascot will give out cereal bars and a drink so they still have a chance to eat breakfast.
Arcadia School	Olympia Fields, IL	566	Promotion of the school breakfast program will include sending information to parents, as well as an incentive program with prizes for students who participate. Currently, only 25% of the school's population currently participates in the school breakfast program.
Huth Middle School	Olympia Fields, IL	860	The "Rise-Shine-Breakfast" program will include sending information to parents, as well as an incentive program for students who participate. There will be a tri-weekly drawing for prizes for students enrolled in the breakfast program.
Sunny Hill School	Carpentersville, IL	552	Breakfast will be promoted and the activities will include inviting parents to breakfast, a celebrity at breakfast day, and breakfast giveaways. Currently 60 of the current 552 students are eating breakfast and 85% qualify for free and reduced breakfast.
Dennis Wooten Elementary	Hazard, KY	438	The "A Healthy Start Breakfast Program" will include a weekly schedule designed to encourage students to participate in the school breakfast program. Students who arrive late will have access to and an option to eat breakfast in the classroom. Students who participate in the Healthy Start Breakfast Program every day during the week will receive an incentive / reward on Friday. Monthly perfect attendance will be rewarded as well as annually perfect attendance.
MacDonald Elementary	Casco, MI	204	Universal Breakfast will be available to all students, regardless of their household income. This project would reach those students who are not eating breakfast before school and that may not want to eat breakfast at school in fear of being labeled. It will also reach those students who qualify but may not be able to afford the cost of a reduced breakfast.



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Funded Innovative Marketing Proposals

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Otter Lake Elementary	Otter Lake, MI	168	Breakfast will be promoted to parents through newsletters and targeted events that discuss the importance of breakfast and the price and time that breakfast is served. The students will be educated about the importance of breakfast and they will be encouraged to participate in the school's breakfast program.
Cold Springs Elementary	Gloucester City, NJ	817	School Breakfast will be promoted to students, parents and staff encouraging the participation in the school breakfast program as well as activities and incentives for those who participate. As part of the promotion, there will be themed breakfast days, which will include teddy bear day, story time and backwards day, where students and staff will enjoy wearing their clothes inside-out and backwards for the entire day.
Ecole Toussaint Louverture Elementary	East Orange, NJ	425	The schools' environment will be enhanced around breakfast by asking students and parents how best to do this. The project will also promote breakfast and provide incentives to the students. 90% of the school's students get free or reduced meals and only 50% participate in the school's breakfast program.
George Washington School	Hillside, NJ	302	Breakfast will be promoted to students and parents in a variety of ways to encourage students to participate in the breakfast program. That will include speaking to the PTA, sending menus home with the students, and discussing the importance of breakfast on a local cable station.
Gloucester City Junior-Senior High School	Gloucester City, NJ	876	School staff will help encourage students to participate in the breakfast program. The first day of school, staff members will be given free breakfast and information about the breakfast program. An assembly will be held for the students around the importance of breakfast. There will also be an incentive program aimed at the students that eat breakfast the most and articles about breakfast will be in the school newspaper and sent home in newsletters.
Silver Springs Elementary	Silver Springs, NV	338	Breakfast will be promoted in a variety of ways, including flyers and promotional materials posted in school and in various places in the community, as well as being sent home to parents. Voice messages will also be sent to parents alerting them about the breakfast program.
Fremont Middle School	Fremont, OH	304	The food service program will work with local farmers to educate the students about local produce and the health benefits to eating more whole fruits and vegetables. They will adopt a theme that emphasizes food choices from areas of the country. Each month a different area will be studied through food offerings and nutrition, while adding a literacy-based component. Products associated with the area will be served on a daily basis. Their breakfast programs will be promoted to parents by inviting them to breakfast with their children during National Breakfast Week



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Funded Innovative Marketing Proposals

School	City, State	# Students Impacted	Project Highlights
Sharonville Elementary	Cincinnati, OH	415	The "Celebration of Nutrition" program will accelerate the expansion of school breakfast participation through an interdisciplinary approach where nutrition will be "celebrated" through different classes and class activities throughout the year. The second part of the project will focus on Sharonville Today!, which is a student-run, televised morning program that will present a weekly program about different nutritional facts and myths. English classes will promote the importance of reading and understanding food labels.
Glenwood Elementary	Perrysburg, OH	392	The Got Breakfast? Program will be an aggressive promotion of the school breakfast program that includes making breakfast cool with posters of local "celebrities" (athletes, teachers, principals, students) enjoying breakfast. A Grab and Go breakfast that can be eaten in the classroom will help ensure students have time to eat. The breakfast will be complete and packaged in colorful lunch bags. The district will develop a Got Breakfast? Club resulting in awards for eating from the breakfast program, such as a chance to get their own picture (or the picture of a teacher) on a Got Breakfast? poster. Nutritional information will be included in all giveaways and there will be promotions for students who bring a friend to breakfast.
Milan Middle School	Milan, TN	628	A mobile breakfast station will be purchased to provide breakfast in alternative locations outside of the cafeteria, which will allow more students to participate in the breakfast program. Only 50% of the students in the school participate in the breakfast program, which is currently only served in the cafeteria.
Hickerson Elementary	Tullahoma, TN	207	Breakfast will be promoted through a variety of activities including breakfast with heroes/celebrities, Breakfast Bash, Breakfast Club, Breakfast in Pajamas, Grandparent's Breakfast.
Appomattox Primary School	Appomattox, VA	528	Incentives will be given to the students that eat breakfast. Everyday the students will get stickers and then once a month there will be a raffle once a month for prizes including books, movie pass and etc.
Cornell Elementary School	Cornell, WI	239	There will be an open house for parents to come and learn about the breakfast program, and a special promotion for teachers and staff in an effort to gain their support in promoting breakfast to students. A contest will recognize and reward the class with the most students participating in the breakfast program.
<i># of Students Impacted by Grant Funding</i>		8,706	



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Funded Enrichment Activities Proposals

Enrichment activities are educational programs that enhance the school breakfast program, and can include breakfast and book clubs, math curriculum being taught in a fun, interactive way over breakfast, as well as many other activities. These grants will fund Enrichment Activities for nearly 2,000 students.

School	City, State	# Students Impacted	Project Highlights
John F. Kennedy Elementary School	Randolph, MA	376	Students will have breakfast and be able to improve their mathematic skills at the same time. This will be done by having a before school breakfast curriculum that includes games that focus on math in a laid back, before-school environment
George Washington Carver Institute of Science and Technology	East Orange, NJ	507	A Breakfast Book Club will be formed with special breakfast greeters to welcome students as they arrive at school. A specialty breakfast award will be given to the class with the highest percentage of students participating in the breakfast program.
Huntington Elementary	Chillicothe, OH	594	Fresh Fruit Fridays will be the focus of this project. At the start of the project students will be asked which fruit or vegetable they would like to have for breakfast and a different one will be served on Fresh Fruit Friday, once a month. Everyday the students get breakfast they will receive a sticker, and once a month the student with the most stickers will get to have breakfast with the popular PE Teacher.
Phoenix Charter School	Greenville, TX	477	The "Phoenix Rising Breakfast Club" will meet every week and breakfast will be served along with music and movies that will encourage healthy eating and being active. Once a month there will be a themed breakfast after a fictional character and parents will be encouraged to attend.
<i># of Students Impacted by Grant Funding</i>		1,954	