



STATE OF MICHIGAN
DEPARTMENT OF EDUCATION
LANSING

GRETCHEN WHITMER
GOVERNOR

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STATE SUPERINTENDENT

FOOD SERVICE

ADMINISTRATIVE MEMO NO. 1 SCHOOL YEAR 2024-2025

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

DATE: August 12, 2024

Outreach Requirements

Schools Food Authorities (SFAs) participating in the School Breakfast Program (SBP) must notify families that breakfast is available in the district and at what school buildings. 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 sent to households.

Schools also need to send reminders about SBP availability at least two more times during the school year. Reminders about breakfast can be through various outreach efforts such as:

- robocalls
- providing handouts for students to take home
- district/school website
- social media
- sending emails to families and students

School Breakfast notifications must include the time, location, and cost of breakfast for each school building.

Informing 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.

Breakfast Hearings

In Michigan, SBP 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.

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Michigan School Meals Program

If districts opt into the Michigan School Meals Program, they are required to participate in the SBP. Notifying families about participation in the Michigan School Meals Program does not count as one of the required SBP notifications unless it specifically mentions School Breakfast and includes the required elements listed above.

School Breakfast Program Resources

- United States Department of Agriculture (USDA) memo outlining the SBP outreach requirement: [USDA Memo SP 40-2011](#); USDA [School Breakfast Toolkit](#)
- [No Kid Hungry Center for Best Practices](#) has many School Breakfast Program resources specific to Breakfast After the Bell and Alternate Breakfast Models that can be found on the Breakfast Planning Resource document document

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