The Breakfast Scoop

Schools and families working together toward student success!

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The Breakfast Scoop
is an electronic newsletter covering issues related to breakfast and school breakfast programs.

It is made possible by a partnership of the University of Wisconsin Extension Cooperative Extension, Family Living Programs and the Wisconsin Department of Public Instruction.

BIC toolkit now available for your school!

breakfast
in the classroom

The toolkit provides information for designing a successful Breakfast in the Classroom (BIC) program including easy-to-use sections with sample menu ideas, service options, stakeholder support materials, and testimonials from Wisconsin teachers and administrators.

Breakfast in the Classroom:
> Is good for the bottom line; increased student participation means more revenue.
> Is a positive way for teachers and children to begin the school day.
> Does not interfere with bus schedules and can alleviate conflicts found with traditional breakfast.
> Has the potential to reduce the number of children who skip breakfast, as children are more likely to eat when breakfast is served in the classroom.

You can find it here:
http://fyi.uwex.edu/wischoolbreakfast
Webinars and Continuing Education

- **Webinar on school wellness policies and the latest nationwide results from the Bridging the Gap Program!**

  **When:** Tues., June 11, 2013; 2:00 - 3:30 PM CT.

  This webinar will feature guest presenter Jamie F. Chriqui, PhD, MHS, from the Institute for Health Research and Policy at the University of Illinois –Chicago. Dr. Chriqui will: (1) highlight progress and opportunities relative to wellness policies nationwide based on the most recent data compiled by the Bridging the Gap Research program, (2) present new data on reporting requirements included in the wellness policies, and (3) discuss the relevance of the wellness policies to forthcoming rules from the U.S. Department of Agriculture and roles that district and school level officials can play vis-à-vis the federal rulemaking process.

  Space may fill quickly. Reserve your spot today! Register here: [http://www2.actionforhealthykids.org/e/21152/events-event-32/dnlb/9521337](http://www2.actionforhealthykids.org/e/21152/events-event-32/dnlb/9521337)

- **LunchBites Webinar: Integrating Farm to School in Summer Feeding Programs**

  **When:** Tues, Jun 11th, 2013; 12-12:20 PM CT.

  Summer is almost here, and school doors will soon be closing, yet many kids across the country will still enjoy healthy, local foods thanks to summer feeding programs. Join this Lunch Bites webinar to learn about on-the-ground examples of Farm to School in summer feeding programs. [Register Here](http://www2.actionforhealthykids.org/e/21152/events-event-32/dnlb/9521337)

National School Nutrition News

**Connecting Healthcare and Nutrition through the Summer Food Service Program**  *May 20, 2013*

“Two is better than one.” Holding true to this timeless adage, the Food and Nutrition Service (FNS) is teaming up with the Health Resources and Services Administration (HRSA) to expand the reach of the Summer Food Service Program (SFSP). FNS strives to increase food security and reduce hunger by providing children and low-income people access to food, while HRSA is the primary Federal agency for improving access to health care services for people who are uninsured, isolated, or medically vulnerable. There is an intrinsic mission overlap between FNS and HRSA given that their services target similar populations, and they have found a way to collaborate by rallying around SFSP.

SFSP fills the summer meal gap for children who may depend on school meals as their primary source of food and nutrition during the school year. Nutrition is a relevant concern for clinicians given that it is an important facet of child development. Recently, FNS hosted a webinar for the HRSA’s Bureau of Primary Health Care, which provides a variety of health services to low-income, vulnerable communities. HRSA has over 14,000 clinics nationwide with the potential to be transformed into SFSP feeding sites. If the clinics do not have the capacity to be a feeding site, they can partner with a local site to promote the program and encourage their patients to utilize SFSP resources.
Kellogg’s Share Breakfast Program

Kellogg’s began a mass social media campaign to benefit Action for Healthy Kids.

“Research shows that kids who eat breakfast generally have more energy and focus for learning, yet one in five go without this important start to the day. That’s why we’ve designed the Kellogg’s Share Breakfast™ program — to reach the goal of helping share 1 million breakfasts with kids who need them.

Just share our mission through social media and we’ll donate money to help Action for Healthy Kids increase participation in the national School Breakfast Program.”

Share this initiative with students and get them to help support breakfast for themselves and other kids! As a part of this initiative, they have also developed some info graphics (shown here) to help support breakfast programming. These may be useful in promoting your breakfast program locally.

For more information go to: http://www.kelloggs.com/en_US/share-breakfast.html
Stay Connected

**Wisconsin Farm to School Summit – Registration Open!**

Registration is now open for the Wisconsin Farm to School Summit **June 26 and 27, 2013 in La Crosse**. Register now for one or both days of the Summit. This year, Farm to School Teams are encouraged to attend the Summit together, and are eligible for a discount when doing so. More information available on the website.

Information and Registration: [http://www.cias.wisc.edu/2013-f2s-summit/](http://www.cias.wisc.edu/2013-f2s-summit/)

**SNA-WI 2012-13 Annual Conference**

**PILLARS OF STRENGTH**
**JUNE 24-26, 2013**
Radisson Hotel & La Crosse Center – La Crosse, WI

REGISTER TODAY!

2013 Tours • Pre- and Post-Conference Sessions • Special Events

CLICK HERE to view a full Conference schedule.

**Summer Meals Includes Free Breakfast**

The Wisconsin Rapids Public Schools will sponsor a summer food service program this summer, the district announced this week. The program is available for anyone 18 and younger. Students older than 18 who are part of the special needs program during the regular school year also can participate.

The free breakfast will be served from 7:30 a.m. to 8:30 a.m. Monday through Friday, June 17 to July 19 at Lincoln High School, 1801 16th St. S., Wisconsin Rapids. No breakfast will be served July 4-5 or during weekends.

Let me know if your school district is doing the same!
Email me at: amy.alvig@ces.uwex.edu
Schools Across the U.S. Celebrate Every Kid Healthy Week and New Resource Released

http://www.actionforhealthykids.org/success-stories/715

Schools across the country held taste tests and health fairs, created school gardens and murals, and much more as part of 2013 Every Kid Healthy™ Week, Action for Healthy Kids’ signature national, annual observance – celebrated April 22-26 this year and the last week of April each consecutive year.

Every Kid Healthy™ Week puts the spotlight on the obesity epidemic affecting our children and provides an opportunity for the nation to get involved in its solutions: sound nutrition, regular physical activity and health-promoting school programs. This year, a total of 26,100 students, school staff and volunteers in 22 states across the country answered the call to action, participating in 50 school events during Every Kid Healthy Week and an additional 33 Get in the Action events throughout April and the surrounding months. Get in the Action is Action for Healthy Kids’ national volunteer service initiative that empowers passionate volunteers to address the childhood obesity epidemic by participating in a day of service to make healthy, sustainable changes in schools.

Also in celebration of Every Kid Healthy™ Week, Action for Healthy Kids released its new report, The Learning Connection: What You Need to Know to Ensure Your Kids Are Healthy and Ready to Learn. The report, which is a roadmap for parents, educators, school administrators and school volunteers to create healthier school environments, demonstrates that physical activity supports achievement, well-nourished kids learn better, and healthier practices in schools can increase school revenue. Read the full report here.

Share this report with your school boards, superintendents, principals, teachers, and parents to help ensure their continued support in breakfast programming and even help expand your program.