



Celebrating School Breakfast!

SNA-VA Conference 2023
Hampton, VA

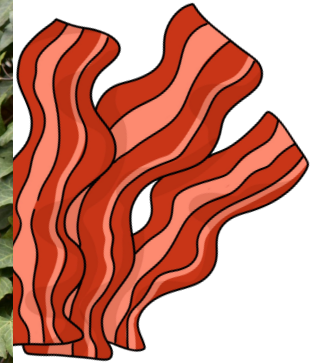
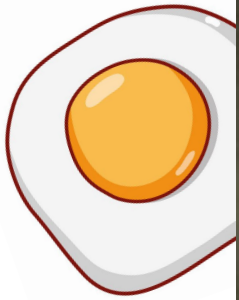
March 11, 2023

Session Overview & Objectives

- School Breakfast Overview: History and Importance
- Virginia Breakfast Data & Emerging Trends
- #NSBW23 Around Virginia
- Celebrate & Have FUN!



Introductions



No child should go hungry in America.

Today, 1 in 10 kids are facing hunger
in Virginia.

No Kid Hungry is working to end
childhood hunger by making sure
every kid gets three meals a day.



HOW WE'RE HELPING END CHILDHOOD HUNGER



TRAINING & SUPPORT

We work with schools and communities to help them implement more effective meal programs - providing training, peer connections, data and research



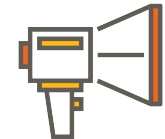
GRANT FUNDING

We invest in new equipment and capacity-building needs so schools and community groups can grow their meal programs



ADVOCACY & SYSTEMS CHANGE

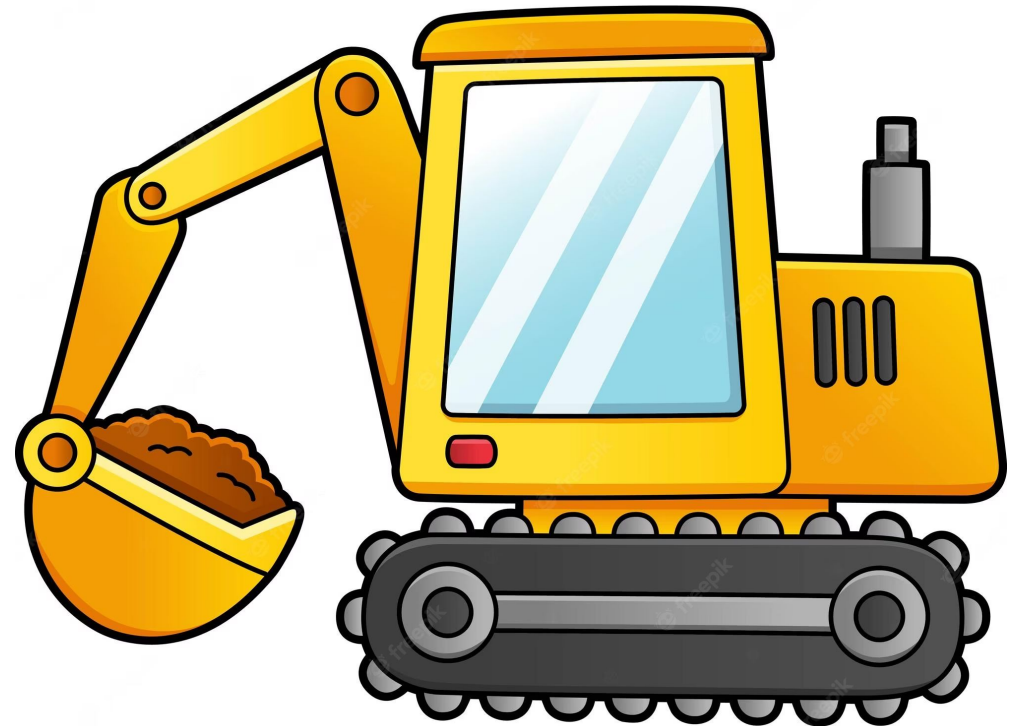
We work to modernize outdated programs and ensure they better meet the needs of children and families



OUTREACH & AWARENESS

We connect kids and families with food resources and put childhood hunger on the public stage to generate the public will needed to end the crisis

Now, let's
“***DIG IN***” to
School Breakfast...



