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TO: Board of Education

FROM: Frank Fiorella, Child Nutrition Director

DATE: April 4, 2011

SUBJ: AGENDA ITEM with ACTION Required

I have enclosed a PowerPoint presentation with an update for the Universal Free Breakfast Pilot from January 18, 2011 – June 10, 2011. I have also attached a letter highlighting EMHS participation in the filming of a video for a NC school breakfast promotion toolkit.

I recommend approval of the Universal Free Breakfast Pilot for the entire 2011- 2012 school year.

I will review the PowerPoint in detail at the Board meeting. I will be happy to answer any questions you may have.

Montgomery County Schools

Child Nutrition

Universal Free Breakfast Pilot

January 18, 2011 – June 10, 2011

UPDATE 4/4/11



Highlights

- Program started January 18,2011
- Alert Now Messages were sent
- Flyers with breakfast serving times were distributed
- All School employees worked as a team and also found creative ways to promote breakfast
- Extra register at EMS
- Singing & Dancing about healthy breakfast at Green Ridge

Highlights cont.

- First Grade Breakfast in the Classroom at Troy Elementary
- Kindergarten & First Grade Breakfast in the Classroom at Star Elementary
- Video shot at EMHS for a NC school breakfast promotional tool kit. State Recognition.(see attached letter)
- “Breakfast with your Buddies” Promotion at WMS:



PARTICIPATION PERCENTAGE UPDATE

- March 2010 Breakfast Participation
35%
- October 2010 Breakfast Participation
39%
- February 2011 Breakfast Participation
45%
- March 2011 Breakfast Participation
50%

FINANCIAL UPDATE

- March 2010 Breakfast Revenue(22)
Daily-\$2,716.89
Month-\$59,771.46
- October 2010 Breakfast Revenue(20)
Daily-\$2,972.75
Month-\$59,454.90
- February 2011 Breakfast Revenue(20)
Daily-\$3,054.93
Month-\$61,098.60
- March 2011 Breakfast Revenue(23)
Daily-\$3,331.64
Month-\$76,282.62

In Conclusion,

- All Students benefit from a Universal Free Breakfast Program at Montgomery County Schools.
- The Child Nutrition Department will continue to work as a team with all schools to find additional creative ways to increase breakfast participation.
- Recommend to the MCS Board of Education to approve the universal free breakfast pilot for the 2011-2012 school year.

Questions

- If you have questions or comments contact Frank Fiorella, Child Nutrition Director at (910)-576-6511 or frank.fiorella@montgomery.k12.nc.us

Breakfast is Brain Fuel for Students in Montgomery County Schools

Breakfast is the most important meal of the day. Montgomery County Schools whole-heartedly believe in the importance of this first meal of the day for health and academic success and works to ensure that students in their district eat breakfast each morning.

Students who eat breakfast are able to pay attention longer, demonstrate better behavior in the classroom, have improved attendance and less tardiness, and make fewer trips to the school nurse. Studies show that students who eat breakfast at school, closer to academic instruction and testing time, perform better on standardized tests than those who skip breakfast or eat breakfast at home.

Meals served as part of the School Breakfast Program provide one-fourth or more of the daily recommended levels for key nutrients that children need for growth and development. Research shows that children who eat school breakfast consume more servings of milk and fruits and a greater variety of foods than those who do not eat breakfast or have breakfast at home.

Montgomery County Schools have been going above and beyond to increase the number of students who eat breakfast each school morning. Expanding Breakfast grants from the Southeast United Dairy Industry Association have provided support for the initiative. The Child Nutrition program has been working with schools in the county on innovative ways to not only promote breakfast, but also serve school breakfast, such as breakfast in the classroom, a second chance breakfast, and universal breakfast. The universal School Breakfast Program allows the district to offer breakfast at no charge to all students, regardless of income.

Students at East Montgomery High School have been able to benefit from the School Breakfast Program, but not all students were taking advantage of the opportunity. School administrators and the Child Nutrition program noticed that students were not arriving early enough in the morning to eat breakfast in the cafeteria before school. Believing in the importance of breakfast, the decision was made to change the school schedule to accommodate a short break mid-morning and allow students a second chance to eat breakfast if they missed out before school. Students have gotten behind the initiative providing input on what is offered for breakfast and also lending their energy to promotion of the program, creating banners and posters that hang throughout the school. As a result of school administrators working with teachers, students and the Child Nutrition program, school breakfast participation doubled with the introduction of the second chance breakfast and tripled with the addition of the universal school breakfast. This success story is being recognized at the state level.

Operation of the School Breakfast Program and education in the classroom were filmed at East Montgomery High School as part of an effort to capture North Carolina success stories with school breakfast. In addition, Montgomery County Schools Child Nutrition Director Frank Fiorella and East Montgomery High School Principal Donna Kennedy were interviewed along with several students and teachers.

The interviews and video will be included in a school breakfast promotional toolkit for all school systems in North Carolina. The toolkit, entitled *Breakfast is Brain Fuel*, is being developed by the North Carolina Department of Public Instruction - Child Nutrition Services and the N.C. Nutrition Education and Training Program with the North Carolina Division of Public Health - Nutrition Services Branch.