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Food for Thought:

3rd Annual New Jersey School Breakfast Report



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Giving Every Child A Chance

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About the NJ Food for Thought School Breakfast Campaign

Led by Advocates for Children of New Jersey and the New Jersey Anti-Hunger Coalition, the NJ Food For Thought School Breakfast Campaign is driven by a statewide steering committee that includes the New Jersey Departments of Agriculture, Education and Health, anti-hunger and health groups and New Jersey's major education associations. The campaign's national partners are the Food Research and Action Center, the American Dairy Association and Council and the Mid-Atlantic Dairy Association.

The statewide committee is working to build widespread support for school breakfast expansion, as well as assisting local efforts to expand participation.

For more information, visit www.njschoolbreakfast.org.

NJ Food for Thought School Breakfast Campaign

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Evangelical Lutheran Church of America
Food Research and Action Center
Mid-Atlantic Dairy Association
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Fueling Up: School Breakfast Growing in NJ

Participation increases 35 percent as more districts serve breakfast after the bell

By Nancy Parello

New Jersey students are gaining ground at the school breakfast table, as a growing number of children are receiving a healthy breakfast at school, giving them the nutrition they need to concentrate and learn.

From 2010 to 2013, the number of children receiving free/reduced-priced school breakfast rose an encouraging 35 percent, from about 136,000 children in October 2010 to nearly 184,000 in April 2013.

That means that roughly 48,000 additional children across New Jersey are getting a healthy breakfast on any given school day. This translates to an estimated 8.5 million more breakfasts served over the course of the school year, helping to address growing childhood hunger across New Jersey and ensure that children who come to school hungry receive the nutrition they need to succeed in school.

This increase is largely the result of more districts changing the way they serve breakfast. Traditionally, New Jersey schools have served breakfast before school — when children have not yet arrived. Now, a growing number of school officials are realizing that this is an ineffective way to reach hungry children. More districts are now serving breakfast during the first few minutes of the school day. Known as “breakfast after the bell,” this approach significantly boosts student participation in the federal School Breakfast Program.

Not only are these districts feeding more children, addressing childhood hunger and overcoming a major obstacle to learning, they are also bringing back more

“The kids are more content. You don’t have students crying in kindergarten that they are hungry. Some kids don’t eat at home or on the weekends. By offering a breakfast program, you have the peace of mind knowing your kids are getting some good nutrition.”

—Monica Dannenberger, Principal, Vineland



federal dollars to feed New Jersey school children. The federal government reimburses states based on how many meals schools served. According to the New Jersey FY 2014 state budget, school districts are expected to collect \$10.2 million more in federal funds in Fiscal Year 2014, for a total of \$66 million, compared to about \$56 million in FY 2012. This substantial increase is the result of more New Jersey students eating breakfast at school.

Chart 1: New Jersey Statewide School Breakfast Totals

	2010	2013	% Change
Total Enrollment	1,364,495	1,368,382	0
Total Students Eligible for Free/Reduced School Meals	448,306	503,849	12
% Students Eligible for Free/Reduced School Meals	33	37	12
Total # Students Receiving Free/Reduced School Breakfast	135,813	183,692	35
% of Eligible Students Receiving School Breakfast (Participation Rate)	30	36	20

Sources: NJ Dept. of Education October enrollment counts, 2010, 2013 and NJ Dept. of Agriculture participation data October 2010 and April 2013. These totals include all NJ districts, including vo-tech and special services districts.

Still Too Many Hungry Kids

Despite this progress, more than 500,000 New Jersey students are eligible for school breakfast, but only 36 percent of those students received it in April 2013. This is an increase from 30 percent receiving in 2010. Still, this low participation means that an alarming 320,000 children living in low-income families are missing out on school breakfast that can boost academic success.

New Jersey's low school breakfast participation is primarily due to the fact that many districts serve breakfast before school starts when bus and family schedules and other factors often prevent children from arriving at school with enough time to eat before the first bell rings. State law mandates that all school districts with 20 percent or more eligible children serve breakfast. These districts do serve breakfast — but before school when children have not yet arrived, which is an ineffective way to provide this all-important morning meal.

