

Breakfast After the Bell

SECOND CHANCE BREAKFAST

QUICK GUIDE



LET'S CONNECT ON ALL THINGS BREAKFAST

Project Bread

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WHAT IS SECOND CHANCE BREAKFAST?



The Second Chance Breakfast model typically mirrors traditional cafeteria breakfast except that it occurs as part of the school day—often during a break or passing time between morning classes. Some schools choose to offer Second Chance Breakfast from carts or kiosks located in high-traffic areas of the school, mirroring a Grab & Go model. For more information about switching to a Grab & Go Breakfast model, see the Grab & Go Quick Guide at www.projectbread.org/resources/batb. In the Second Chance Breakfast model, students eat during a break in the morning, making it beneficial for those who arrive late to school or are not hungry when they first arrive. Schools may add a Second Chance model to increase

breakfast participation without needing to change the basic structure of their current breakfast service. When considering the timing of the Second Chance offering, schools should be sure to schedule meal timing to allow for a gap between breakfast and lunch.

BENEFITS OF SECOND CHANCE BREAKFAST:

- This model can be very successful for serving middle and high school students. These students are often more independent and have passing time between classes. Additionally, this model allows older students who are often not hungry first thing in the morning to eat later.
- Students do not need to arrive early to school to eat since breakfast is built into the day. This eliminates one of the major barriers preventing students from participating in school breakfast.
- Offering Second Chance Breakfast often does not require additional equipment. By just shifting the timing of breakfast, schools can increase the opportunity for students to eat a healthy breakfast.
- By making breakfast part of the school day, Second Chance Breakfast reduces the stigma often associated with eating school breakfast.

PROGRAM INFO:

This quick guide, presented by the Massachusetts Department of Elementary and Secondary Education and Project Bread, is intended to assist school nutrition directors and other breakfast advocates in launching and implementing Second Chance Breakfast in order to increase participation in school breakfast.

The Second Chance Breakfast Quick Guide is part of a series of Breakfast After the Bell quick guides designed to help with the implementation of alternative breakfast models including Breakfast in the Classroom, Grab & Go, and Second Chance Breakfast.

View the entire series at www.projectbread.org/resources.

For additional resources and technical support, please contact Project Bread at cnop@projectbread.org or (617)-239-2543

SECOND CHANCE BREAKFAST MODELS:

There are multiple ways to serve breakfast using the Second Chance Breakfast model, depending on staff availability, resources and timing. Second Chance can incorporate aspects of other BATB models. For example, Second Chance Breakfast may use a Grab & Go format, or serve the meals in the cafeteria, or it may even use a format where students eat breakfast in the classroom. However it is done, Second Chance Breakfast provides flexibility to serve breakfast a second time, at a later designated time in the morning. Serving in the cafeteria in the allotted time between classes may be best from a logistics and staffing perspective, but serving Grab & Go-style at multiple locations may result in higher participation since students typically only have a few minutes to get their breakfast and

the proximity of the breakfast carts to their classrooms is key. On the next page is a summary of how Second Chance Breakfast works.

BUILDING A SCHOOL BREAKFAST COALITION:

Creating a coalition of supporters for Grab & Go is the first step in successfully implementing a school breakfast change. Principals and superintendents are key champions as part of the coalition, but you should also consider the perspectives that teachers, custodians, school nurses, parents, and students themselves will offer in the planning process. When presenting the plan to teachers and other staff, make sure you are listening to their concerns and presenting answers and solutions as part of their training. If you are able to involve other stakeholders in the planning process and incorporate ways to ease their concerns as well, you are less likely to face resistance down the road.

ADDITIONAL RESOURCES

For further assistance with building your school breakfast coalition and communicating key messages to the various stakeholders, check out the resources accompanying this guide at projectbread.org/resources and connect with Project Bread.

HOW IT WORKS

PREP

School nutrition staff prepare breakfast for the students that is easy to consume on the go. Schools may choose to have school nutrition staff pre-package complete reimbursable meals for students to take.

PACK

School nutrition staff pack breakfast items and milk in cooler and/or warmer bags. If using carts that are portable, staff can pack the breakfast items directly into the cart and then the cart can be rolled to one of the designated locations.

