

Increasing Breakfast Participation to Improve Student Success and Increase Revenue

How do students benefit from a School Breakfast Program (SBP)?

- Perform better on standardized tests than those who skip breakfast or eat at home.
- Improve performance on mathematical tasks, vocabulary tests, demanding mental tasks, and reaction to frustration.
- See benefits in their concentration, alertness, comprehension, memory and learning.
- Improve their attendance and behavior while decreasing tardiness.

How does a Child Nutrition department benefit from an SPB?

- Increased revenue. Higher participation rates in your SPB bring in more federal reimbursement funds, which support program sustainability.
- Improved Meals per Labor Hour (MPLH). Efficient service models enhance productivity, making better use of staff hours.
- Operations stabilized. Appropriately utilized programs diminish the risk of financial strain, ensuring program continuation.

Who else needs to be involved?

- Administrators, teachers, and staff help ensure breakfast is smoothly integrated into school routine.
- Child Nutrition staff increase efficiency when trained on alternative breakfast models and industry best practices.
- Student and parent communication and outreach promotes SBPs and informs those customers of the benefits.

Ideas for Increasing School Breakfast Participation

- **Breakfast After the Bell (BAB).** Incorporates breakfast into the school day ensuring all students have the opportunity to eat. Options include:
 - a. **Second Chance Breakfast.** Available after the first period, ideal for middle and high school students.
 - b. **Breakfast in the Classroom.** Delivered and consumed in classrooms, increasing access while reducing stigma.
- **Grab and Go Breakfast.** Places quick, convenient meals in high-traffic areas (entrances, hallways, cafeteria lines) to encourage student participation. Sometimes included in BAB.
- **Bus Coordination.** Work with Transportation to adjust morning arrival times, allowing student sufficient time to eat. Can include mobile breakfast carts near drop-off zones.

RESOURCES

Institute of Child Nutrition: [STAR: Innovative Tips on Grab-n-Go Breakfast and Lunch Options \(July 2025\) - ICN iLearn](#)

School Nutrition Association: [Engaging-Students-Maximize-Participation.pdf](#)