The need is growing. The number of children eligible for free/reduced-price school meals has risen 12 percent over the past few years, reflecting growing poverty across the state. In recent years, the number of New Jersey households without enough food rose 56 percent, coupled with a 76 percent jump in the number of children receiving food stamps. In addition, a recent national survey of 1,000 K-8 teachers, found three out of four say they have children in their classrooms who regularly come to school hungry.

A growing number of New Jersey districts are recognizing this urgent need and have switched to serving “breakfast after the bell,” typically in the classroom during the first few minutes of the school day. This approach dramatically increases student participation. Unfortunately, many school officials are reluctant to change the way they serve breakfast. They often cite logistical concerns, such as clean-up and lost instructional time.

Yet, school leaders in New Jersey districts that now serve breakfast after the bell routinely report that these challenges are easily overcome. They also report widespread benefits for

students and school staff, including improved academic performance, less absenteeism, fewer classroom disruptions and more productive instructional time because students are focused and ready to learn.

In addition, the New Jersey Departments of Education and Agriculture have issued two memos encouraging school leaders to serve breakfast after the bell and directing that this time can count toward instructional time.

Hungry students struggle to concentrate. Providing breakfast removes a major barrier to learning. Serving breakfast after the bell is the most effective way to ensure children get a healthy meal at the start of their school day.

New Jersey spends billions of local and state tax dollars each year on public education. Expanding school breakfast participation leverages that investment. This change can be accomplished with very little or no additional cost to state and local taxpayers. Because schools are reimbursed per meal served, New Jersey schools would simply reclaim more of the dollars that state

taxpayers already send to the federal government. Well-nourished children are more likely to succeed in school. That's good for children, parents, the entire school community, taxpayers and our state.

To qualify for free breakfast, a family of four can earn no more than \$30,615 per year and \$43,568 for a reduced-price meal.



Breakfast Champions: The Top 20

Districts with high concentrations of students living in low-income families can benefit most from effective school breakfast programs. To spotlight high-poverty districts that are successfully serving breakfast, ACNJ identified the top 20 districts with the highest percent of eligible students eating breakfast among all districts with 50 percent or more children qualified to receive free- and reduced-price school meals.

The average participation rate in these 20 districts was 77 percent in April 2013 — more than double the statewide average of 36 percent. These districts served about 45,600 children — or roughly a quarter of all children receiving school breakfast that month.

The top three performers were Greater Brunswick Charter School in New Brunswick, Egg Harbor City and D.U.E. Season Charter School in Camden. Participation rates ranged from 100 percent to 69 percent. All 20 districts should be commended for their efforts to ensure that their students begin the school day with a healthy meal.

The Benefits of Breakfast After the Bell

When children eat breakfast, research shows the following results:

- Better academic performance
- Less disruptive student behavior
- Fewer trips to the school nurse
- Increased attendance
- Reduced tardiness
- Reduced childhood obesity

Chart 2: School Breakfast Champions
Top 20 districts of those with 50% or more eligible children

County	School District	# of Students Eligible for Free-Reduced-Breakfast	Eligible Students as % of Total Enrollment	% Eligible Students Served
1. Middlesex	Greater Brunswick Charter School	277	78	100
2. Atlantic	Egg Harbor City	387	77	88
3. Camden	D.U.E. Season Charter School	398	73	87
4. Hudson	BelovED Community Charter School	275	77	85
5. Cape May	Wildwood	698	82	84
6. Cape May	Lower Township Elementary	1,022	57	82
7. Middlesex	Perth Amboy	6,596	64	82
8. Camden	Environment Community Opportunity (ECO) Charter School	201	93	77
9. Cumberland	Fairfield	435	73	76
10. Essex	Marion P. Thomas Charter School	636	93	75
11. Cumberland	Vineland	6,553	68	74
12. Passaic	Passaic City	10,822	80	73
13. Monmouth	Hope Academy Charter School	193	93	73
14. Atlantic	Atlantic City	6,341	90	71
15. Essex	Pride Academy Charter School	226	85	71
16. Essex	Orange	4,038	86	71
17. Cape May	Woodbine	137	57	70
18. Atlantic	Pleasantville	3,268	84	70
19. Cumberland	Vineland Public Charter School	122	55	69
20. Bergen	Hackensack	3,008	56	69
Total/Average		45,632	76	77

