

2008-2010
Michigan School
BREAKFAST CHALLENGE



Congratulations To All Winners!

**Michigan School Breakfast Challenge
Results: Nearly 12 million more
breakfasts served to Michigan students.**

Research confirms that eating breakfast...

- FOSTERS** attentiveness and achievement
- IMPROVES** children's ability to learn
- REDUCES** behavioral problems
- ENHANCES** children's diets
- HELPS** reduce obesity



**The competition may be over,
but the challenge continues...**

**Encourage your students to eat breakfast,
not just on test days, but every day!**

What is the Michigan School **BREAKFAST CHALLENGE?**

In May 2008, State Superintendent Mike Flanagan issued a two year challenge to district superintendents to increase school breakfast participation 50% district-wide by May 2010. The results are in: 205 school districts met the Challenge! Congratulations to all the schools that participated and thanks for your hard work!

HOW DID THEY DO IT?

Many schools began rescuing breakfast skippers by expanding breakfast service beyond the cafeteria: "Breakfast in the Classroom", "Grab-n-Go Breakfast" from mobile carts, or "Breakfast after First Period." Participation soars and everyone wins, including students, teachers and parents!

According to the Michigan Department of Education Pupil Accounting Manual, school districts may provide breakfast to students during the first class period and count this time toward the minimum instructional hour requirement if students and a certified teacher are present and engaged in instruction.

Success Stories From 2008-2010 Breakfast Challenge Champions

Belding Area Schools

"Routine is a good thing when it comes to breakfast; kids come to school expecting breakfast, and they understand the importance of it," says John Klapko, Belding Area Schools Food Service Director. In response to the School Breakfast Challenge, Belding Area Schools started providing Universal Free Breakfast in the classroom in November 2008. "I try to keep the menu as fresh as possible, by evaluating and rotating the food we serve at least once every three months," states Klapko, "listening to the kids is essential!"

Klapko reports that within the district, Universal Free Breakfast in the classroom has shown advancements across the board; teachers state they have noticed remarkable improvements in student behavior and academic achievement, students say they can focus better, and Klapko has noticed financial advantages.

How has Belding been able to sustain such fantastic breakfast participation? Everyone in the community speaks positively about the program! The kids love it; the teachers encourage it; and the parents appreciate it!

AT A GLANCE:

Total District Enrollment: 2222
2008 Total ADP*: 382
2010 Total ADP*: 1290
District Increase in ADP: 237%

Lincoln Park Public Schools

"It's hard to ignore a competition, especially one that benefits kids," remarked Lincoln Park Food Service Director, Mark Rodriguez.

Winning the first year by switching half of elementary schools to Universal Free and bringing breakfast to the classroom, Lincoln Park Public Schools wanted to do even better for year two of the Challenge. Principals shared breakfast success with their peers convincing them to convert their meal service method, doubling the number of schools that offered "Breakfast in the Classroom."

Lafayette Principal, Craig Stanczyk, at first had his doubts about kids eating in the classroom. Now, however, he is a school breakfast champion exclaiming, "Providing children breakfast during morning class time is not distracting or messy. It actually helps students get ready and focused for a day of learning."

AT A GLANCE:

Total District Enrollment: 4502
2008 Total ADP*: 632
2010 Total ADP*: 1766
District Increase in ADP: 180%

"The Universal Breakfast Program has been a nutritious jumpstart for many of our students who otherwise would begin their days on empty," stated Interim Assistant Superintendent Cheryl Irving. "The ability to serve ALL students breakfast has helped provide the fuel to energize our students for academic success."

*ADP: Average Daily Participation

Success Stories From A Few 2010 Gold and Silver Award Winners

Les Cheneaux Community Schools

"By implementing a Universal Breakfast Program we have successfully created an even playing field for all students to come to class with full bellies and ready to learn. As a teacher, I no longer have to scan the room in the morning to identify those that look as if they didn't eat and then try to assist them in quickly getting breakfast before literacy block begins."
--Mrs. Smith, fourth grade teacher

AT A GLANCE:

Total District Enrollment: 315
2009 Total ADP*: 65
2010 Total ADP*: 122
District Increase in ADP: 89%

Reed City Area Public Schools

"I no longer have children who are sluggish in the morning and say they are hungry; with breakfast, the students are ready to learn. It's made a huge difference in my classroom and in the quality of learning that is taking place because the children have had the chance to eat breakfast each and every morning. I can't speak highly enough about our breakfast program and the benefits for our children!" -- Sally Momany, second grade teacher

AT A GLANCE:

Total District Enrollment: 1596
2009 Total ADP*: 262
2010 Total ADP*: 866
District Increase in ADP: 231%

Clintondale Community Schools

Clintondale Community Schools realizes the importance of gathering input from the students and staff to develop customized breakfast service options for each school.

