

2009

**BREAKFAST
 CHALLENGE**

Honor Roll

Congratulations to these Honor Roll School Districts for helping more students start their day ready to learn. The following districts have increased their breakfast participation by at least 50%:

- * Arenac Eastern School District
- Academy for Business and Technology
- All Saints Academy Elementary
- ** Belding Area School District
- Ben Ross Public School Academy
- Bessemer Area School District
- Beth Jacob School
- Business Entrepreneurship, Science, Technology
- Camden-Frontier Schools
- Capac Community School District
- Carrollton School District
- Carsonville-Port Sanillac School District
- Center Academy
- Center Line Public Schools
- Central Academy
- * Cheboygan Area Schools
- Conner Creek Academy East
- Croswell-Lexington Community Schools
- Dansville Schools
- Dearborn Academy
- Decatur Public Schools
- Deckerville Community School District
- Detroit Academy of Arts and Sciences
- Detroit Midtown Academy
- Dryden Community Schools
- Eastern Washtenaw Multicultural Academy
- Edison Public School Academy
- Evart Public Schools
- Every Womans Place Inc
- Fairview Area School District
- George Crockett Academy
- Goodrich Area Schools
- Grosse Pointe Public Schools
- Hanover-Horton Schools
- Hartland Consolidated Schools
- Holy Name School
- Holy Spirit Central School
- Houghton Lake Community Schools
- International Academy of Saginaw
- Jackson Arts and Technology PSA
- Jenison Public Schools
- Lake Orion Community Schools
- ** Lincoln Park Public Schools
- Mackinaw City Public Schools
- Macomb ISD
- * Manton Consolidated Schools
- Mar Lee School District
- Marquette Area Public Schools
- Mattawan Consolidated School
- ** Michigan Technical Academy
- Millington Community Schools
- Morenci Area Schools
- Morey Charter School
- Mt. Morris Consolidated Schools
- New Beginnings Academy
- Newaygo Public School District
- North Huron School District
- Novi Community School District
- Oakland International Academy
- Ojibwe Charter School
- Orchard View Schools
- Palo Community School District
- Pansophia Academy
- Peck Community School District
- Pierre Toussaint Academy
- Potters House School
- Redford Union School District
- Riverside Academy
- Saginaw Chippewa Academy
- Saline Area Schools
- * School District of the City of Royal Oak
- Sturgis Public Schools
- Three Oaks Public School Academy
- Tri County Area Schools
- Vassar Public Schools
- Victory Academy Charter School
- Voyageur Academy
- ** Waldron Area Schools
- West Bloomfield School District
- West MI Academy of Environmental Science
- West Shore Lutheran School

** Gold Award
 * Silver Award

Tier 1 Gold Award Waldron Area Schools

A stylized sun with rays is positioned behind the text 'Gold Award' and 'Waldron Area Schools'.

Waldron Area Schools decided in late fall of 2008 to take the Michigan School Breakfast Challenge. Superintendent Bill Stitt heard about the challenge and began looking into it by checking with other local districts to see what they were doing for breakfast. Waldron Elementary (K-5) decided to try Universal Free Breakfast in the classroom. Dina Shinaberry, Kitchen Manager for Waldron Schools, saw an increase in breakfast participation simply by moving the breakfast to the classroom. The Elementary teachers have been supportive of breakfast in the classroom since it is what is best for the students. Mrs. Tish Anagnostu stated: "The students know that they will get a good breakfast every morning. Many of them came to school hungry before we started the breakfast program. The students are more focused throughout the morning." When Mrs. Robin Clark's classroom was asked about breakfast, they responded: The breakfast program is "Cool", "Really Good", "Yummy", "We like eating with our friends." " We can eat breakfast and still have morning recess- before we had to pick between breakfast or morning recess." Dina serves a cold breakfast everyday in the classroom, but is able to work a hot breakfast in for students two days a week.

The MS/HS students still receive breakfast in the cafeteria before school, but Superintendent Stitt feels the Universal Breakfast has helped take the stigma away from breakfast and now all students can come into the cafeteria and enjoy breakfast while visiting with friends. To help increase their breakfast participation, the 6th graders created posters encouraging everyone to enjoy breakfast, and posted them throughout the school. Prizes were awarded for the top three posters. Universal breakfast and marketing has helped the Middle School participation jump from 19% before the challenge to 70% the next year. The High School breakfast participation increased from 14% to 29% as well. Waldron Area Schools has worked around barriers to help its students all have the opportunity to eat breakfast and have fuel for school!