More Breakfast Champs

The following chart shows the top 20 school districts among all districts with 20 percent or more eligible students. Three districts — Greater Brunswick Charter School, Washington Township and Red Bank Charter School — all reported serving 100 percent of students. Participation rates ranged from 100 percent to 73 percent — far above the statewide average. These 20 districts served nearly 30,000 students, or 16 percent of all children eating breakfast at school in April 2013.



Chart 3: School Breakfast Champions
Top 20 districts of those with 20% or more eligible children

County	School District	# of Students Eligible for Free-Reduced-Breakfast	Eligible Students as % of Total Enrollment	% Eligible Students Served
1. Middlesex	Greater Brunswick Charter School	277	78	100
2. Burlington	Washington Township	9	24	100
3. Monmouth	Red Bank Charter School	68	38	100
4. Hudson	The Ethical Community Charter School	76	32	96
5. Sussex	Montague	123	48	94
6. Atlantic	Egg Harbor City	387	77	88
7. Camden	D.U.E. Season Charter School	398	73	87
8. Hudson	BelovED Community Charter School	275	77	85
9. Cape May	Wildwood City	698	82	84
10. Monmouth	Academy Charter High School	101	48	83
11. Cape May	Lower Township Elementary	1,022	57	82
12. Middlesex	Perth Amboy	6,596	64	82
13. Passaic	Community Charter School of Paterson	575	89	80
14. Ocean	Eagleswood	41	31	78
15. Camden	Environment Community Opportunity (ECO) Charter School	201	93	77
16. Cumberland	Fairfield	435	73	76
17. Essex	Marion P.Thomas Charter School	636	93	75
18. Cumberland	Vineland	6,553	68	74
19. Passaic	Passaic City	10,822	80	73
20. Middlesex	Middlesex Borough	568	27	73
21. Monmouth	Hope Academy Charter School*	193	93	73
Total/Average		29,993	64	84

Note: Because three districts tied at 73 percent participation, this list includes 21 districts.

What do NJ teachers, principals and superintendents say about breakfast after the bell?

“We have to realize that if a kid is hungry, it’s going to be harder for the child to learn. It’s almost incumbent on you as a school leader to make this happen. It’s a leadership decision. It was a matter of saying I believe in this just as I believe in effective teaching.”

— James Doran, Harrison Superintendent

“The Woodbury Public School District is fully dedicated to our students — not just to their education, but also to their physical and mental well-being. We care if our students are hungry, sick or lack the necessary focus they need to succeed in their day. We are doing everything in our power to make sure that our students start their day off right with a full stomach and positive attitude about school. We have noticed a marked improvement in academic performance and attention to class work that we credit to this (breakfast) program.”

— Joseph Jones, III, Woodbury City Superintendent

“Our breakfast program has enabled all students to have the opportunity to start the day with their basic nutritional needs met. They are better able to focus for the duration of the morning and usually have fewer visits to the nurse as a result of hunger. My students have learned the routines that help us to make breakfast a productive, multi-tasking work time.”

— Christina Pierce, 4th Grade Teacher, Walnut Street School, Woodbury, New Jersey

“They have it down to a science. There’s no time taken away from instruction and breakfast definitely helps keep them energized and focused throughout the day.”

— Chelsea Vargo, 2nd grade teacher, Newark Public Schools

“For students, having a good breakfast sets the tone for the rest of the day. The benefits of having breakfast outweigh any issues that may come up.”

— Mary Liotta, R.N., school nurse, North Brunswick Public Schools

High-Poverty Districts Making Progress

Many districts are working to improve their school breakfast participation. This year, 38 New Jersey school districts increased their school breakfast participation by more than 10 percent. Six districts — Greater Brunswick Charter School, Egg Harbor City, Hope Academy Charter School, D.U.E. Season Charter School, Pride Academy Charter School and Bayonne — more than tripled their school breakfast participation rate.

