



## Massachusetts School Breakfast Challenge (MSBC) 2020 Support Classroom Learning by Boosting School Breakfast Participation

### Why does School Breakfast Matter?



“The important connection between breakfast and school performance is well known to every school that tells students to “get a good night’s sleep and eat good breakfast” before standardized achievement tests. Unfortunately, breakfast during test week is too little too late! Children need breakfast every day to get new information and skills into their brains.”

- Dayle Hayes, MS, RD<sup>i</sup>

Schools see the benefits of school breakfast in their student body via improved attendance and tardiness rates, better morning concentration, improved academic and test performance, fewer morning visits to the school nurse, and improved student wellness.

### Why can Massachusetts do better?

More than half (or 54%) of students who qualify for free or reduced price meals in Massachusetts public schools do not eat school breakfast on a given school day, ranking Massachusetts 43rd nationally in low-income student school breakfast participation.<sup>ii</sup>

Massachusetts ranked 49th in percentage of school lunch schools offering breakfast (80%).

### What is the Massachusetts School Breakfast Challenge (MSBC)?

The Department of Elementary and Secondary Education (ESE), in collaboration with the Massachusetts School Breakfast Challenge partners, challenge schools to increase student participation in the School Breakfast Program. The Partners have combined our resources to create a community effort to improve school breakfast awareness, quality, and participation statewide by 2020.

Schools are encouraged to increase their school breakfast participation to reach Challenge goals corresponding to the percentage of students eligible for free and reduced price meals. Schools achieving these student participation goals will be recognized and eligible for awards.

Working as a team is the most effective way to create change. Challenge partners suggest principals, school nutrition directors, nurses, custodians, and teacher, student, and parent representatives, to work together to talk about your current school breakfast program and identify possible changes that would help reach more students. Connect with the Challenge for help.



### How can my school participate in the MSBC?

Every Massachusetts public school implementing the National School Lunch Program is automatically enrolled in the Challenge competition. The Department of Elementary and Secondary Education will track schools’ breakfast participation. This data will be used to determine when schools achieve goals that qualify them for recognition as a Breakfast Champion.

Find Out More at [www.maschoolbreakfast.org](http://www.maschoolbreakfast.org)



## What are the MSBC goals?

Below are school breakfast program goals for schools by level of free and reduced price meal eligibility.

### **Challenge Group 1:**

Schools where **60 percent or more of the students are eligible for free or reduced price meals.**

**Goal:** All high free and reduced priced eligible schools achieve 80 percent or higher student participation rates in school breakfast. **Note:** schools are encouraged to strive for school breakfast after the bell and in the classroom.

### **Challenge Group 2:**

Schools where **30-59 percent of the students are eligible for free and reduced priced meals.**

**Goal:** All schools achieve 50 percent or higher student participation rate. **Note:** schools are encouraged to strive for an alternative school breakfast after the bell model.

### **Challenge Group 3:**

Schools where **29 percent or less of the students are eligible for free and reduced priced meals.**

**Goal:** All schools achieve 25 percent or higher participation rate. **Note:** schools encouraged to strive for an active school breakfast program.

## How can schools respond to the challenge and increase their breakfast participation?

The **Massachusetts School Breakfast Challenge** partners offer a variety technical assistance and grant funding opportunities to schools seeking to increase the number of students eating school breakfast.

### Visit the Challenge website for information on:

- the challenge goals
- breakfast expansion and marketing resources
- technical assistance opportunities
- funding opportunities
- Breakfast Champion schools recognized for achieving their goals
- future events

[www.maschoolbreakfast.org](http://www.maschoolbreakfast.org)



<sup>i</sup> [http://www.huffingtonpost.com/dayle-hayes-ms-rd/why-every-parent-should-s\\_b\\_3874737.html](http://www.huffingtonpost.com/dayle-hayes-ms-rd/why-every-parent-should-s_b_3874737.html)

<sup>ii</sup> [http://frac.org/pdf/School\\_Breakfast\\_Scorecard\\_SY\\_2014\\_2015.pdf](http://frac.org/pdf/School_Breakfast_Scorecard_SY_2014_2015.pdf)