AT A GLANCE:

Total District Enrollment: 346

2008 Total ADP*: 69

2009 Total ADP: 217

District Increase in ADP: 214%

Tier 1: Districts with 0-449 total enrollment

*ADP: Average Daily Participation

Tier 1 Silver Award Arenac Eastern School District

Tina Malzahn, Foodservice Director for Arenac Eastern School District, wanted to try and increase her breakfast numbers and approached then-Superintendent Rocky Aldrich (now with Ubly School District) about starting a Universal Breakfast Program. The Superintendent went to the Board of Education to get approval talking about the advantages of breakfast for all students. Arenac Eastern has 65% of its students on Free and Reduced lunch.

Breakfast is served in the classroom in the Elementary (1-5) side of the building. Each morning a student from each classroom comes to the cafeteria and takes the breakfast back in a wheeled cooler bag. Tina met some resistance at first from teachers on filling out the rosters and returning them to the kitchen filled out, however once they were assured breakfast could count as instructional time they started to come around. To help convince them even more, a free breakfast is available to all teachers-this really got them on board!

Teachers feel the students are more focused and less "drama" is happening in the classroom. Barb Hunter, classroom teacher, observes: "Seeing every student have a chance to fuel up before school with the Universal Breakfast Program has made a huge improvement in classroom production and school climate overall. For those students from more economically challenged communities, this little extra makes all the difference. I recommend it for any school that really cares about its kids!" Katrina Mahon, 11th grade student, comments: "Breakfast is a delicious alarm clock to keep you alert in school and it keeps my stomach from gurgling and interrupting my train of thought in class." Sam Phelan, a 10th grade student, adds: "Nice start to the day, free breakfast and more time at home to sleep in and not have to make anything before going to school!"

The principal commented he is seeing fewer students in his office since Universal Breakfast was implemented. Kitchen staff have also seen a decline in students coming to the kitchen with bellyaches asking for crackers or juice to settle their stomachs from not eating in the mornings.

Grades 6-12 come to the cafeteria in the morning after arriving at school; teachers are required to sit with their students during this time. Students and teachers may select a hot or cold breakfast. Staff encouragement has been the key to increasing breakfast numbers—kitchen staff, teachers, and principal all encourage students to eat breakfast.

AT A GLANCE:

Total District Enrollment: 320

2008 ADP*: 69

2009 ADP: 199

District Increase in ADP: 190%

Tier 1: Districts with 0-449 total enrollment
*ADP: Average Daily Participation

Tier 2 Gold Award Michigan Technical Academy



Susie Buchin, Foodservice Director at Michigan Technical Academy, read the MDE Michigan Breakfast Challenge email notice intently. The serving time of their breakfast program was difficult, bussing was an issue, and getting the students to school on time was a huge problem. But in the email it said that the State Superintendent was encouraging schools to take advantage of serving breakfast in creative ways, including using part of the first hour instructional time to do so. Now all the students at Michigan Technical Academy are offered a free breakfast that they can eat during the first 15 minutes of their first hour class. And the students love it!

In the lower elementary building, the breakfast, prepared by their food vendor Edibles Rex, is delivered to the classrooms by the foodservice staff. How the food was going to be delivered was a major obstacle to overcome at the beginning, but Edibles Rex gave the foodservice department milk crates to pack with the breakfast the afternoon before serving it. Now the foodservice staff just has to do the delivery in the morning. In the middle school, students pick up the crates from the kitchen and bring them back to their classrooms. And in the high school, students pick up their breakfast in the cafeteria and bring it back to their classrooms.

Since offering the free breakfast program, the attendance rate at Michigan Technical Academy has improved immensely. The teachers have commented that the students concentrate better and stay on task without grumbling. Parents praise the breakfast program, saying it has done wonders for the students' morning routines. Many of the students went without breakfast before because there wasn't enough time to eat something at home.

The students, staff and administration have had nothing but positive responses to the breakfast program. Superintendent Jeremy Gilliam says: "We have no doubt our open breakfast program had a positive effect on learning, and other schools should know that we experienced no problems with students eating in their classrooms. We are thankful to UDIM and to Superintendent Flanagan for the policy change and encourage all schools to follow our lead."