Moving breakfast to the classroom provides many benefits for Clintondale Community

School elementary children, including the opportunity to start their day on a healthy note. According to Karen Hessler, principal at Parker Elementary, "Punctuality has improved because students can hardly wait to see what is waiting for them in the breakfast bag!"

Making breakfast more accessible at the high school, cafeteria workers now offer morning nutrition from a "Grab-n-Go Breakfast" cart catching students as they enter the building. Director of Dining Services, Debbie Elzerman offers this advice, "Take the leap to try an innovative way to serve breakfast; you just might be surprised with the results."

68,125 more students ate breakfast at school on a daily basis in the 2009-10 school year than in the 2007-08 school year.

AT A GLANCE:

Total District Enrollment: 4187
2009 Total ADP*: 526
2010 Total ADP*: 1045
District Increase in ADP: 99%

Lapeer Community Schools

Lapeer Community Schools has worked diligently on getting more of their students to start their academic day right with a nutritious breakfast. Food

Service Director Scott Smith summarizes, "The bottom line is we are all here to help kids learn."

Now, most schools offer a Universal Free bagged breakfast delivered to classrooms and eaten during morning instructional time. Principal Michelle Bradford sums up that, "Breakfast served to the classroom not only provides students with the many benefits of eating a healthy breakfast such as fewer trips to the office for stomach aches or discipline, but it allows teachers to move to academic studies first thing in the morning."

Heather Vance, elementary principal, adds, "The opportunity for all students to be greeted with a warm smile from their teacher and a consistent breakfast each morning creates a positive and nurturing climate throughout the building."

AT A GLANCE:

Total District Enrollment: 6284
2009 Total ADP*: 1236
2010 Total ADP*: 2031
District Increase in ADP: 64%

2008-2010

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Honor Roll

Congratulations to these award recipients for encouraging their students to start their day with a well-balanced meal making them ready to learn. The following districts are serving at least 50% of their student population or have increased their breakfast participation by at least 50%:

Academy for Business and Technology	Dansville Schools	Lake City Area School District	Reach Charter Academy
Academy of Detroit-West	The Dearborn Academy	Lake Fenton Community Schools	Redford Union School District
Advanced Technology Academy	Dearborn Heights School District #7	Lake Orion Community Schools	Reed City Area Public Schools*
All Saints Academy Elementary	Decatur Public Schools	Lakeshore School District (Berrien)	Reese Public Schools
Allen Park Public Schools	Deckerville Community School District	LakeVille Community Schools	Riverside Academy
Alma Public Schools	Detroit Academy of Arts and Sciences	L'Anse Area Schools	Roscommon Area Public Schools
Almont Community Schools	Detroit Enterprise Academy*	L'Anse Creuse Public Schools	Saginaw Chippewa Academy
Arbor Academy	Detroit Merit Charter Academy	Lansing Public School District	Saginaw Preparatory Academy
Arenac Eastern School District*	Detroit Midtown Academy	Lapeer Community Schools*	Saline Area Schools
AuTrain-Onota Public Schools	Detroit Service Learning Academy	Les Cheneaux Community Schools**	School District of the City of Royal Oak*
Avondale School District	DeWitt Public Schools	Lincoln Park Public Schools***	School District of Ypsilanti
Baldwin Community Schools	Discovery Arts and Technology PSA	Mackinaw City Public Schools	South Redford School District
Bangor Township Schools	Dryden Community Schools	Macomb ISD	St. Clair County Learning Academy
Baraga Area Schools	East Detroit Public Schools	Manton Consolidated Schools*	St. Francis de Sales School
Bay City School District	Eastern Washtenaw Multicultural Academy	Mar Lee School District	Standish-Sterling Community Schools
Bay County PSA	Ecorse Public School District	Marquette Area Public Schools	Sturgis Public Schools
Beaver Island Community School	Edison Public School Academy	Martin Luther King, Jr. Education Center Academy	Summerfield School District
Beaverton Rural Schools	El-Hajj Malik El-Shabazz Academy	Martin Public Schools	Three Lakes Academy
Belding Area Schools***	Elm River Township School District	Marysville Public Schools	Three Oaks Public School Academy
Ben Ross Public School Academy	Evart Public Schools	Mattawan Consolidated School	Threshold Academy
Bentley Community Schools	Fairview Area School District	Mayville Community School District	Tri County Area Schools
Bessemer Area School District	Farmington Public School District	Michigan Center School District	Utica Community Schools
Bishop Foley Catholic High School	Farwell Area Schools	Michigan Technical Academy**	Vanderbilt Area Schools
Black River Public School	Fitzgerald Public Schools	Millington Community Schools	Vassar Public Schools
Bradford Academy	Flagship Charter Academy	Montabella Community Schools	Victory Academy Charter School
Bridge Academy	Forest Park School District	Moran Township School District	Voyageur Academy
Brighton Area Schools	Fowlerville Community Schools	Morenci Area Schools	Waldron Area Schools**
Brown City Community Schools	Francis Reh PSA	Morey Public School Academy	Walkerville Public Schools
Buckley Community School District	Fraser Public Schools	Mt. Clemens Community School District	Walled Lake Consolidated Schools
Business Entrepreneurship, Science, Tech. Academy	Frontier International Academy	Mt. Morris Consolidated Schools	Waterford School District
Cadillac Area Public Schools	George Crockett Academy***	New Beginnings Academy	Wayne-Westland Community School District
Camden-Frontier Schools	George Washington Carver Academy	Newaygo Public School District	Wells Township School District
Capac Community School District	Godwin Heights Public Schools	North Adams-Jerome Schools	West Bloomfield School District
Carrllton School District	Goodrich Area Schools	North Huron School District	West Branch-Rose City Area Schools
Carsonville-Port Sanilac School District	Grand Blanc Academy	North Saginaw Charter Academy	West MI Academy of Environmental Science
Center Academy	Grant Public School District	Novi Community School District	West Shore Lutheran School
Center Line Public Schools	Grass Lake Community Schools	Oakland International Academy	Westwood Community Schools
Central Academy	Grosse Pointe Public Schools	Ojibwe Charter School	Whitefish Township Schools
Cesar Chavez Academy	Hamilton Community Schools	Okemos Public Schools	Whittemore-Prescott Area Schools
Chandler Park Academy	Hanover-Horton Schools	Old Redford Academy**	William C. Abney Academy
Cheboygan Area Schools*	Harrison Community Schools	Orchard View Schools	Woodward Academy**
City of Harper Woods Schools	Hartland Consolidated Schools	Oscoda Area Schools	Wyandotte City School District
Clare-Gladwin Regional Education Service District	Hesperia Community Schools	Owosso Public Schools	Yale Public Schools
Clintondale Community Schools**	Holy Name School	Palo Community School District	
Clio Area School District	Holy Spirit Central School	Pansophia Academy	
Columbia School District	Houghton Lake Community Schools	Peck Community School District	
Conner Creek Academy East***	Houghton-Portage Township Schools	Pennfield Schools	
Countryside Academy*	Imlay City Community Schools	Pierre Toussaint Academy	
Covert Public Schools	Inland Lakes Schools	Pittsford Area Schools	
Crescent Academy	International Academy of Saginaw	Plymouth-Canton Community Schools	
Crestwood School District	Ionia Public Schools	Pontiac City School District	
Crossroads Charter Academy	Jenison Public Schools	Portland Public School District	
Croswell-Lexington Community Schools	Johannesburg-Lewiston Area Schools	Powell Township Schools	
	Kelloggsville Public Schools	Public Schools of Calumet	
	Kent City Community Schools		

*** Breakfast Challenge Champions

** Gold Award

* Silver Award