Increases ranged from 733 percent at Greater Brunswick Charter School, which began serving breakfast after the bell last school year, to 11 percent in Atlantic City, which has served breakfast in the classroom for several years. School leaders and staff at all of these districts should be commended for meeting the school breakfast challenge.

Chart 4: High-Poverty Districts Making Progress

County	School District	Percent Eligible Students Served March 2012	Percent Eligible Students Served April 2013	Percent Change
Middlesex	Greater Brunswick Charter School	12	100	733
Atlantic	Egg Harbor City	11	88	696
Monmouth	Hope Academy Charter School	12	73	504
Camden	D.U.E. Season Charter School	17	87	411
Essex	Pride Academy Charter School	14	71	406
Hudson	Bayonne	14	58	312
Essex	Marion P.Thomas Charter School	23	75	227
Essex	Greater Newark Charter School	25	61	145
Atlantic	Oceanside Charter School	30	67	123
Hudson	Union City	16	34	111
Passaic	Passaic City	36	73	104
Camden	Lindenwold	27	54	102
Essex	Discovery Charter School	30	60	100
Passaic	Passaic Arts and Science Charter School	18	34	91
Mercer	Paul Robeson Charter School for the Humanities	27	50	87
Essex	New Horizons Community Charter School	25	45	81
Gloucester	Woodbury City	35	52	50
Cape May	Woodbine	52	70	35
Burlington	Mount Holly	24	32	33
Atlantic	Pleasantville	53	70	31
Ocean	Lakewood Township	46	60	30
Hudson	Harrison	44	57	30
Mercer	International Charter School of Trenton	31	40	30
Essex	Newark Educators Community Charter School	29	37	29
Cumberland	Fairfield	61	76	25
Passaic	Paterson Charter School for Science/Technology	44	54	24
Bergen	Englewood	31	36	18
Cumberland	Vineland	63	74	18
Bergen	Garfield	34	40	17
Camden	LEAP Academy University Charter School	41	48	16
Camden	Camden City	39	45	15
Essex	TEAM Academy Charter School	38	43	14
Ocean	Lakehurst	50	57	13
Atlantic	Galloway	29	33	13
Monmouth	Freehold Borough	31	35	11
Essex	East Orange Community Charter School	56	62	11
Passaic	Paterson	27	30	11
Atlantic	Atlantic City	64	71	11

School Breakfast Underachievers

Unfortunately, other districts continue to lag behind. In April 2013, 66 school districts with 50 percent or more eligible students served breakfast to less than 31 percent of these students.

In these districts alone, nearly 88,000 of New Jersey’s needy children did not receive school breakfast. If all these eligible students received breakfast each school day, the districts would receive an estimated total of \$28.5 million more in federal funds to provide school breakfast — and their students would have a healthy morning meal that can help them succeed in school. (These funds can only be used for breakfast — not to offset other educational expenses).

Three districts — Benjamin Banneker Preparatory Charter School, Jersey City Community Charter School and Paulo Freire Charter School reported feeding none of their

eligible students. In addition, seven districts — Gray Charter School, Guttenberg, Robert Treat Academy Charter School, Soaring Heights, Kearny, Union County TEAMS Charter School and M.E.T.S. Charter School — served less than 10 percent of eligible students.

This amplifies the need for districts with high child poverty to serve breakfast-after-the-bell to boost student participation. It is especially important for superintendents to provide leadership on this issue. School officials with effective programs say that superintendent support is essential to school breakfast success.

It should be noted that some districts on this list are beginning to roll-out breakfast after the bell in some or all of their schools. This includes Jersey City, New Brunswick, Paterson and Irvington.

