

Increasing Breakfast Participation



Stefanie Giannini
Katie Treece
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Speaker Introductions

Utilizing National School Breakfast Week & Friendly Competition



Stefanie Giannini, MA, SNS
Director of Food & Nutrition Services
Marquardt School District 15



MSD15
FOOD & NUTRITION SERVICES

School Year 22-23

- PreK - 8
- 1 Middle, 4 Elementary
- ~2,400 Enrollment
- CEP
- 33% Breakfast Participation **21-22 SY**
- 35% Breakfast Participation **22-23 SY**

NSBW & Competition

Marquardt Middle School

- 6th, 7th, 8th grade compete against each other for who eats the most breakfast over the entire week
- Winners got homemade brownies at lunch (including home-lunchers!)

Marketing

- Daily Announcements
- Engaging flyers posted where the students stand in line for lunch
- Positive peer pressure
- Teachers encouraging kids



Results



- **ADA at MMS: 732**
- **Weekly breakfast total (2/27-3/3): 873 (5 days of breakfast)**
 - Daily average breakfast count: 175
 - ADP: 24%
- **Weekly breakfast total (3/6-3/10): 888 (4 days of breakfast)**
 - No School 3/9
 - Daily average breakfast count: 222
 - ADP: 30%
- **6% increase in participation**
- **New customers who potentially never tried school breakfast before!**

Increased Breakfast Participation at Valley View School District

Katie Treece, MPH, RDN, LDN, SNS
Assistant Director of Nutrition Services

Valley View School District

School Year 22-23

- PreK - 12 District
- 15,000 Enrollment
- 65% Free/Reduced
- 29% Breakfast Participation



VVSD
Nutrition Services
FEEDING THE FUTURE

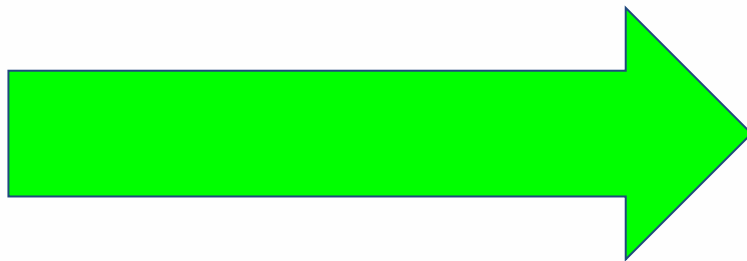
Breakfast Menus

Monday	Tuesday	Wednesday	Thursday	Friday
Strawberry Bagelful	Egg & Bacon Breakfast Pizza	Pancake Wrapped Turkey Sausage	Sausage Breakfast Pizza	Sausage & Cheese Biscuit
Super Donut	Pop-Tarts	Frudels	Pop-Tarts	Super Donut
Benefit Bar	Danimals Yogurt w/ Granola Bar	Benefit Bar	Danimals Yogurt w/ Granola Bar	Benefit Bar
Cinni-Minis	Cereal Selection	Muffins	Cereal Selection	Cinni-Minis