History of School Breakfast

- 1966 – School Breakfast Program is established as a two-year pilot program through the Child Nutrition Act of 1966
- 1969 – Free Breakfast for Children Program created in Oakland, California by the Black Panthers
- 1975 – School Breakfast Program received permanent authorization nationwide, as well as the annual celebration of National School Breakfast Week



**School
Breakfast is
Important!**

Food Insecurity is a Health Issue



Food insecure children are sick more frequently, recover slowly, and are hospitalized more frequently.



Food insecurity and malnutrition can damage brain development.



66% of low-income families have to choose between buying food and paying for medicine each year.

Food Insecurity is an Education Issue



3 out of 4 public school teachers say that students regularly come to school hungry.



Standardized math scores increase by 17.5% on average when students regularly start the day with a healthy breakfast.



9 out of 10 teachers say they are concerned about the long-term effects that food insecurity has on children's education.

Food Insecurity is an Economic Issue



Research puts the cost of food insecurity to the U.S. economy at \$167.5 billion per year



Children facing food insecurity are more likely to drop out of school.



Summer food insecurity is linked to learning loss for children.

School Breakfast is Worth Celebrating!



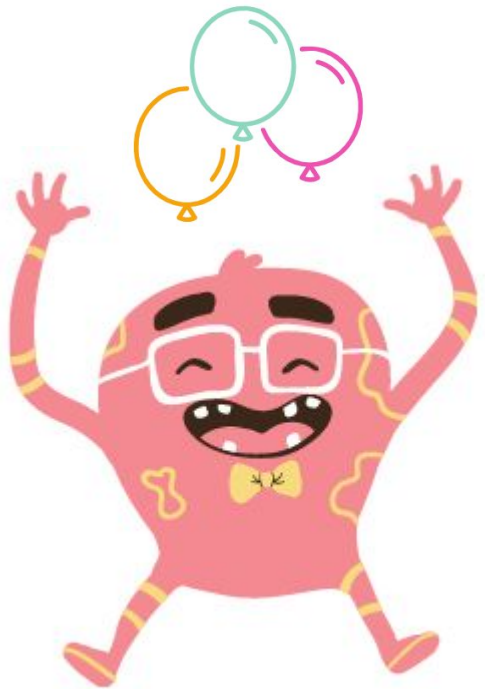


*What do you call a
dancing **puzzle**?*





Split into teams!



Game #1: PUZZLE TIME

Instructions

Items Needed:

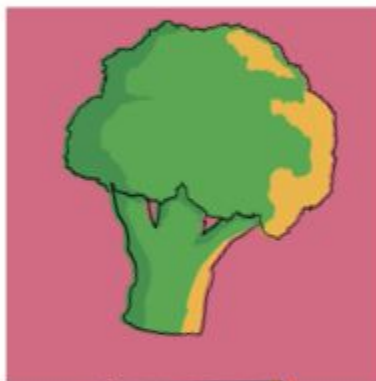
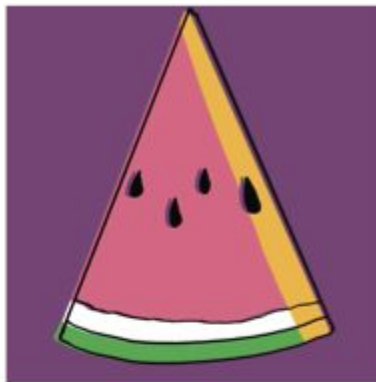
- Extra large puzzle pieces

Here's How to Play:

- Work together in your teams to put together the giant puzzle pieces. The first group to complete the puzzle and reveal the image wins!

You will have 8 minutes to complete this activity!





NUMBERS

THEY'RE OFFICIAL AND STUFF.