Chart 5: School Breakfast Underachievers

County	School District	# of Students Eligible for Free/Reduced Breakfast	Eligible Students as % of Total Enrollment	% Eligible Students Receiving Breakfast	# of Eligible Students NOT Receiving Breakfast	Total Possible Federal Reimbursement
Burlington	Benjamin Banneker Preparatory Charter School	41	53	0	41	\$13,167 *
Hudson	Jersey City Community Charter School	447	78	0	447	\$146,151
Essex	Paulo Freire Charter School	61	100	0	61	\$20,151
Essex	The Gray Charter School	130	79	5	123	\$39,123
Hudson	Guttenberg	821	82	6	770	\$251,604
Essex	Robert Treat Academy Charter School	419	73	7	391	\$124,803
Hudson	Soaring Heights	126	57	7	117	\$36,423
Hudson	Kearny	3,047	51	8	2811	\$903,771
Union	Union County TEAMS Charter School	200	64	8	184	\$59,382
Hudson	M.E.T.S. Charter School	236	60	8	216	\$69,768
Essex	Burch Charter School of Excellence	295	91	11	264	\$84,726
Bergen	Lodi	2,012	61	11	1799	\$575,901
Bergen	Fairview	989	81	11	883	\$288,045
Union	The Queen City Academy Charter School	201	80	11	179	\$57,717
Essex	Belleville	2,451	52	11	2182	\$701,928
Passaic	Haledon	705	71	11	627	\$201,123
Passaic	John P. Holland Charter School	176	91	14	151	\$49,095
Essex	Newark Prep Charter School	156	87	15	132	\$42,930
Passaic	Prospect Park	672	75	15	568	\$184,608
Bergen	Bogota	555	49	15	469	\$148,779
Somerset	Bound Brook	1,144	71	16	965	\$310,379
Somerset	North Plainfield	2,118	65	16	1773	\$568,886

*This represents the federal dollars districts should receive if every eligible child received a school breakfast 180 days of the school year. These dollars can only be used for breakfast expenses.

continued on following page

County	School District	# of Students Eligible for Free/Reduced Breakfast	Eligible Students as % of Total Enrollment	% Eligible Students Receiving Breakfast	# of Eligible Students NOT Receiving Breakfast	Total Possible Federal Reimbursement
Hudson	Liberty Academy Charter School	222	86	17	184	\$59,544
Union	Rahway	2,223	60	17	1,838	\$588,452
Burlington	Riverside Township	705	50	18	581	\$188,613
Monmouth	Highlands Elementary	101	56	18	83	\$26,829
Middlesex	Academy for Urban Leadership Charter School	167	56	18	137	\$44,217
Camden	Camden Academy Charter High School	392	93	18	321	\$104,409
Union	Linden City	3,235	54	19	2,632	\$840,164
Camden	Brooklawn	217	60	19	175	\$56,817
Union	Central Jersey Arts Charter School	276	83	20	221	\$71,811
Monmouth	Bradley Beach Elementary	178	62	20	142	\$45,990
Burlington	Burlington City	1,051	59	20	837	\$272,133
Gloucester	National Park Boro	137	54	20	109	\$34,893
Middlesex	Carteret Public Schools	2,403	63	21	1,902	\$612,140
Essex	Visions Academy Charter High School	281	83	21	221	\$72,297
Salem	Penns Grove-Carneys Point Regional	1,621	71	22	1,269	\$416,282
Union	The Barack Obama Green Charter High	135	83	22	105	\$33,831
Camden	Woodlynne Boro	398	91	22	309	\$100,845
Hudson	Jersey City	20,208	75	23	15,646	\$5,108,598
Morris	Dover	2,140	71	23	1,645	\$527,072
Atlantic	Brigantine	397	52	23	305	\$98,973
Union	Hillside	1,726	58	23	1,325	\$422,649
Morris	Wharton Borough	425	54	23	326	\$103,860
Bergen	Cliffside Park	1,653	58	23	1,265	\$408,123
Essex	North Star Academy Charter Schools of Newark	1,853	83	25	1,394	\$448,650
Hudson	Hoboken	1,220	72	25	914	\$298,638
Burlington	Willingboro	2,537	64	25	1,898	\$611,298
Atlantic	Buena Regional	1,086	50	26	809	\$257,162
Essex	Adelaide L. Sanford Charter School	262	79	26	193	\$62,811
Monmouth	Belmar	292	51	26	215	\$70,569
Middlesex	New Brunswick	7,338	93	27	5,363	\$1,764,734
Union	Plainfield Public Schools	5,287	83	27	3,859	\$1,263,956
Essex	University Heights Charter School	285	85	27	208	\$67,968
Bergen	Englewood on the Palisades Charter School	122	68	27	89	\$28,611
Hudson	Jersey City Golden Door Charter School	266	55	27	194	\$61,902
Hudson	University Academy Charter High School	312	74	28	226	\$72,720
Essex	Irvington	4,515	69	28	3,252	\$1,067,904
Mercer	Foundation Academy Charter School	304	83	29	217	\$69,291
Camden	Clementon Elementary	285	61	29	203	\$64,791
Gloucester	Westville Boro	178	51	29	126	\$40,230
Atlantic	chARTer~TECH High School for the Performing Arts	164	52	29	116	\$37,332
Camden	Winslow Township	2,378	51	30	1,674	\$538,650
Passaic	Paterson	20,821	85	30	14,593	\$4,806,603
Monmouth	Neptune Township	2,618	59	30	1,835	\$593,285
Hudson	North Bergen	5,075	63	30	3,554	\$1,157,508
Total/Average		114,486	69	19	87,658	\$28,501,610

