Please let me introduce myself...

Hello! My name is Amy Alvig, and I am the new nutrition education and school breakfast initiatives specialist at UW Extension-Cooperative Extension. I started mid-January and am very happy and excited to begin my new position.

To give you all a little background on me. I am a registered dietitian and received my master’s degree in human nutrition from UW-Madison. Most recently, I worked for the Department of Health Services on a project that was called Communities Putting Prevention to Work. The program I worked on was targeted to Wood and La Crosse Counties. Each county implemented multiple strategies for obesity prevention and focused on policy, system, and environmental changes. Some of the interventions that they worked on specifically with schools were: farm to school programming, school wellness policies, healthy concessions and competitive foods, and school gardens. I hope to get to know you all and how I can best serve your needs as we move forward.

Just to clear the air, I am also originally from Minnesota and am a Vikings fan. I know this may be difficult for some of you to hear, but I wanted to let you know in advance.

😊

Thank you so much, and I will be in touch!

Amy
More Wisconsin kids are participating in breakfast programs at school

More children are getting access to and participating in school breakfast programs across the state according to a new report.

During the 2010-2011 school year, the number of Wisconsin students eating breakfast at school increased by 10.6 percent compared to the previous year according to the School Breakfast Scorecard published by the Food Research and Action Center (FRAC). This increase puts Wisconsin in the top five states for increases in participation by low-income students.

Wisconsin has moved up in national ranking from 40th to 36th in measures of low-income student participation, based on the findings of this report. This could be due to the continued impact of the recession and the growing number of children who have food insecurities and need the school breakfast program. It could also be in response to the hard work and outreach efforts of schools like you and organizations across the state that are trying to ensure that more students are starting their day off with a good breakfast.

Research in the area of child nutrition shows that children who eat breakfast demonstrate an increased ability to learn and improved behavior in the classroom. Studies have also shown that eating breakfast improves mood and decreases the risk of being overweight and improves the overall quality of a child’s diet.

In addition to the link between academics and breakfast consumption, research suggests that students who have access to school breakfast tend to have lower rates of absenteeism and tardiness. When children can focus on the teacher and what is going on in the classroom instead of thinking about food and feeling a stomachache from hunger, they are more likely to have better academic outcomes.

While participation in the breakfast program is rising, many Wisconsin children still miss breakfast on a daily basis, due to lack of time, limited household income or because they do not have access to breakfast at school.

Despite the impressive jump in child participation in school breakfast programs, Wisconsin remains third-to-last in the nation in the number of schools that offer breakfast.

Here in Wisconsin, about 70 percent of schools that participate in the National School Lunch program also participate in the school breakfast program. Although this is lower than the national average, which is about 88 percent, the number of Wisconsin schools offering school breakfast has been increasing over the past few years. (Continued on page 3)
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The FRAC School Breakfast Scorecard shows that Wisconsin had a 6.5 percent increase in the number of schools that adopted a school breakfast program. Although Wisconsin ranks 49th in the nation for school participation in the program, it is among the top three states for increases in school participation.

The bottom line is, evidence shows that breakfast is good for kids. We have been so impressed with efforts that schools have made in increasing school breakfast programs, and these programs will continue to have a positive impact on the academic performance and nutritional health of school age children in Wisconsin.

For more information on FRAC’s School Breakfast Scorecard, visit http://frac.org/pdf/school_breakfast_scorecard_2010-2011.pdf

National School Breakfast Week (NSBW):
March 5-9, 2012

“School Breakfast—Go for Gold”
“School Breakfast—Go for Gold” will highlight how eating a healthy balanced breakfast at school helps students shine. The campaign will help students learn about the importance of eating healthy and being active. “School Breakfast - Go for Gold” also aligns with USDA’s HealthierUS School Challenge and the First Lady’s Let’s Move Goals.

The campaign runs from January to March 2012, culminating in National School Breakfast Week, March 5-9, 2012.

Here are some resources from SNA for NSBW!

- Menus
- Tools & Resources
  - Get Started
  - Tools For Kids
  - Marketing & PR Resources
- Design Contest
- Sweepstakes
- Merchandise
Register for an Action For Healthy Kids Webinar to Celebrate School Breakfast Week

http://www.actionforhealthykids.org/upcoming-events/webinars.html

March 6, 2012
3:00 to 4:00pm CST
Optimizing Nutrition Quality and Appeal...PLUS Celebrate National School Breakfast Week!

Part four of a five-part series on school breakfast, this session is designed to explore strategies for serving optimally nutritious and appealing school breakfasts. We'll also discuss the federal nutrition standards and best practices for incorporating these standards into effective service models like Classroom Breakfast and Grab n' Go. Improving nutritional quality and appeal serves to increase school breakfast participation and support student wellness. Join us to Celebrate National School Breakfast Week! You'll leave this webinar with next steps for launching robust school breakfast programs in your community.

REGISTER NOW!

Waking Up to Breakfast Success
Holiday Inn Convention Center, Stevens Point
March 20, 2012

Please attend the Waking Up to Breakfast Success school breakfast conference. Co-Sponsored by Wisconsin Milk Marketing Board and Wisconsin Department of Public Instruction this is a COMPLIMENTARY workshop for Wisconsin School Nutrition Professionals.
Earn 2 CEU's by attending!

Agenda and Registration information are on the next page!
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Waking Up to Breakfast Success

2:00 - 2:30  Registration and Welcome
2:30 - 4:30  Presentations:

The Buzz on Breakfast in Wisconsin
- Sarah Combs, Wisconsin Dept of Public Instruction
- Shelly Hayden, Ladysmith School District
- Cathy Connor, Richfield School District

Breakfast: One Size Doesn't Fit All Schools
- Jeanne Hopkins, Superior School District
- Amy Lawrenz, Random Lake and Sheboygan Falls School Districts
- Marilyn Hurt, Marilyn Hurt Consulting
- Rita Houser, Wisconsin Dairy Council

4:45 - 5:45  Networking Dinner - Sharing School Breakfast Menu Ideas

SPECIAL NOTE: This conference follows the WI-SNA Spring Conference and separate registration is required. Please be sure to register online at www.WMMB.com/breakfast.

Register now!

Spring is on its way!