DELIVER

About 10-15 minutes before service starts, move the serving carts or kiosks to their stations in selected high-traffic areas of the school. Be sure to provide adequate means to store and serve perishable items to maintain proper temperatures.

DISTRIBUTE

Use a wireless point of service device to keep track of which students eat breakfast. Schools operating CEP or Universal Breakfast should consult DESE's School Breakfast Program Integrity Guidebook to read more about their options for meal counting and claiming.

EAT

Students can consume breakfast in the cafeteria, hallways, classrooms, or other settings that work for your school.

CLEAN UP

Place additional waste and recycling bins in designated locations where students are allowed to consume breakfast. If students are allowed to eat breakfast in their classrooms during the beginning of their next class, place the classroom trash in the hallways for the custodial staff to pick up during the day.

“Last year we began serving Second Chance Breakfast at the High School and sales increased almost daily. Within a month we went from serving 15 students daily to over 200 and we had to open an additional line to accommodate participation, which exploded in 2021.”

SCHOOL NUTRITION DIRECTOR, HOLLISTON PUBLIC SCHOOLS

SECOND CHANCE BREAKFAST IMPLEMENTATION TIMELINE:

3-4 MONTHS

PRIOR TO ROLLOUT

Learn about successful Second Chance Breakfast programs at other schools and see it in action!

- Contact Project Bread to set up a meeting by sending an email to cnop@projectbread.org.
- Visit a successful Second Chance Breakfast program at another school. Speak with the staff members there about the challenges they faced and how they overcame them. Contact cnop@projectbread.org to learn more about our Peer-to-Peer Initiative.
- Present the case and initial plan to the principal and superintendent.

2-3 MONTHS

PRIOR TO ROLLOUT

Check in with the Project Bread to discuss any outstanding questions about Second Chance Breakfast.

- Schedule a meeting with the principal, teachers, custodians, nurses, and school nutrition staff to discuss the model change.
- Schedule an announcement at the next PTA-PTO meeting or Parent-Teacher Night.

4-5 WEEKS

PRIOR TO ROLLOUT

- Send a letter home to parents informing them about the new way breakfast is being served and promoting the benefits of the new Second Chance Breakfast program. Sample letters can be found at www.projectbread.org/resources.

2-3 WEEKS

PRIOR TO ROLLOUT

- Finalize the waste removal plan with custodial staff.
- Train students on how the program will work. Develop signage or posters that explain the guidelines, including where and when students can eat breakfast.

1 WEEK

PRIOR TO ROLLOUT

- Remind parents about the new Second Chance Breakfast program through a flyer or the school's phone/texting system.
- Check in with teachers and staff to answer any outstanding questions.

1 DAY

PRIOR TO ROLLOUT

- Remind the students about the change over the morning announcements.

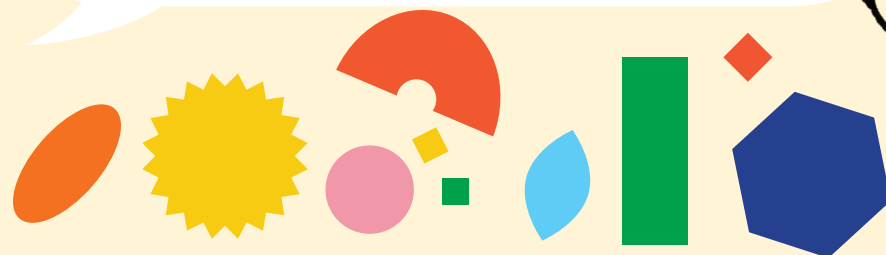
1 WEEK

AFTER ROLLOUT

- Continue to plan evaluation meetings with staff involved and make necessary changes to the program.