Statewide Progress

All No Kid Hungry campaigns strive to achieve the following goals:

- 70% of eligible children to receive F/R meals participate in breakfast
- 90% of eligible children to receive F/R meals participate in lunch

Similarities between average daily breakfast participation compared to pre-pandemic levels

| School Year | Total Enrollment | F/R Eligible Enrollment | F/R Eligibility %age | F/R Lunch ADP | F/R Breakfast ADP | Participation % | Gap to 70% Participation | Change from Previous SY | |
|-----------------|------------------|-------------------------|----------------------|----------------|-------------------|-----------------|--------------------------|-------------------------|-------------------------------------|
| | | | | | | | | F/R Breakfast ADP | Participation % (percentage points) |
| SY12-13 | 1,246,016 | 493,746 | 40% | 389,147 | 197,446 | 51% | 74,956 | n/a | n/a |
| SY13-14 | 1,252,152 | 509,908 | 41% | 397,453 | 200,114 | 50% | 78,103 | 2,668 | -0.4% |
| SY14-15 | 1,260,576 | 521,082 | 41% | 404,020 | 208,958 | 52% | 73,855 | 8,844 | 1.4% |
| SY15-16 | 1,281,223 | 530,591 | 41% | 409,449 | 228,473 | 56% | 58,142 | 19,514 | 4.1% |
| SY16-17 | 1,282,784 | 531,506 | 41% | 406,444 | 239,623 | 59% | 44,888 | 11,150 | 3.2% |
| SY17-18 | 1,293,967 | 570,390 | 44% | 420,930 | 255,703 | 61% | 38,948 | 16,080 | 1.8% |
| SY18-19 | 1,294,487 | 578,449 | 45% | 420,104 | 256,836 | 61% | 37,236 | 1,133 | 0.4% |
| SY19-20 | 1,301,049 | 604,076 | 46% | 425,116 | 267,023 | 63% | 30,558 | 10,187 | 1.7% |
| Oct 2022 | 1,253,608 | 692,217 | 55% | 422,322 | 266,860 | 63% | 28,765 | -163 | 0.3% |

More kids than ever before have access to free meals!

