



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

GRETCHEN WHITMER
GOVERNOR

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STATE SUPERINTENDENT

FOOD SERVICE

**ADMINISTRATIVE MEMO NO. 2
SCHOOL YEAR 2021 - 2022**

SUBJECT: Outreach to Households on the Availability of the School Breakfast Program

DATE: August 31, 2021

Outreach Requirements

Schools Food Authorities (SFAs) participating in the School Breakfast Program (SBP), including breakfast under the Seamless Summer Option (SSO) must notify families that breakfast is available at their school. A notice that school breakfast is available must be sent just before the start of or at the beginning of the school year in back to school communications that are sent to each household.

In addition, schools need to send reminders about the SBP at least three times during the school year. Schools can provide breakfast outreach through various means, such as:

- robocalls,
- providing handouts for students to take home,
- district/school website, or
- by sending emails to families and students.

School Breakfast notifications must include:

- the time,
- location, and
- cost of breakfast for each school building.

Telling the community about school breakfast will not only improve breakfast participation, but it will also help students get a nutritious start to their day and help make sure they are fully ready to learn.

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Breakfast Hearings

In Michigan, School Breakfast Program participation is building specific and based on eligible students. There may be instances where a public school district building with less than 20 percent free or reduced-price eligible students chooses not to operate the SBP. These schools must hold annual public hearings on the issue and provide notice to parents and students.

School Breakfast Program Resources

A copy of the United States Department of Agriculture (USDA) guidance outlining this outreach requirement can be found at [USDA Memo SP 40-11](#)ⁱ.

No Kid Hungry Center for Best Practices School Breakfast [Engage Stakeholders webpage](#).ⁱⁱ

Better with Breakfast [website](#).ⁱⁱⁱ

Questions regarding this Administrative Memo may be directed to the School Nutrition Programs unit by e-mail to mde-schoolnutrition@michigan.gov.

ⁱhttp://www.michigan.gov/documents/mde/SP_40-2011_sbbreakfast_355769_7.pdf

ⁱⁱ<http://bestpractices.nokidhungry.org/programs/school-breakfast/engage-stakeholders#engage-parents>

ⁱⁱⁱ<https://betterwithbreakfast.com/>