“The Breakfast After the Bell program has saved our district financially. If we’re not serving breakfast we’re missing out on making our students lives better, and the districts are missing out on funding”

*Michael Onorato, Food Service Director,
Pioneer Valley Regional School District*



HEALTHY MENU PLANNING

Offering fresh, healthy Second Chance Breakfast meals can seem logistically challenging. To assist you in offering the most nutritious breakfast options to your students, we have developed a one-week cycle menu that focuses on healthy breakfast options that can be used in alternative breakfast models. This cycle menu adheres to USDA regulations—promoting fresh fruit and whole grain-rich products—and offers recipes that students will want to eat.

We recognize that budgets vary across districts and factored total cost into our choices. We hope you will find this to be a useful guide for offering financially viable, healthy menu options for Second Chance Breakfast.

MONDAY

ASSORTED CEREALS (2 OZ = 2G)

BANANA (1 CUP = 1F)

1% OR SKIM MILK-PLAIN (1 CUP = 1 MILK)

* BONUS: CHEESE STICK (1 OZ = 1MA)

TUESDAY

BREAKFAST SANDWICH (2 OZ = 2M/MA, 1-2 OZ = 1-2G)

SEASONAL FRESH FRUIT (1 CUP = 1F)

1% OR SKIM MILK-PLAIN (1 CUP = 1 MILK)

WEDNESDAY

BREAKFAST BAR / ENGLISH MUFFIN (1 OZ = 1G)*

SUNFLOWER SEEDS (1 OZ = 1MA)

SLICED APPLE W/ CINNAMON (1 CUP = 1F)

1% OR SKIM MILK-PLAIN (1 CUP = 1 MILK)

FIND MORE BREAKFAST RECIPES:
PROJECTBREAD.ORG/RECIPES

THURSDAY

BREAKFAST BURRITO (2 OZ = 2M/MA, 1-2 OZ = 1-2G)

SEASONAL FRESH FRUIT (1 CUP = 1F)

1% OR SKIM MILK-PLAIN (1 CUP = 1 MILK)

* BONUS: SALSA (1/4 CUP)

FRIDAY

GRANOLA (1/4 CUP OR 1 OZ = 1G)

GREEK YOGURT (4 OZ = 1MA)

RAISINS (1/2 CUP = 1F)

1% OR SKIM MILK-PLAIN (1 CUP = 1 MILK)

Working Together

PEER-TO-PEER INITIATIVE

The School Breakfast Peer-to-Peer Initiative offers peer support for school breakfast stakeholders interested in implementing a new breakfast model, such as Second Chance Breakfast, or enhancing an existing model. The Peer-to-Peer Initiative, offered by Project Bread and the Department of Elementary and Secondary Education, assists districts in increasing the effectiveness of school breakfast models by connecting them to peer advisors. Advisor and advisee districts are matched based on a specific model and other variables including grade level, enrollment size, proximity, and challenges faced. Peer-to-Peer support can vary in formality, providing anything from a quick phone connection to a site visit with stakeholders to the possibility of continued peer guidance.

To learn more about the Peer-to-Peer Initiative, please email:
cноп@projectbread.org.

FREQUENTLY ASKED QUESTIONS

Q: I AM CONCERNED THAT STUDENTS WILL NOT PARTICIPATE IN THE PROGRAM. HOW CAN I ENSURE THAT WE SEE INCREASED PARTICIPATION?

A: One of the main reasons students do not participate in school breakfast is because they often need to arrive at school early. Let students know that Second Chance Breakfast makes breakfast available as part of the school day; this will allow more students to participate in the program.

Another reason students may choose not to participate in breakfast is because they are not interested in the food being offered. Offering breakfast in the cafeteria gives staff more flexibility in serving exciting meals like hot breakfasts or smoothies. These options are more desirable to students and often attract more participants. Consider asking students what they would like to eat for breakfast through a survey, focus group, or breakfast advisory club.

Q: I AM NOT SURE IF THERE IS ENOUGH SUPPORT FROM SCHOOL PERSONNEL TO CHANGE BREAKFAST MODELS. HOW CAN I EFFECTIVELY COMMUNICATE THE BENEFITS ASSOCIATED WITH OFFERING SECOND CHANCE BREAKFAST?

A: Establishing a breakfast coalition to build community-wide support is a great way to mobilize key stakeholders to make changes to your school breakfast program. Meeting with school faculty and administrators to discuss why school breakfast is so important can help build more support. Showcase success stories of other school breakfast programs as examples of the benefits of switching to a Second Chance Breakfast model.

