BREAKFAST IN THE CAFETERIA

Traditional breakfast service

before school in the cafeteria.

Any school that serves breakfast in the cafeteria can increase participation with a few simple changes.

Facts

HUNGER STATS

IN ARIZONA

22.7%

OF CHILDREN LIVE IN FOOD-INSECURE HOMES.[1]

HUNGRY CHILDREN HAVE ↓ LOWER ↓ TEST SCORES AND ARE MORE LIKELY TO REPEAT A GRADE.[2]

CHILDREN WHO EAT BREAKFAST

DO BETTER IN SCHOOL

AND ARE MORE LIKELY TO RETAIN WHAT THEY LEARN.[2]

BREAKFAST IN THE CAFETERIA STATS

BREAKFAST IN THE CAFETERIA IS THE MOST TRADITIONAL WAY TO SERVE SCHOOL BREAKFAST.

Of the breakfast models,
BREAKFAST SERVED IN THE CAFETERIA
has the lowest participation,
feeding the fewest number of children.

Challenges & Solutions

CHALLENGE

Students go to the playground instead of the cafeteria when arriving at school.

SOLUTION

Change morning traffic patterns so students are funneled through the cafeteria before they see the playground.

SOLUTION

Offer homework help/tutoring in the cafeteria during breakfast service.

CHALLENGE

Students are unaware of your awesome breakfast program.

SOLUTION

Host a Breakfast Blitz at the beginning of the school year to promote your program.

SOLUTION

Implement contests with prizes to generate interest in the breakfast program.

CHALLENGE

Students think you only serve cold cereal.

SOLUTION

Market your program.

SOLUTION

Survey students to identify favorite breakfast items. Eliminate items they don't like.

SOLUTION

Coordinate with your vendor to request samples, often free, to conduct breakfast taste tests so students can vote on a variety of menu items.







Suggested Equipment & Supplies

- Marketing materials
- Assessment of morning traffic flow
- Food samples for taste testing

Funding & Technical Assistance

- Dairy Council of Arizona (DCAZ) & Fuel Up To Play 60 provide funding of up to $4000
- Association of Arizona Food Banks (AAFB) provides training and technical assistance
- Arizona Department of Education provides toolkits, resources & technical assistance.
- Pre-designed marketing materials in English and Spanish

How do I get started?

- Review the AZ School Breakfast Toolkit
- Contact DCAZ for start-up funding
- Contact AAFB to set up staff presentation
- Plan and implement new strategies to promote Breakfast in the Cafeteria.

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ARIZONA Department of Education

Dairy Council of Arizona

AZ School Breakfast — AWAKE • ALERT • ACHIEVE

ASSOCIATION OF ARIZONA FOOD BANKS

United Way — Valley of the Sun United Way

[1] Feeding America: *Map the Meal Gap 2018 Child Food Insecurity Report.* (2018). Retrieved from https://www.feedingamerica.org/sites/default/files/research/map-the-meal-gap/2016/2016-map-the-meal-gap-child-food-insecurity.pdf

[2] GENYOUth Foundation. *The Wellness Impact: Enhancing Academic Success through Healthy School Environments.* (2013). Retrieved from http://www.genyouthfoundation.org/wp-content/uploads/2013/02/The_Wellness_Impact_Report.pdf