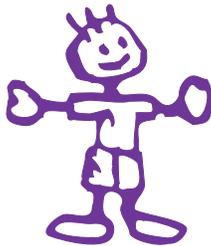


Why Breakfast?

What do kids say about breakfast?

I eat breakfast because . . .



“I’m hungry!”

“I need some energy”

“I need to feed my brain”

“I didn’t have time to eat at home”

“I like to visit with friends before school”

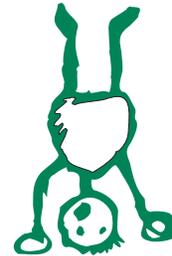
Breakfast helps me learn because . . .

“It gives me energy to ‘listen up’ in class”

“It helps me do better on tests”

“It makes my brain ready to work”

“It gives me a better attitude towards school”



What do parents say about School Breakfast?

“. . . gives my kids a chance for a nutritious breakfast”

“. . . sometimes there is just no time to fix breakfast at home”

“. . . I feel less guilty if rushed; I know my kids will get breakfast at school”

“. . . provides my kids a place to go before school starts; I go to work early”

What does the community say about School Breakfast?



“. . . helps children do better in school, often keeping them in school”

“. . . gives free and reduced price breakfasts for eligible children”

“. . . develops children into productive members of society”



The Facts

- ***How many kids eat breakfast at school?***
About 7 million children each day eat school breakfast. (About 25 million children eat school lunch).
- ***How large is the School Breakfast Program?***
About 69,000 schools nationwide offer breakfast at school. (Over 94,000 schools offer school lunch).
- ***Compared to school lunch, how many children eat school breakfast?***
Compared to eating school lunch every day, only about 1 in 4 children eat school breakfast.
- Not every child who eats lunch has an opportunity to eat breakfast at school.
- Breakfast is available in far fewer schools than is lunch. In FY 1997, 68,718 schools offered school breakfast as opposed to 94,714 that offered school lunch.
- The great majority of children who currently participate in the breakfast program (86 percent, as opposed to 57 percent in the lunch program) receive their meals free or at a reduced price. As a result, school breakfast has come to be thought of in many places as a program for low-income children.
- The School Breakfast Program started out as a two-year pilot program under the Child Nutrition Act of 1966 and was made permanent in October 1975.
- The School Breakfast Program is available to the same schools and institutions as the National School Lunch Program.
- Over the last 10 years the School Breakfast Program has nearly doubled in participation.
- In 1997, school breakfast was served in 68,718 schools and institutions, providing a total of 1,187,674,480 breakfasts.
- So far, in 1998, the average daily number of breakfasts served in schools and institutions is 6,776,154.





What's for Breakfast?

Top 10 Breakfasts

- | | |
|---------------|------------------------|
| Cereal | Pancakes |
| Toasted Bread | Doughnuts |
| Biscuits | Waffles |
| Muffins | Cereal (Hot) |
| Sweet Rolls | Bagels/English Muffins |

Data from the USDA School Nutrition Dietary Assessment Study (1992)



School breakfasts are designed to meet
1/4 of the Recommended Daily Allowances (RDA)

Minimum Calorie and Nutrient Levels for Grade K-12 (School Week Average)

Calories	554 cal
Protein	10 g
Total Fat	18 g* (30% of Calories)
Saturated Fat	6 g** (10% of Calories)
Iron	3 mg
Calcium	257 mg
Vitamin A	197 RE
Vitamin C	13 mg

Grams of fat vary depending on actual level of calories offered

**Total fat not to exceed 30 % of calories over a school week*

***Saturated fat to be less than 10% of calories over a school week*





The Research

- A recent State of Minnesota Breakfast Study found that students who ate breakfast before starting school had a general increase in math grades and reading scores, increased student attention, reduced nurse visits, and improved student behaviors. (December, 1997)
- Researchers at Harvard Medical/Massachusetts General Hospital in Boston found that hungry children are more likely to have behavioral and academic problems than children who get enough to eat. At school, hungry children had more problems with irritability, anxiety and aggression, as well as more absences and tardiness. (*Pediatrics*, January, 1998; *Journal of the American Academy of Child and Adolescent Psychiatry*, February, 1998)
- The recent Tufts University Statement 1998 on The Link Between Nutrition and Cognitive Development in Children cites new findings: “Recent research provides compelling evidence that undernutrition impacts the behavior of children, their school performance, and their overall cognitive development.”
- *The School Breakfast Scorecard*, October, 1997, produced by the Food Research and Action Center (FRAC) contains data and explanations to assist in evaluating efforts in the 50 states and the District of Columbia to ensure availability of breakfasts in schools to children who might otherwise go without a meal. The scorecard covers the 1996-97 school year.
- USDA’s *School Nutrition Dietary Assessment Study* (1993) showed that School Breakfast Program meals are nutritionally superior to other breakfasts, including breakfasts at home, on many key nutrients.
- A 1989 study published in the *American Journal of Diseases of Children* found that “participation in the School Breakfast Program is associated with significant improvements in academic functioning among low-income elementary school children.”