CEP Expansion in Virginia SY22-23

Figure 1. Total Virginia SFAs Participating in CEP

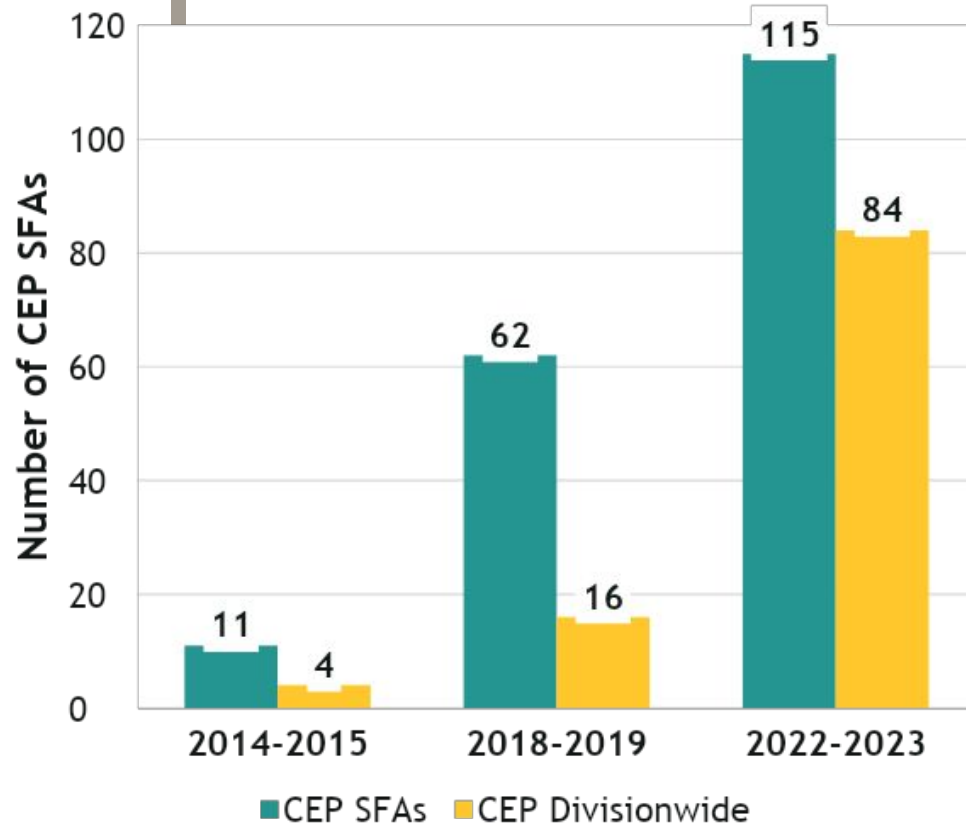
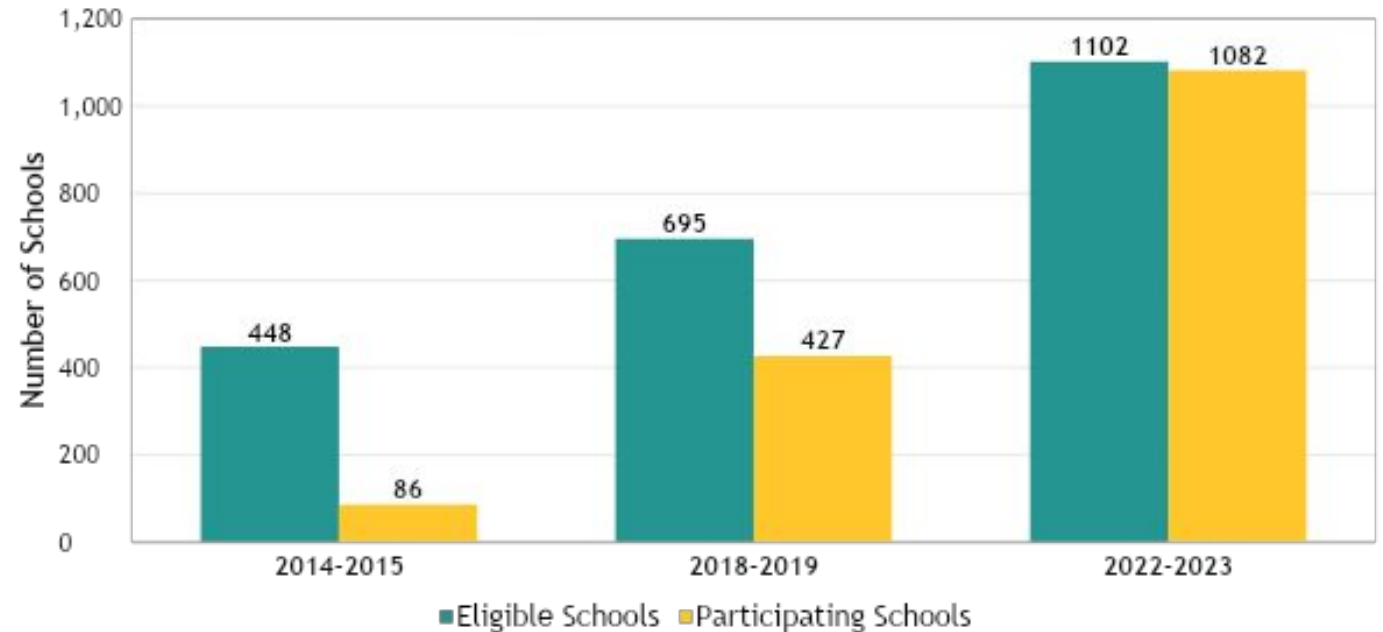
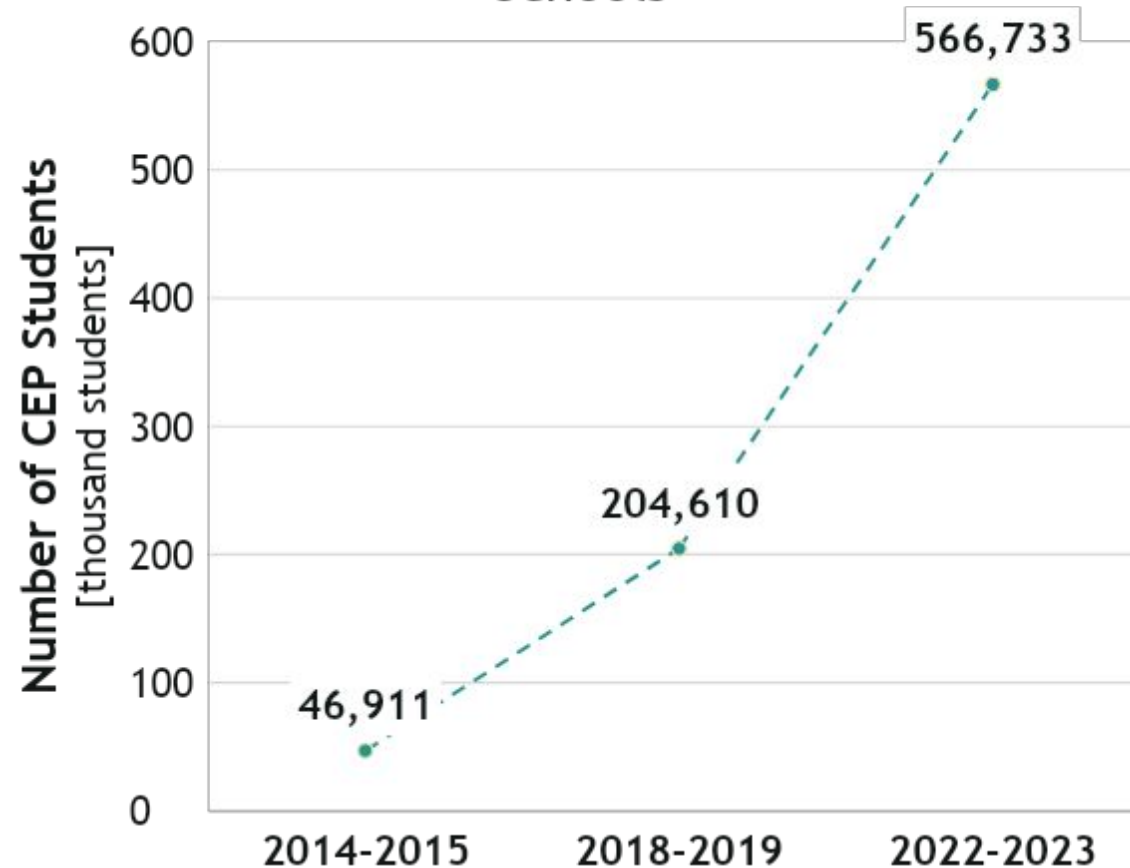


