

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
28%
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.
- Update your site applications with ADE to reflect your new breakfast service model

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¹ Feeding America. *Map the Meal Gap 2015: Overall Food Insecurity in Arizona by County in 2013*. (2015). Retrieved from http://www.feedingamerica.org/hunger-in-america/our-research/map-the-meal-gap/2013/AZ_AllCounties_CDs_MMG_2013.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