Under Secretary Shirley Watkins



How many times did your mother tell you breakfast is the most important meal of the day? Well, I'm here to tell you your mother was right. It's important to eat wisely all through the day, of course, but breakfast is the key to a good start every morning.

Breakfast is especially important for children. They are growing and changing and learning so fast that they especially need a nutritional boost first thing every morning. The School Breakfast Program provides that boost for 7 million children every day.

The School Breakfast Program is a priority of this Administration. The program has enjoyed bipartisan support ever since it was introduced in 1966. We are all concerned about children and their well-being. It is our duty to prepare them to be productive citizens of the future. How are we going to cross that bridge into the 21st century if no one has the energy to build it?

Like the National School Lunch Program, the School Breakfast Program provides states with cash assistance for non-profit meal programs in schools and residential child care institutions. Any child at a participating school may purchase a meal through the School Breakfast Program, and low-income children may qualify to receive their meals free or at a reduced price. USDA reimburses the States according to the number of meals served in each category.

The breakfast program remains much smaller than the school lunch program. We provide a nourishing, well-balanced lunch to more than 26 million children every day, but only 7 million eat school breakfast. What are those other 19 million children doing for breakfast? Are they even eating breakfast? Many are not — and without that nourishment, they don't have the tools they need to work and play and learn through the school day.

Teachers have always told us that children are more alert and perform better in class if they eat breakfast. Studies have backed them up. Most recently,

Tufts University's School of Nutrition Science and Policy published a statement on the link between nutrition and cognitive development in children, saying that "Children who participated in the School Breakfast Program were shown to have significantly higher standardized achievement test scores than eligible non-participants." Studies by Harvard Medical School/Massachusetts General Hospital, and by the State of Minnesota found that students who ate school breakfast had improved math grades, reduced hyperactivity, decreased absence and tardy rates, and improved psycho-social behaviors.

These and other studies confirm our notion that nutrition and general health are key determinants of school progress and achievement. We also know that school breakfast can help: USDA studies from 1993 showed that the School Breakfast Program's meals are nutritionally superior to other breakfasts, even those offered in the home.

USDA's efforts to promote and improve the School Breakfast Program are just one part of the Administration's multifaceted strategy to focus on the healthy growth and development of our children. To address the issue of quality, affordability, and access to child care, the White House held a national conference on child care last fall. The importance of the early childhood years in cognitive development was the focus of the White House Conference on Early Childhood Development, held last summer.

Some of our kids have many strikes against them even before they go to school. Let's make sure we don't add another one. We want to give each child the chance to excel and to perform to his or her greatest potential. Through the School Breakfast Program, children are given a nutritious start to the day, with the energy they need to listen and learn.

So please – support the School Breakfast Program in your school. Our children will be glad you did.

Shirley R. Watkins



School Breakfast Sample Recipes



- Granola
- Breakfast Burrito with Salsa
- Baked French Toast Strips
with Spiced Apple Topping
- Oatmeal Muffin Squares



USDA

USDA's Great Nutrition Adventure Action Packet - an event planner and promotional materials, including video, to help promote an event. Use this example to plan a school breakfast event. Ask your School Food Service District Director or State agency for a copy. Or visit the Healthy School Meals Resource System at <http://schoolmeals.nal.usda.gov:8001>

National Dairy Council



- "Breakfast - It's Totally Cool," school breakfast promotion, includes banner, mobile and clipart with Taste Buddy (TM) characters
- "Breakfast Makes It Happen:" video and teacher's guide
- E.A.G.A.H.B.E.D.D. "Eat a Good And Healthy Breakfast Every Day" video and teacher's guide. For a copy contact your local Dairy Council or 1-800-426-8271.



American School Food Service Association

"Get Up For Breakfast" is the theme for National School Breakfast Week 1998. Menus can be found in the November 1997 issue of School Foodservice and Nutrition magazine. Posters and other promotional materials are available through the ASFSA Emporium. Contact ASFSA at 1-800-877-8822 or visit their website at www.asfsa.org



Georgia Department of Education

Lunchtime All Stars - Go for the Gold: Activities center on defining an adequate breakfast and use the Food Guide Pyramid to build a good breakfast example. Contact: Food and Nutrition Information Center of USDA's National Agricultural Library at (301)504-5719; email: fnic@nal.usda.gov.



National Food Service Management Institute

Get a copy of USDA's Tool Kit for Healthy School Meals: Recipes and Training Materials. Ask about recipes and menus, the Dietary Guidelines, nutrient analysis. Call **Your Healthy Food Line** at 1-800-YHF-LINE (1-800-943-5463). Online access: yhfline@sunset.backbone.olemiss.edu



Team Nutrition

Information on USDA's Team Nutrition Days 1998 ("Healthy Eating Helps You Make the Grade!") and other resources and materials is available from the Team Nutrition home page: Access at: <http://www.usda.gov/fcs/team.htm>