Breakfast Participation

26%

SY 18-19



29%

SY 22-23

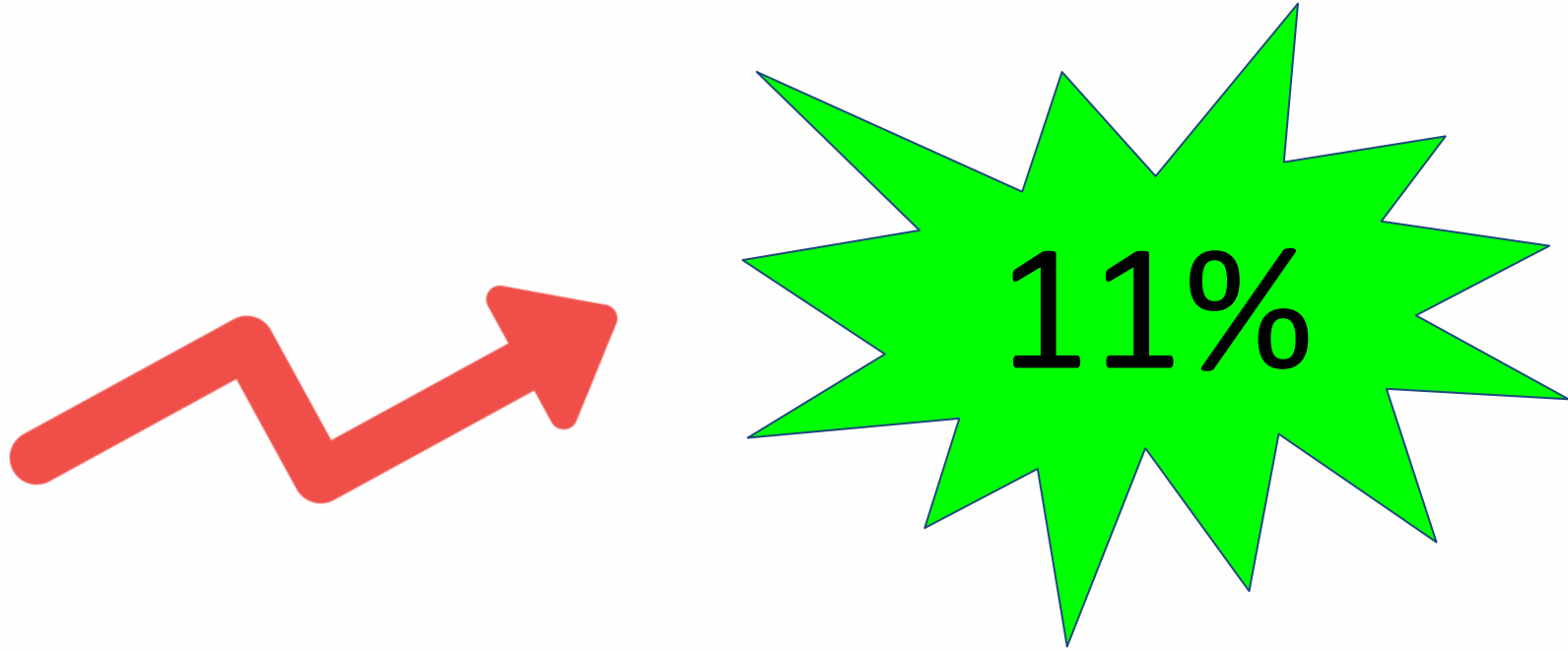
Breakfast Participation - 18-19 SY to Now



Grab n' Go Carts



Breakfast Participation - 21-22 SY to Now



Customer Service



VVSD Breakfast Participation - Lessons Learned

- Captive audience!
- Know your students
- Menu flexibility
- Excellent customer service



Glenview District 34

Increasing Breakfast Participation Through Recipe Creation, Sampling, & Marketing

Stacy Lenihan
Director of Food & Nutrition Services

Glenview SD34

- K-8 District
- 4300 students
- 25% FRL
- SOY Breakfast participation <10%
- Pilot new breakfast items
 - Participation increased 400% at pilot school



- 4 oz Yogurt, $\frac{1}{2}$ c - 1 c. Juice & Fruit (frozen)
- 8 or 12 oz serving size = 1 M/MA & 1 Fruit
- Blend in morning before breakfast service
- Container = 9 small or 6 large smoothies per batch
- Offer smoothie with a grain for complete breakfast

Fruit & Yogurt Smoothies

Smoothies

- Equipment needs: blender and freezer space
- Opportunity to utilize leftovers or brown box
- Freeze leftover smoothies and defrost in fridge overnight
- Utilize at lunch as a la carte



- Posters
- Announcements
- Samples
 - breakfast
 - lunch

Now Serving

FRUIT SMOOTHIES



WEDNESDAYS & FRIDAYS
DURING BREAKFAST IN
THE CAFETERIA

- Recipe development
- 2 G or 1 G recipes
- 30% food cost
- Cost of labor depending on your operation
- Kids/staff excited about fresh baked, warm muffins



