



Introduction

All students deserve to energize their day with a healthy breakfast. The School Breakfast Program (SBP) was established to ensure that our nation's schoolchildren have access to a well-balanced meal every morning that class is in session. However, what you may not know is that the SBP is a highly flexible program that empowers educators, administrators, and school food service staff with a wide range of options for providing breakfast service to students.

Benefits of a Healthy Breakfast

Studies have consistently shown that students who eat breakfast benefit nutritionally and educationally. Starting the day with breakfast has been associated with improved academic performance, improved classroom behavior and attentiveness, and fewer visits to the nurse. Busy parents also benefit tremendously from the SBP because their children will receive a healthy, balanced, and affordable meal at school that eases the burden of their hectic morning rush.

This Kit Can Help

This toolkit is chiefly designed for school food service directors and others who have an interest in establishing or increasing access to the SBP at their school(s), however, much of the content is also intended to be accessible to stakeholders at all levels. It is intended to assist in determining which type of meal service is best suited to a school's needs, calculating costs of operation, developing menus and a marketing plan that will generate buy-in among school staff and the community, and encourage student participation.

Getting Started

Each section of the toolkit is clearly labeled for ease of navigation and to help you choose the most sensible starting point. You may either explore the toolkit from the beginning, or skip straight to the materials that are most applicable to your needs. Regardless of whether your school is establishing a new breakfast program or building upon an existing one, there is something in this kit to help you enlist support from key decision makers and begin planning the way forward.

This kit includes:

- Information on the numerous innovative service delivery methods that are possible with the SBP;
- Worksheets, surveys, and planning tools to help you identify your ideal service delivery method and develop a plan for implementation;

- Resources to help you determine the expectations and needs of the various stakeholders that will have a role in the operation of your breakfast program;
- Guidance documents to help you plan innovative menus that are well balanced, nutritious, and compatible with your chosen service delivery method;
- Spreadsheets and budgeting tips to help you calculate and strike the right balance between the revenues and costs associated with breakfast service; and
- Extensive marketing materials to help you implement and spread the word about your program.

To begin, we recommend visiting the Toolkit module entitled **Getting Started with School Breakfast**. We have broken this section down to help guide you through the process of collecting the information you need in order to begin exploring your school's breakfast options, assessing the pros and cons of various approaches to service delivery, and identifying key stakeholders in your school and community. However, if you are farther along in the process of establishing or expanding your school's breakfast program, or your needs are more specific, please do not hesitate to go directly to the resources in one of the other two modules, **Implementing Your Program** or **Marketing Your Program**.

We plan to continue to make updates and improve the usefulness of these resources in the future.

It is our sincere hope that this kit will be helpful in achieving your objectives for expanding the SBP in your school. Thank you, and good luck!