



STATE OF MICHIGAN  
DEPARTMENT OF EDUCATION  
LANSING

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GOVERNOR

MICHAEL P. FLANAGAN  
STATE SUPERINTENDENT

August 1, 2013

**MEMORANDUM**

TO: Local and Intermediate School Superintendents, Public School Academy Administrators, and Nonpublic School Administrators

FROM: Carol Wolenberg, Deputy Superintendent *Carol*

SUBJECT: Child Nutrition Reauthorization 2010: Outreach to Households on the Availability of the School Breakfast Program

The Healthy, Hunger-Free Kids Act of 2010 (the Act), Public Law 111-296, establishes requirements for conducting outreach to households on the availability of the School Breakfast Program (SBP). The purpose of this memorandum is to provide guidance on the implementation of the provision that requires schools participating in the National School Lunch Program to conduct outreach on the availability of the SBP just prior to or at the beginning of the school year.

As instructed in the United States Department of Agriculture's (USDA) Child Nutrition Reauthorization 2010: Outreach to Households on the Availability of the School Breakfast Program, SP 40-2011, the Michigan Department of Education is informing School Food Authorities (SFAs) of the requirement of outreach in an effort to help more children benefit from the nutritious meals served in the SBP.

SFAs participating in the SBP must inform families of the availability of breakfast. A notification of the availability of breakfast must be relayed just prior to or at the beginning of the school year in the informational packets that are sent to each household with free and reduced price meal applications for the new school year. In addition, the schools should send reminders regarding the availability of the SBP multiple times throughout the school year. Schools can provide communication through various means – public address announcements, disseminating printed or electronic material to families and school children. Information about the SBP should be posted on the school's website.

State Superintendent Mike Flanagan has challenged all districts to increase breakfast participation through his "First Fuel Breakfast Challenge." Informing your community of the availability of school breakfast will not only improve breakfast participation, it will help nourish your students helping to make sure they are fully prepared to learn.

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The following is a link to the SBP Toolkit, which we encourage you to use as a resource for outreach and expansion activities:

<http://www.fns.usda.gov/cnd/Breakfast/expansion/default.htm>. Be sure to take advantage of other resources and materials through Team Nutrition and other interested parties. The full content of the guidance from USDA can be found at: [http://www.michigan.gov/documents/mde/SP\\_40-2011\\_sbbreakfast\\_355769\\_7.pdf](http://www.michigan.gov/documents/mde/SP_40-2011_sbbreakfast_355769_7.pdf).

Questions regarding the content of this memorandum may be directed to the Office of School Support Services, School Nutrition Programs unit by e-mail to [mde-schoolnutrition@michigan.gov](mailto:mde-schoolnutrition@michigan.gov) or phone 517-373-3347.

cc: Michigan Education Alliance