Project breakfast! Fueling academics and strengthening teens

Project breakfast! includes a total of 16 rural schools in Minnesota. The goal of the project is to find out if participation in the School Breakfast Program can be increased by making breakfast easier to get and eat at school.

Training Held March 19th:

University Extension held a food service training session for district and local food service staff. The training covered the following objectives to help guide staff during Project breakfast!

Topics Covered:

• Overview of Project breakfast! research study
• New USDA breakfast regulations
• Getting started:
  Creating a School Breakfast Expansion Team
• Equipment needs
• Taste testing of healthy breakfast food
• Marketing your program

Early Data:

Earlier this year 2,676 9th and 10th grade students from all 8, wave 1 schools were screened for Project breakfast! Here are some of the findings:

During a normal school week...

- 470 students (18%) ate NO breakfast
- 453 students (17%) ate breakfast only 1-2 days
- 1120 students (42%) ate breakfast all 5 days

Where did students eat breakfast?

- 1763 (66%) at home
- 124 (5%) on the way to school
- 415 (16%) at school

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Marketing in Schools Update:

Community Blueprint will guide the marketing portion of research. Each school will use either an existing student group, such as a marketing class or National Honor Society, or create a group of interested participants to develop and deliver a student led marketing campaign to promote breakfast. So far, Community Blueprint has met with 4 schools to prepare their marketing campaigns. Meeting outcomes include:

1. Discussing the barriers to eating a school breakfast (taste, late bus arrivals, misunderstanding of cost)
2. Sharing opinions of school breakfast offerings (appearance unappealing, non-portable)
3. Brainstorming marketing materials to be used (posters, videos, t-shirts, contests etc.)
4. Deciding the best areas to serve a Grab’N’Go breakfast beginning Fall 2013

Marketing questions: Michelle Karch michelle@communityblueprint.com
The study is divided up into 2 waves of 8 schools. The table below shows where each school in wave 1 is at in the process of recruiting and enrolling students into the study. Student enrollment and data collection days have been very successful so far. Thank you to school staff and Extension coordinators for helping create a smooth process for enrolling students and collecting data. We look forward to working with the remaining schools!

<table>
<thead>
<tr>
<th>School</th>
<th>In class screener (all 9th and 10th graders)</th>
<th>UMN receives contact info for eligible students</th>
<th>Study invitation letter sent to parents of eligible students</th>
<th>Study invitation letters sent to eligible students</th>
<th>UMN collect student height, weight and % body fat at school</th>
<th>UMN at school to survey remaining students</th>
<th>Student Enrollment</th>
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</thead>
<tbody>
<tr>
<td>Albany Area High School</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
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<td>66</td>
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<td>x</td>
<td>x</td>
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<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>54</td>
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<tr>
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<td>x</td>
<td>x</td>
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<tr>
<td>St. James Secondary</td>
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<td>x</td>
<td>April 29 and 30</td>
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<tr>
<td>LeSueur Henderson High School</td>
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<td>x</td>
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<td>May 14 and 16</td>
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<tr>
<td>Hutchinson Senior High</td>
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<td>x</td>
<td>May 3</td>
<td>May 7</td>
<td>May 22 and 23</td>
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</table>

Scroll down for food service training pictures and a map of participating wave 1 schools!
March 19th Food Service Training Workshop
breakFAST:
Fueling Academics and Strengthening Teens

1: Albany High School
   30 Forest Ave. Albany, MN 56307

2: St. James Secondary
   1001 10th Ave. N St. James, MN 56081

3: Apollo Senior High
   1000 44th Ave. N St. Cloud, MN 56303

4: Montevideo Senior High
   1501 William Ave. Montevideo, MN 56265

5: Le Sueur-Henderson High School
   901 Ferry St. Le Sueur, MN 56058

6: Owatonna Senior High
   333 East School St. Owatonna, MN 55060

7: Cambridge-Isanti High School
   430 NW 8th Ave. Cambridge, MN 55008

8: Hutchinson Senior High
   1200 Roberts Rd. Hutchinson, MN 55350

Map by: Minnesota Population Center