Wisconsin School Breakfast Programs New Logo

Wisconsin School Breakfast Programs have a new logo that you can use in your school to promote your breakfast programs!

In conjunction with some of the August 2013 training sessions held through the Department of Public Instruction, prototype logos were shared with food service staff and directors as well as staff from DPI. Each person was able to vote for the logo that they felt best represented our school breakfast programs statewide.

Here is the winning logo:

I will be sending electronic versions of the logo out in April. If you have any thoughts or questions please contact me at: amy.korth@ces.uwex.edu.
Webinars and Continuing Education

**A three-part webinar series on the new Community Eligibility Provision**

Hosted by the Center on Budget and Policy Priorities, together with the School Nutrition Association and the Food Research and Action Center.

The first in the series, **Wednesday February 19, 2:00-3:15pm**, will focus on how to improve direct certification, the process by which children in households receiving SNAP benefits are automatically enrolled for free school meals.

The second webinar, **Wednesday March 26, 2:00-3:15pm**, will focus on addressing the implications for other programs of eliminating school meals applications.

The third, **Wednesday April 2, 2:00-3:15pm** will focus on how to identify schools that would benefit from participating in community eligibility. These webinars will go beyond what has been covered in introductory webinars. You can read more about the series and register here: [http://www.schoolnutrition.org/Content.aspx?id=19753](http://www.schoolnutrition.org/Content.aspx?id=19753)

**Action for Healthy Kids Webinars**

**Tues, Apr 1, 2014, 1:00pm CT; (75 minutes)**  
**Building a Wellness Team, Assessing your School’s Wellness Environment & Developing an Action Plan | AFHK Parent Leadership Series**  
Do you need a wellness team to be effective? Wellness teams come in many shapes and sizes. Learn how to build a team that will best meet your goals. Before you know where you want to go, you have to understand where you are. Learn about different types of school health assessment tools and how they can help move your efforts forward. What should you consider when creating an action plan for your project? This webinar covers goal-setting, timelines, your budget, tracking progress and planning for sustainability. This webinar will be recorded for those who register but are not able to attend the LIVE session. [Register now>>](http://www.schoolnutrition.org/Content.aspx?id=19753)

**Wed, Apr 2, 2014, 3:00pm CT; (60 minutes)**  
**School Breakfast: Meeting New Meal Requirements Using Alternative Breakfast Models**  
Learn strategies to incorporate the new USDA meal requirements for school breakfast and how to incorporate those changes in an alternative breakfast model like Breakfast in the Classroom or Grab and Go. Receive guidance from experts on the new regulations and examples from schools/school districts that have made it work using alternative breakfast models. This webinar will be recorded for those who register but are not able to attend the LIVE session. [Register now>>](http://www.schoolnutrition.org/Content.aspx?id=19753)
Free Composting in Schools Workshop!*
Join composting experts as you discover how to introduce composting into your school. Personnel from schools with successful composting programs will be presenting about their methods and how they have integrated composting into their lunchroom, classroom, and school site.

Date and Location:
April 30, 2014, 9:00 am to 3:00 pm at the Dane County Extension Office, Madison

Registration: Registration ends April 22nd.
To register, please go to: http://bit.ly/1g4O9oJ

*Not a member of a Green & Healthy School? Participants are required to register their school as a Green & Healthy School to attend free of charge. A charge of $25 will be assessed to any participant not with a registered Green & Healthy School. Visit www.GHSWisconsin.org to learn more.

For more information, contact Katie Boseo at katie.boseo@uwsp.edu.

And Now, the School Nutrition News:

More Wisconsin schools participating in breakfast programs
Amy Korth, amy.korth@ces.uwex.edu

During the 2012-2013 school year, the number of Wisconsin schools offering school breakfast programs increased by 4.3 percent according to a report by the Food Research and Action Center (FRAC).

The number of Wisconsin schools participating in the school breakfast program increased by over 75 schools in the 2012-2013 school year.

“This means that more children are able to access breakfast programs more often, whether they qualify for free, reduced-price, or full price meals," says Amy Korth, nutrition education and school breakfast specialist. “Children with access to these school meal programs, have the opportunity to start their day with the nutrients they need for a day of learning.”

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 a child can focus on learning in the classroom instead of focusing on their hungry stomach, they are more likely to have better academic outcomes,” explains Korth.

“About 74 percent of Wisconsin schools participate in the National School Lunch and School Breakfast programs, although this is lower than the national average of about 90 percent,” says Korth.

Despite the continued increases in school participation in breakfast programs, Wisconsin ranks 49th nationally in the number of schools that offer breakfast. With support of the programs benefits, this rank will improve.
Stay Connected: Conferences and Resources

**School Grants for Healthy Kids**

Action for Healthy Kids welcomes schools to apply for 2014-2015 *School Grants for Healthy Kids*. The grants are funded by our partners CSX Transportation, Kellogg Company, Kellogg’s Corporate Citizenship Fund (and more!) and will range from 500 to 5,000 dollars. The funding is designed to help schools create or expand school breakfast programs.

A grant from *School Grants for Healthy Kids* can do the same for your school. [Grants will be available in select states.](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast) Award amounts will be based on building enrollment, project type, potential impact, and a school’s ability to mobilize parents and students around school wellness initiatives. Applications must be filed by [May 2, 2014. The deadline will not be extended.](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast)

**Learn more**

If you’re interested for your school, attend an hour-long [introductory webinar](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast) Thursday, [March 20, 2014](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast) at 3 p.m. ET, 2 p.m. CT, 1 p.m. MT and noon PT to get tips for applying. You can [register](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast) now. [Archived sessions](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast) also will be available.

Once you have all the information you need, [start the application process](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast) and submit before the [May 2, 2014 deadline](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast).

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**New! Smart Snacks Calculator**

Are the snacks your students are eating [Smart Snacks](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast)? In June 2013, the U.S. Department of Agriculture (USDA) released updated nutrition standards for snacks and drinks served throughout the school building, in vending machines, school stores, snack carts and a la carte lines. These new guidelines will be in effect in July.

[Our Smart Snacks Calculator](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast) takes the guesswork out of determining if your snack, side or entrée item meets the new USDA guidelines.

It’s simple to use: just enter the product information and answer a few easy questions. You will get an immediate answer letting you know if your product is approved or not.

[Try our Smart Snacks Calculator today!](https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast)
SNA-WI Annual Conference

Do you believe in Magic?

When: June 29-July 2, 2014
Where: The Kalahari Resort, Wisconsin Dells

For more information and to register click here:
http://www.sna-wi.org/conferences-and-events/annual-state-conferences/

Wisconsin Dairy Council and DPI present a breakfast grant!

Due on March 25

Applicants will pilot test an all NEW Breakfast in the Classroom program at a school in your district for a four week period between April 7th and June 13th to help you plan to expand Breakfast in the Classroom to other schools in your district for SY2014-15. The pilot program can be offered to one classroom, one grade level or every classroom in a single school building.

Three schools will be selected by staff from the WI-DPI and Wisconsin Dairy Council. Selected schools will be notified April 2nd.

Email lwilford@wmmb.org or tracy.pierick@dpi.wi.gov for an application and with any questions.

Wisconsin Dairy Council and DPI present a breakfast grant!

Do you have a success story to share?

Have you recently implemented breakfast at one of your schools?

Are you using the Breakfast in the Classroom toolkit?

Please contact:
Amy Korth
UW-Extension
amy.korth@ces.uwex.edu

Wisconsin School Breakfast Website http://fyi.uwex.edu/wischoolbreakfast