Figure 3. Number of Eligible Virginia Schools Participating in CEP



CEP Expansion in Virginia SY22-23

Figure 2. Total Virginia Students in CEP Schools



Source: VDOE

Elimination of Reduced Price Meals in Virginia

- \$8.2 million to eliminate the reduced price meals category
- Supporting families whose incomes fall between 130% and 185% of the FPL
- Affecting roughly **64,500** students across Virginia!







*What do you call a
cereal box full of
snakes?*



Game #2: CEREAL RELAY

Here's How to Play

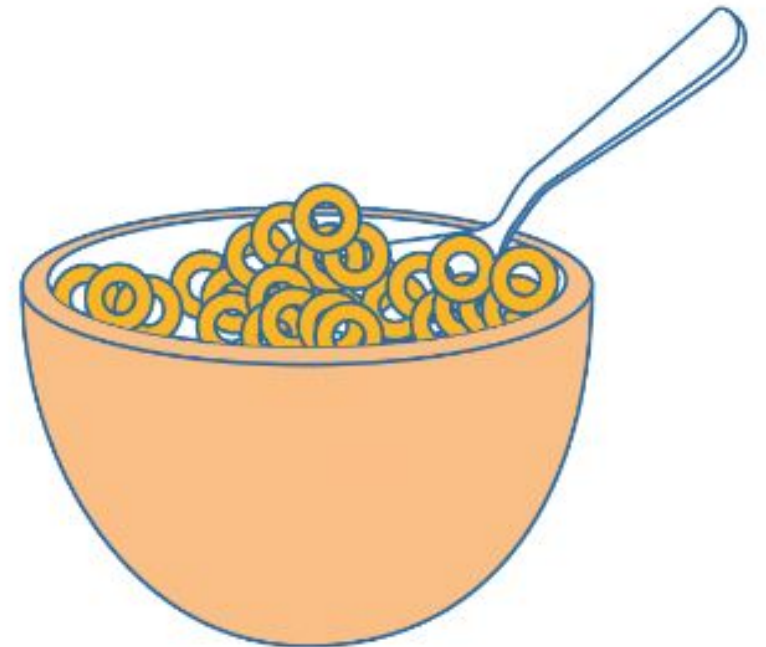
Items Needed:

- Kiddie pool
- Large spoon
- “Cereal”

Here's How to Play:

- Using the large spoons, work with your team to transfer as much cereal as possible from the cereal box into your bowl.

You will have 5 minutes to complete this activity!





*What's an egg's
favorite sport?*





Game #3: **BREAKFAST BURRITO CLEAN UP**

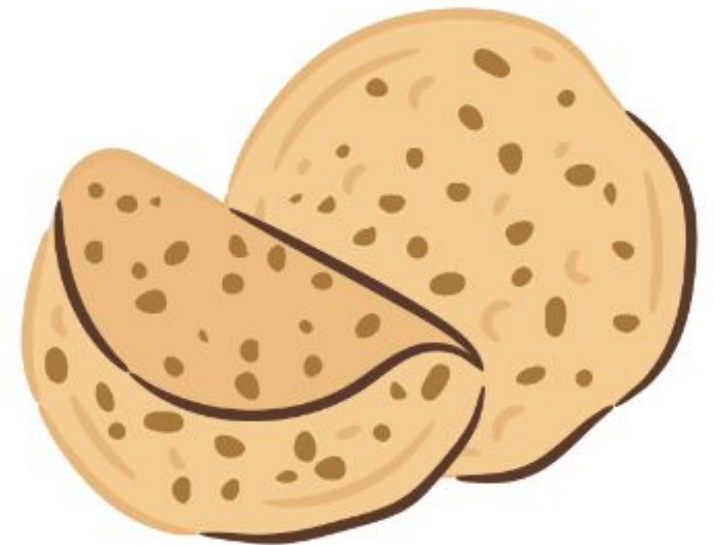
Here's How to Play

Items Needed:

- Large tortilla blanket
- Four large eggs

Here's How to Play:

- Using the tortillas, toss your eggs shells into the trashcan. The first team to roll up their burrito and place it in the skillet wins!





Game #4: TOAST TOSS

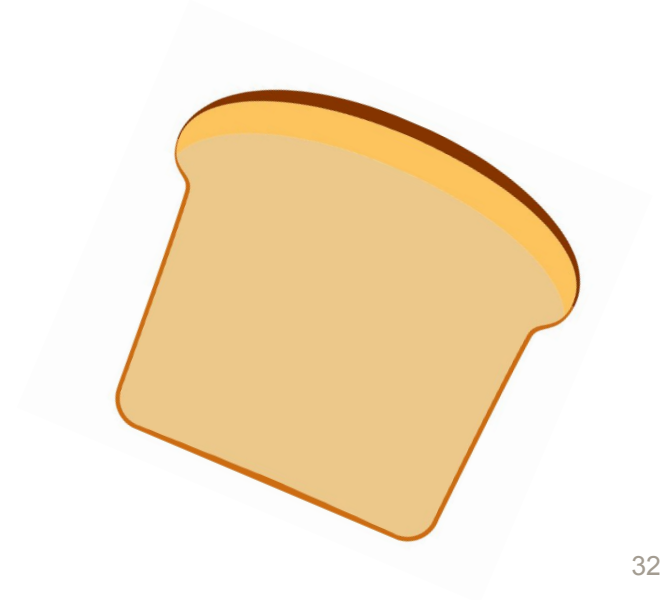
Here's How to Play

Items Needed:

- Toast

Here's How to Play:

- This one is pretty simple. Throw the toast as close to the egg yolk as you can! The closest piece of toast gets a prize!



