



Healthy Eating
Helps You
Make the Grade!



Team Nutrition Days 1999

Breakfast Facts

- ***How many students eat breakfast at school?***
About 7 million children each day eat school breakfast. (About 27 million children eat school lunch).
- ***How large is the School Breakfast Program?***
About 71,000 schools nationwide offer breakfast at school. (Over 96,000 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.
- 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. However, all students who do not eat a nutritious breakfast at home can benefit from a school breakfast.
- The School Breakfast Program began 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 1998, school breakfast was served in 71,145 schools and institutions, providing a total of **1.2 billion breakfasts**.



Healthy Eating
Helps You
Make the Grade!

Team Nutrition Days 1999



National School Breakfast Week March 1-5, 1999

How Chefs Can Partner

- ◆ **Contact the School Food Service Director/ Manager** at a local school that serves School Breakfast. If you are unable to find a school in your area, contact USDA or check the web site: <http://www.usda.gov/fcs/team.htm>. Click on School Database; enter the city and state for a list of schools.
- ◆ **Mention the Team Nutrition Days** celebration for March and April. Emphasize your willingness to promote the theme “**Healthy Eating Helps You Make the Grade.**” Give your support emphasizing the link between nutrition and education. You can reference the ACF-USDA partnership with schools.
- ◆ **Express your interest.** Ask the manager: “How can I and several other chefs from my chapter help recognize and emphasize school breakfast in your school?”
- ◆ **Ask to have a meeting** to discuss the current menu, how chefs can help with food presentation, help serve breakfast in the cafeteria, auditorium, or classroom. Look at the facility; notice equipment, and become aware of any constraints, i.e. time, labor and cost of breakfast.
- ◆ **Offer creative and new ideas** for school breakfast to get kids to come and eat breakfast and recognize why breakfast is so important! Suggest garnishes, additions, a hot food, such as pancakes, or omelets ready-to-serve! Offer food and labor, only if appropriate. (Schools may have menus in place and may not be flexible with food delivery.) Try new school recipes such as Breakfast Burritos or French Toast strips with spiced apple topping.
- ◆ **Share the school breakfast kit** information with the Food Service Director. Together you can issue a local media release; see the sample in the kit.
- ◆ **Make a commitment with the school** that you will support and deliver a fun and educational event. Be there on time! Enjoy yourself!
- ◆ **Talk to students!** It’s your chance to sit with students of all ages or talk to them in the serving line. **Ask** students questions like:

Did you know......eating school breakfast helps your mind to “focus” in class? *Did you know...*...most kids do better on tests if they eat breakfast in the morning?

Take a poll with the students: How often do you eat breakfast? Everyday? At school? On the weekends? What’s your favorite breakfast?

◆ **Present the school with a certificate of appreciation** from your chapter on the day of the event. Fill in the blanks, and present your chapter’s lead chefs a certificate of appreciation. Take pictures and capture the event!
- ◆ **Write up a summary** of your success story and submit to ACF online: www.acfchefs.org/ccf.html or fax to ACF at (904)825-4758. Your events will be shared with other chefs and schools around the nation. USDA will link to ACF and feature your Team Nutrition Days 1999 successes!



Healthy Eating
Helps You
Make the Grade!

Team Nutrition Days 1999



The USDA Food and Nutrition Service is distributing materials to all Team Nutrition Schools and School Food Authorities encouraging them to conduct nutrition education activities during March and April as part of Team Nutrition Days. The theme “Healthy Eating Helps You Make the Grade” emphasizes the important link between nutrition and education. Hungry, undernourished children cannot learn.

ACF’s Chef & Child continues to be the “voice and army of the ACF in its fight against childhood hunger in America.” It is important everyone understand the positive impact healthy eating has on children’s educational success. **Together, let’s recognize School Breakfast!**

The following registers my chapter to participate in Team Nutrition Days 1999.

ACF Chapter: _____ State: _____

Contact: _____ Phone: _____ Fax: _____

Address: _____
City State

Zip code: _____ Email: _____

Please check one of the following:

Our chapter will hold a school breakfast event during March or April

We have contacted (school): _____

in (city): _____

The Food Service Manager is: _____

Our chapter would like to hold a school breakfast event. Please help us find a school that serves School Breakfast in (city or area): _____

- FAX this form to: (904) 825-4758, Chef and Child Foundation National Office.
- Register with ACF online: www.acfchefs.org/ccf.html
- If you have any questions regarding Team Nutrition Days, please contact **Donna Buntrock**, Food and Nutrition Service, at (703) 305-2039.
- If you have other questions, e-mail acf@aug.com or call 1-800-624-9458 x103.

Sign Up Now!



Certificate of Appreciation

Presented to



For Participating in
Team Nutrition Days 1999

In recognition of the School Breakfast Program

.....
School

.....
ACF Chapter



Healthy Eating
Helps You
Make the Grade!

Team Nutrition Days 1999



Healthy Eating
Helps You
Make the Grade!



Team Nutrition Days 1999

Why Breakfast?

What do kids say about breakfast?

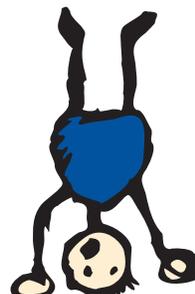
I eat breakfast because . . .



- “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.”
- “. . . helps children develop into productive members of society.”



Healthy Eating
Helps You
Make the Grade!



Team Nutrition Days 1999

Resources



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
- E.A.G.A.H.B.E.D.D. "Eat a Good And Healthy Breakfast Every Day...Day" video and teacher's guide. For a copy contact your local Dairy Council or call **1-800-426-8271**.

American School Food Service Association



"Jump Start Your Day With School Breakfast" is the theme for National School Breakfast Week 1999. Menus can be found in the November 1998 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**. Check the Healthy School Meals Resource System at: <http://schoolmeals.nal.usda.gov:8001>

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. Contact Information Services at **1-800-321-3054**.
Online access: www.olemiss.edu/depts/nfsmi

Team Nutrition



Information on USDA's Team Nutrition Days 1999 "Healthy Eating Helps You Make the Grade!" and other resources and materials are available from the Team Nutrition home page. Online access: www.usda.gov/fcs/team.htm