Fresh Baked Muffins

Overnight Oats with Berries

- USDA recipe
- Sampling
- Marketing



Try our new breakfast item:

OVERNIGHT OATS



this THURSDAY at breakfast

Overnight Oats with Berries

HACCP Process: #1 No Cook
Size of Portions: 1 Serving

CREDITING INFORMATION:
one portion provides

Meats/MA

Grains

Fruits

Vegetables

½ oz eq

2.25 oz eq

½ cup

Legumes:
Dark Green:
Red/Orange:
Starchy:
Other:

INGREDIENTS

50 SERVINGS

100 SERVINGS

DIRECTIONS

Weight

Measure

Weight

Measure

Strawberries, sliced, IQF

5 lb 5 oz

2 qt 3 cups

10 lb 10 oz

1 gal 1 qt 2 cups

1

Thaw strawberries and blueberries in perforated pans, under refrigeration, at least 24 hours prior to use.

CCP: Hold for cold service at 41° F or lower.

Once thawed, discard juice and combine the berries.

Blueberries, frozen, wild, IQF

4 lb 11 oz

3 qt 3 cups 3 Tbsp

9 lb 6 oz

1 gal 3 qt 2 ½ cups

Milk, fluid, nonfat

3 qt 1 ¼ cups 2 Tbsp

1 gal 2 qt 2 ¾ cups

Honey

10 oz

¾ cup 1 ½ Tbsp

1 lb 4 oz

1 ½ cups 3 Tbsp

2

Combine milk, honey, and cinnamon. Whisk until smooth.

Stir the oats into the milk and honey mixture. Place in a non-reactive pan (e.g., stainless steel, plastic foodservice pan). Cover and refrigerate overnight, allowing the oats to absorb the milk mixture.

CCP: Hold for cold service at 41° F or lower.

Cinnamon, ground

3 Tbsp

¼ cup 2 Tbsp

Oats, rolled (old fashioned), dry

5 lb

1 gal 1 qt 3 ¾ cups

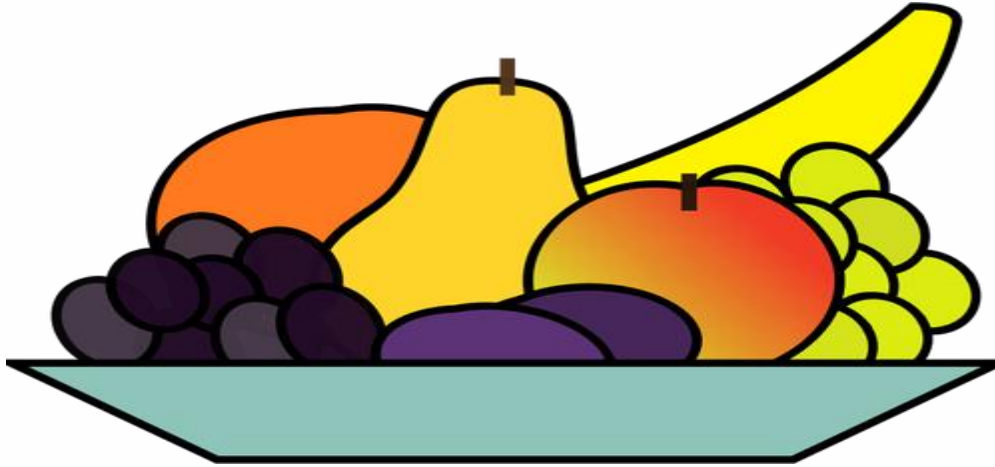
10 lb

2 gal 3 qt 3 ½ cups

In a 12 oz portion container, layer ingredients in the following order:

- Oat mixture – Use a No. 10 scoop (¾ cup).
- Nonfat yogurt – Use a No. 16

Healthy School Meals for All! (HB 2471)
Ensure all Illinois schools are hunger-free, and
supporting our kids to grow, learn, and thrive



Monique Batteast, MBA
Senior Manager of Children's Nutrition Advocacy & Outreach
Greater Chicago Food Depository, No Kid Hungry Illinois

Healthy School Meals for All (HB2471)

Giving all children access to free, healthy school meals improves their health, well-being, and academic performance, and reduces stigma that children who qualify for free or reduced-price meals may experience. The Healthy School Meals for All Bill (HB 2471) will support all Illinois children to access free, healthy school meals, regardless of the ability to pay.



