BREAKFAST AFTER THE BELL

Case Study

2015-16 OCEANSIDE UNIFIED SCHOOL DISTRICT (OUSD): Naomi Shadwell, *Director, Nutrition Services*

BREAKFAST MODELS

Before Breakfast After the Bell (BAB) service models: OUSD schools served traditional breakfast in the school cafeteria before the first bell.

Breakfast in the Classroom: Classroom Breakfast is offered at one continuing education high school. The district has a goal of expanding the model to three elementary schools in 2017.

Nutrition Break/Second Chance Breakfast: Breakfast is offered during a mid-morning Nutrition Break at 7 elementary schools, 4 middle schools, and 2 high schools.

2015 DISTRICT DEMOGRAPHICS

23 K-12 Traditional Public Schools[1]
13 K-6 elementary schools
3 K-8 elementary/middle schools
4 6-8 middle schools
2 high schools
1 continuation school
12,792 Students Eligible for Free or Reduced-Price School Meals[2]

19,252 Students Enrolled[3]

"Once people see the benefits of the program, it is amazing." –Naomi Shadwell

FOOD QUALITY

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OUSD does not find the requirement for serving more fruit (a federal rule resulting from the 2010 Healthy, Hunger Free Kids Act) to be challenging, and believes the local sourcing policy creates a higher demand (and less waste) for fruit.

BEHAVORIAL AND ACADEMIC IMPACTS

After BAB implementation

➡ "With BAB we are supporting education by helping students to be full so they can focus on learning." –*Naomi Shadwell*

➡ The BAB program has increased student interest in the OUSD's innovative "Farm to Fork" programming, which includes a student-run school garden and environmental impact curriculum components.

IMPLEMENTATION

Strategy

OUSD was an early adopter of Breakfast After the Bell, starting in 2001. Nutrition Services held stakeholder meetings prior to program implementation with teachers, principals, parents, food service staff, and custodial staff. Presentation topics were targeted to each group's specific concerns. For example, principals wanted to know more about program finances while teachers wanted to learn about the impact on teaching time and curriculum goals.

Hurdles

The Nutrition Services staff was concerned about the potential for increased workload for their department.

Solutions

✚ Support from principals was key to achieving buy-in from Nutrition Services staff.

✚ Nutrition Services Director worked to implement BAB as part of a district-wide effort to improve meal quality and service and to integrate farm to school, school garden, and zero-waste programming.

PROGRAM PARTICIPATION

Before BAB implementation

Prior to BAB implementation in 2001, OUSD offered traditional before-the-bell breakfast at all schools.

After BAB implementation

➡ Participation at Ocean Shores high School, which offers Breakfast in the Classroom, is 99%!

➡ After implementing Nutrition Break/Second Chance breakfast at one high school, participation immediately increased over 5%.

> *"We implemented BAB to support education."*
>
> *–Naomi Shadwell*

Program Finances

Start-up costs from program implementation averaged $2,000 per school. OUSD applied for and received government grants to cover program expansion costs.

- The traditional breakfast program was not financially sustainable at the 5%-7% participation rates. It is sustainable now due to higher participation and subsequent higher reimbursements, combined with stable labor costs.

- Extra revenues are reinvested in the breakfast and other school meal programs to improve meal quality and appeal.

PERCEPTIONS OF IMPACT

- Reaction of major stakeholders within the school community has been positive.

- Despite some initial reluctance, district principals are now supportive of the program.

- Students and parents say they prefer the BAB model to traditional before-the-bell breakfast.

- The broader community has also been supportive, especially hunger advocates and specifically the San Diego Hunger Coalition.

NOTES & REFERENCES

CFPA thanks Naomi Shadwell for her time and insights into the school breakfast programs at Oceanside Unified School District.

[1]Traditional, non-charter K-12 schools that were active in the 2014-15 school year. This excludes sites such as continuation schools, virtual schools, and independent study schools. Source: California Department of Education (CDE) School Directory at http://www.cde.ca.gov/re/sd/

[2-3]Students certified as eligible for free and reduced-price meals in traditional, non-charter K-12 schools during the 2014-15 school year. Source: CFPA analysis of the FRPM student poverty data file available from CDE at http://www.cde.ca.gov/ds/sd/sd/filessp.asp

CALIFORNIA FOOD POLICY ADVOCATES