How did YOU
celebrate
#NSBW23?





You Retweeted

MElderDCPSNutrition @MarionElder2u · 16h

We will "Dig Into School Breakfast" while celebrating National School Breakfast Week!! Special thanks to our manager at Southside Elementary School for this beautiful display!



3 8 125



Dinwiddie Co Schools @Din_CoSchools · 2h

We enjoyed seeing everyone this morning in celebration of National School Breakfast Week. Bravo for Breakfast!



1 70

↻ LCPS School Nutrition Retweeted



Kristyn Inman @LCHS_Inman · Mar 7

...

It's National School Breakfast Week! 🍳🍏🍌 We are so fortunate to have such a dedicated school nutrition staff who makes sure our students are well fed every morning! @LCHS1954 @LCPSCafe





Office of School Nutrition Programs | VDOE @VDOESNP · Mar 6



Congratulations to Harrisonburg High School for earning the School Breakfast Club award! The nutrition team in Harrisonburg offers students more than 10 cold & hot breakfast selections, locally sourced produce, and grab n' go breakfast. Great work, HHS! [#schoolbreakfast](#)
[@HCPSNews](#)



5



9



180





Stafford School Nutrition @scpsnutrition · Mar 6

...

This week is National School Breakfast week. We celebrate the National School Breakfast Program and the many ways it gives students a great start every day!

Hampton Oaks Elementary school did a great job starting the week by incorporating the construction theme! [#NSBW23](#)





louisacountypublicschools • Follow ...



louisacountypublicschools We had a couple new faces in the cafeteria today to celebrate [#NationalSchoolBreakfastWeek!](#)

Today, Mr. Straley and Louisa County School Board chairman Greg Strickland joined the cafeteria team at Moss-Nuckols Elementary School! They both did a great job keeping the line moving!



114 likes

17 HOURS AGO



Add a comment...

Post

National School
Breakfast Week
Wednesday 3/8

WHICH IS YOUR FAVORITE BREAKFAST ITEM?

✦ COMMENT USING THE MATCHING EMOJI



Apple Roll



Pancake and Sausage



BarFresh Smoothie



Sausage, Egg &
Cheese English Muffin



schoolmeals_nps



schoolmeals_nps Halfway through National School Breakfast week! Tell us your faves from today's breakfast menu 🍏🥞🍍🔍
#nationalschoolbreakfastweek #norfolkpublicschools
#schoolmealsthatrock

7m



1 like

7 MINUTES AGO



Add a comment...

Post



PWCS Nutrition @PWCSNutrition · 7m



We are celebrating National School Breakfast Week at middle and high schools by serving student-inspired smoothies! This morning, middle and high schools across the Division served the winning smoothies from our [#NSBW23](#) Smoothie Contest for [#SchoolBreakfast](#)! They were a hit!



You and 7 others





vdoesnp • 35m



Liked by petersburghcat and 1 other

vdoesnp Join us in congratulating John Champe High School in Loudoun County Public Schools on receiving the School Breakfast... more



We're Here to Support!

- Northern Virginia - Amy Biestek
- Central Virginia - Sarah Steely
- Southwest and Southside Virginia - Thompson Bertschy
- Southeast Virginia - Libby Lyon

No Kid Hungry Resources & Reminders

- [School Meals Design Guide](https://schoolmealsdesign.org) (schoolmealsdesign.org)
- Upcoming Webinars
 - [School's Out, Food's In: No Kid Hungry FIVE Part Summer Webinar Series](#) >> *Make it Mobile: A deep dive into mobile meal programs* (3/28)
- [No Kid Hungry Virginia Grant Applications](#) DUE March 22, 2023



**SCHOOL
BREAKFAST
CHANGES
LIVES!**



THANK YOU

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