HB 2471: Healthy School Meals for All Appropriations

Ensuring that more Illinois schools are hunger-free, and supporting our kids to grow, learn, and thrive

- Cost analysis completed by University of Illinois at Chicago research partner using data and guidance from the Illinois State Board of Education. Participation rates from when the waiver allowing universal free meals was in place were used, and as such, estimates may be high and would depend on actual school and student participation rates.
- \$194,262,857: Supporting all Illinois schools to provide free meals to all students Maximizes federal reimbursement for schools, ensuring Illinois is only making up the difference

HB 2471: Healthy School Meals for All Appropriations

Ensuring that more Illinois schools are hunger-free, and supporting our kids to grow, learn, and thrive

Improve student health and academic performance

- Free school meals can improve students' food and nutrition security, health, well-being, and academic performance

Eliminate stigma of free and reduced-price school meals

- Stigma is a significant concern for school meals, and is often a barrier to school meal participation for students who qualify for free or reduced-price meals
- Black and Latine/x children are twice as likely to experience food insecurity as white children; free school meals for all can reduce disparities in health outcomes between groups, reduce stigma, and advance racial equity

HB 2471: Healthy School Meals for All Appropriations

Ensuring that more Illinois schools are hunger-free, and supporting our kids to grow, learn, and thrive

Get rid of school meal debt

- Healthy school meals for all eliminates the burden of school meal debt for families and schools
- The average annual school meal debt in Illinois is \$170.52 per child, equating to \$15.5 million in total Illinois meal debt

Save families money

- In Illinois, to qualify for free meals, a family of five can't earn > \$42,211 annually
- 21% of Illinois children experiencing food insecurity don't qualify for free or reduced-priced meals
- Estimated to save families \$640 - \$1,200 per child per year

The Healthy School Meals for All Bill (HB 2471) would help all Illinois children to access free, healthy school meals, regardless of the ability to pay.

Why Healthy School Meals for All?

- School meals support student health, well-being, and academic performance
- School meals are many students' main source of daily nourishment – 11.3% of Illinois children experience food insecurity
- Help families: Minnesota estimates that free school meals save each family \$640 per child per year
- Reduce stigma experienced by children associated with qualifying for free or reduced-price meals by providing universal access for all students
- Reduce disparities in health and education outcomes and advance racial equity among Black Latine/x children, who are twice as likely to experience food insecurity as white children

Why is the Healthy School Meals for All bill needed?

Many Illinois schools are struggling to pay for high-quality, healthy school meals for the kids who need them most:

- The state's free school meals budget has been cut drastically - from over \$26 million in 2012 down to only \$9 million now.
- Covid-19 waivers from the federal government that funded all schools to provide free meals to all students have ended, putting thousands of Illinois children at risk of not having enough food to live a healthy and active life, and to thrive in school.
- -Many schools face significant administrative and debt burdens (an average of \$170.52 in debt per student) that prevent them from providing free, healthy meals.

HB 2471 would address these challenges by maximizing federal funding and providing State funding so that any school participating in the National School Breakfast and Lunch Programs can provide free meals to any student that wants or needs one.

HB 2471 Passed



While we celebrate the passage of HB 2471 in the House and Senate

The unfortunate news that appropriations for the Program were not included in the Illinois FY 2024 budget.

Once Governor Pritzker signs HB 2471, the program will become law, which is a significant win for Illinois, we are disappointed the Healthy School Meals for All program will not go into effect this school year. However, that does not deter us for next year!

Questions??





ILSNA
ONLINE LEARNING