AT A GLANCE:

Total District Enrollment: 1068

2008 ADP*: 70

2009 ADP: 657

District Increase in ADP: 843%

Tier 2: Districts with 500-1499 total enrollment

*ADP: Average Daily Participation

Tier 2 Silver Award Manton Consolidated Schools

Shelley Ritchie, Foodservice Director at Manton Consolidated Schools, was excited by Michigan's School Breakfast Challenge from Superintendent Mike Flanagan. This excitement quickly turned into action when a district-wide Universal Breakfast Program pilot was implemented in January of 2009. "I felt it was very important for every student to have the opportunity to eat breakfast, be at their best and be ready to learn," says Ritchie. Superintendent J. Mark Parsons understands the connection between eating breakfast and academic performance. Parsons speaks with passion when he says: "Hungry students were not able to achieve their best, but now they can. As a result of being ready for learning with great teachers, our district earned an "A" at both the Elementary and Middle School levels and our High School earned a "B" on the State Report Card. When two out of every three students in our school are at or below the poverty level, we know having breakfast has helped our students achieve. We believe that a great start to the day with breakfast has been an important part of our students' success."

The pilot offered breakfast in the classroom to students in grades K-8 and a traditional breakfast to high school students. Initially, only cold breakfasts were offered and included bagels, yogurt, muffins, cereal, milk, juice, cereal bars and fresh fruit. However, now that the program has been successful with a 58% participation rate increase, Ritchie is looking forward to adding more menu options next year.

Why was this pilot so successful? Usually, they say the secret is in the sauce. But at Manton, the secret was in the support from teachers, staff and school administrators. Ritchie says: "I am very appreciative for the support I have received from the administration with the implementation of Universal Breakfast and the hard work and dedication from my staff. It has made this program a huge success. We are working hard and striving for another great year." She continues: "Parents are excited about the breakfast program because it gives them more time at home with their kids to get everything else ready for school and the day." Because parents and their kids were happy about the breakfast program, it made it easier for the foodservice staff at Manton to get excited about offering the program again this school year.

AT A GLANCE:

Total District Enrollment: 980

2008 ADP*: 214

2009 ADP: 532

District Increase in ADP: 149%

Manton Consolidated Schools has done an outstanding job working together as a team and deserves to be proud of its efforts that support a healthy school environment and academic achievement!

Tier 2: Districts with 500-1449 total enrollment

*ADP: Average Daily Participation

Tier 3 Gold Award Belding Area School District



Want a free breakfast? Send your children to Belding Area Schools! As enrollment was dropping and more and more families were qualifying for free/reduced priced school meals, John Klapko, Foodservice Director, knew something needed to be done. After attending a summer workshop and hearing about the State Superintendent's Breakfast Challenge, John talked with Belding's superintendent to suggest the idea of radically changing their current breakfast program. They both agreed that offering universal free breakfast throughout the school district would be a great way to promote that Belding Area Schools cares about its kids!

Implementing the free breakfast program was not without obstacles. First, they wanted to make sure all students had access to the breakfast and decided that breakfast in the classroom was the way to go. Immediately after making that decision, one problem arose—hot food can't be served in the classroom. So, they sought to create a cold breakfast menu that would be pleasing to their students and budget friendly. Teachers also played a major role in the breakfast program. John and his team had to train the teachers how to access their point of sale system on the computer to input student breakfast participation.

The breakfast program has been a life-saver for many of the district's working families who otherwise did not have time to feed their children a healthy breakfast. Parents have said this program has helped tremendously with students who may have eaten breakfast at home, but then have such a long bus ride; they are hungry again when they arrive at school.

Teachers report that students have been more alert in the morning after eating breakfast. The students have had better attendance and fewer behavioral problems as well. Even with the risk of a financial loss in serving breakfast to all students at no charge, the breakfast program has broken even.

AT A GLANCE:

Total District Enrollment: 2138

2008 ADP*: 382

2009 ADP: 1259

District Increase in ADP: 229%

Tier 3: Districts with 1500-3999 total enrollment

*ADP: Average Daily Participation

Tier 3 Silver Award Cheboygan Area Schools



Sue Engstrom, Foodservice Director at Cheboygan Area Schools, remembered when the district was initially talking about a breakfast program and they all agreed: "Let's go big. Let's go all the way." That's exactly what the district did when it implemented Universal Breakfast district wide. And if success is measured in numbers, Cheboygan Area Schools nearly goes off the chart!

If you visited the high school during breakfast, you would be impressed with the organization and efficiency of this well-run breakfast program. However, the cafeteria isn't filled with students...they are in their classrooms ready to learn. Instead, the cafeteria is filled with dozens of insulated cooler bags donated by the United Dairy Industry of Michigan. These portable bags are stuffed with milk, cereal, fresh fruit, fruit juice, muffins and other cold breakfast items. Why? The high school is offering breakfast in the classroom where foodservice staff and student helpers bring the portable breakfast bags to each classroom. Students help themselves to a healthy breakfast while they settle in for a morning of learning. Engstrom was eager to point out "the high school has seen a drop in tardiness because students want to hurry and get to class so they can get the best breakfast choices!"