Q: MY SCHOOL ADMINISTRATORS ARE WORRIED ABOUT ALL STUDENTS CROWDING INTO THE CAFETERIA AT ONCE DURING THE SECOND CHANCE BREAKFAST PERIOD. HOW CAN I EFFECTIVELY MODIFY THE SECOND CHANCE

MODEL TO STILL FEED ALL STUDENTS?

A: Second Chance Breakfast models are easily modified to fit your school's needs by creating what we call a "hybrid model." With a "hybrid model" you can combine a Second Chance breakfast with other alternative serving to make breakfast as accessible as possible for all students. For instance, if you have a large school where it is not feasible to funnel all students through the cafeteria in between passing periods, try setting up Grab & Go kiosks on every floor or at strategic locations throughout the building to reach the most students possible on their natural passing route. You can also offer different models for different age groups. Schools often will provide Breakfast in the Classroom for younger students, and a Second Chance model for older students that are more accustomed to moving between classrooms during their daily routine. These hybrid models allow for flexibility so you can work with your school administrators to best meet the needs of all students, and still build breakfast into the culture of health at your district.

“Prior to COVID, we utilized Grab and Go carts to offer Second Chance breakfast between 2nd and 3rd period at the High School. During COVID, we continued this program in the cafeteria which was quite successful. But in 2022, my staff and I returned to Second Chance breakfast from 3 Grab and Go carts. These are set up in the hallways offering breakfast as students come into school from 7:10-7:35 am and then again between 1st and 2nd period (8:40-8:45am), and they offer hot breakfast sandwiches. Since our re-implementation, the breakfast participation has increased from 94 breakfasts per day to 111 at the High School!”

SARAH LITTMANN, SCHOOL NUTRITION DIRECTOR AT TRITON REGIONAL PUBLIC SCHOOL DISTRICT

Contact Us

LET'S WORK TOGETHER TO FEED MORE KIDS!

This guide is just one resource to help you launch your Breakfast in the Classroom program. Project Bread has more than 20 years of experience in launching Breakfast in the Classroom - and is only one phone call away.

Call Project Bread at (617)-239-2543 and also email us at cnop@projectbread.org for guidance, materials, and further resources.

THERE ARE ALSO MORE RESOURCES ON OUR WEBSITE: PROJECTBREAD.ORG/SCHOOLS

Why This Matters

THE IMPORTANCE OF SCHOOL BREAKFAST

According to the US Census Household Pulse Survey, in early April 2023, an estimated 21.3% of households with children are facing food insecurity in MA, a significant rise compared to 8.9% pre-pandemic. While these children and their families may not be hungry today or even tomorrow, the threat of hunger is a daily reality in their households. Federal nutrition benefits are a critical safety net that help keep family budgets in balance and minimize trade-offs between food, housing, medical care, and other critical needs.

For children living in food-insecure households, eating a healthy breakfast at home may not be possible. The School Breakfast Program is a federally-funded program that helps bridge this gap for families, providing nutritious meals at low or no cost to low-income students at schools throughout the country.

School breakfast providers here in Massachusetts are making great strides in increasing breakfast participation across the Commonwealth. School meals being free for all students since the COVID-19 public health emergency helped breakfast participation increase nearly 20% statewide compared to pre-pandemic levels. In 2023, with the passage of the state budget, Massachusetts made free school meals for all students permanent, securing a major victory for food access that will allow us to grow school breakfast participation even further. Together, we can ensure that all students in the state have access to nutritious meals that help them learn and thrive.

Learn More

ABOUT OUR PARTNERSHIP

Project Bread partners with Massachusetts Department of Elementary and Secondary Education's Office for Food and Nutrition Programs to work with local districts, schools, and communities across the state to increase participation in the School Breakfast Program.

Since 1994, Project Bread provides technical assistance and innovative solutions to support schools implementing and expanding school breakfast programs. Together, we strive to ensure that all children in Massachusetts start the school day nourished and ready to learn.