The elementary and middle school students receive a traditional breakfast in the cafeteria. At this level, there has been a decrease in the number of visits to the office and to see the school nurse. In addition, teachers have noticed an increase in attention span around 3rd hour when students usually start to get a little sleepy. Superintendent Dan Bauer says: "Feeding students gives them a much more positive start to the day and they are more apt to come to school. Both absenteeism and tardiness have dropped since this breakfast program was implemented." Engstrom says: "The support from the superintendent has been huge and I am so thankful."

Engstrom adds: "This program is the talk of the town!" There has been community support and coverage from the local newspaper and television station. There also was a great mentoring component where high school athletes went to the middle and elementary schools and ate breakfast with the students and talked about the importance of breakfast. Bauer agreed saying, "We are getting positive feedback." There really is no greater compliment than happy students and parents. Cheboygan Area Schools will continue serving Universal Breakfast to students this next school year.

AT A GLANCE:

Total District Enrollment: 2090

2008 ADP*: 453

2009 ADP: 966

District Increase in ADP: 113%

Tier 3: Districts with 1500-3999 total enrollment

*ADP: Average Daily Participation

Tier 4 Gold Award Lincoln Park Public Schools



Lincoln Park Public Schools responded to State Superintendent Flanagan's School Breakfast Challenge and moved three elementary breakfast programs from the cafeteria to the classroom and began offering it universally free this past spring. School administrators liked the idea of being able to count time spent eating breakfast in the classroom as part of the instructional day; however, they needed to be convinced that it could work without disruption or mess. So, Foodservice Director Mark Rodriguez called the United Dairy Industry of Michigan (UDIM) to help reduce fears.

After watching Mr. Flanagan's breakfast podcast, seeing a video of successful classroom breakfast programs, and hearing a short presentation from the UDIM consultant, administrators were willing to give it a try for the kids. Food service staff, custodians and principals, joined together to develop a menu and delivery plan. UDIM provided insulated cooler bags to deliver breakfast safely to the classroom. The results are in. Apparently customers, the kids, love the program because participation has doubled district wide.

Front-line teachers were instrumental to the success. They knew it would be a little more work for them, but they feel it is well worth the effort and not nearly the mess they thought it might be. Principals are seeing fewer "early" arrivals that used to "hang-out" and cause problems. Tardiness has decreased and attendance has improved. The start of the school day is much quieter and more on-task.

Keppen Elementary principal, Terry Dangerfield, commented that: "The Lincoln Park Universal Free Breakfast Program has provided our students with a nutritious start to each and every day. Now, EVERY student can have the proper nourishment needed to awaken the senses and achieve at the highest level. This program has allowed Keppen Elementary to knock down a wall that has been a hindrance to so many of our students for so long. We love it!"

AT A GLANCE:

Total District Enrollment: 4525

2008 ADP*: 632

2009 ADP: 1296

District Increase in ADP: 105%

Tier 4: Districts with 4001 or greater total enrollment

*ADP: Average Daily Participation



**Tier 4
Silver Award
School District of the City of Royal Oak**

Scrambled eggs made to order, golden hash browns accompanied by fresh seasonal fruit and topped off with ice cold milk—sound like the breakfast buffet at a high-end hotel? What would you think if Mike Jacobs, Foodservice Director with Chartwells Dining Services at Royal Oak Schools, told you it is Thursday mornings at Royal Oak High School? Well, it is and the students think it is delicious!

The Executive Chef, Kim Sinclair, prepares hot breakfast to order at the high school with rave reviews. Using portable cooking griddles, eggs are scrambled from a serving area set-up in the foyer area of the school. Students place their order and grab selections as they enter the building and go to a central area to eat. High school students, many who used to normally sleep-walk through their morning, say things like “Wow! This is great! You guys are the best!”

Royal Oak Schools Food Service Department put the emphasis on the breakfast menu while striving to meet the Michigan School Breakfast Challenge issued by State Superintendent Mike Flanagan. The quality, variety and appeal of the food keeps them coming to the breakfast table. Low sugar cereals, whole grain cereal bars, a variety of bagels, cream cheese, wholesome fresh fruit, French toast, Belgian waffles with strawberries, and a variety of refreshing cold low-fat milk are featured.

AT A GLANCE:

Total District Enrollment: 5021

2008 ADP*: 132

2009 ADP: 245

District Increase in ADP: 86%

Tier 4: Districts with 4001 or greater total enrollment

*ADP: Average Daily Participation