*This represents the federal dollars districts should receive if every eligible child received a school breakfast 180 days of the school year.
 10 These dollars can only be used for breakfast expenses.

A Shining Example: Edison Serves Up Breakfast For All

Just under 20 percent of Edison’s students are eligible for free- or reduced-price school breakfast. Yet Superintendent Richard O’Malley knew that many children were arriving at school without the nutrition they need to concentrate and learn.

He decided that it was critical to ensure that every child begin their school day with a healthy meal. That meant serving breakfast in the classroom during the first few minutes of the school day. Before implementing classroom breakfast, less than one percent of eligible Edison students were receiving that all-important morning meal at school.

Now, the district is serving more than 70 percent of its eligible students — as well as hundreds of students who do not qualify for a free- or reduced-price meal. Many parents are taking advantage of the convenience of having their child eat at school, rather than having a rushed breakfast at home, O’Malley said. Parents who earn too much to qualify for the federal school meals program pay \$1 for breakfast. Parents decide whether they want their children to eat at school or at home.

This change has increased the federal reimbursements so much that the program pays for itself, O’Malley said. Districts receive reimbursement for every meal served. Most importantly, every student is now ready to learn at the start of the school day, with fewer trips to the school nurse and other classroom disruptions. In addition, student achievement throughout the district is at its highest levels, according to O’Malley.

“It is working exceptionally well,” O’Malley said. “Everyone has bought into this — teachers, principals, custodial staff, parents. I hear from parents all the time who are so pleased that they have this option. Classroom time is more productive, so it really boosts instructional time.”

Advocates for Children of New Jersey’s annual School Breakfast Report focuses primarily on districts with high child poverty. Yet, a growing number of middle class districts are now exploring how they can serve breakfast to more students.

Edison is a shining example.

When implementing breakfast in the classroom, the first thing O’Malley did was to break down the myths. Cost, clean-up and lost instructional time are the most common obstacles school officials cite when weighing whether to implement breakfast after the bell.

“I sat down with my cabinet of principals and supervisors,” O’Malley said. “I explained to them my personal vision for the district, the benefits not only to the students, but the district as a whole, and how we can be leaders in this effort.”

That was about two years ago. Now, breakfast has been seamlessly incorporated into classroom time.

“They’re working, practicing their letters, coloring or cutting, something simple for them to do while eating breakfast,” said 1st grade teacher Danielle Rispoli. “After breakfast, they’re more focused, more alert, able to concentrate longer. It helps their classroom behavior.”

Rosemary Schutz, an Edison principal, has also seen the benefits of breakfast after the bell.

“Now we know all the kids are nourished and ready to start their day,” Schutz said. “I wish I would be able to speak with other principals. If they could see how it works here, it’s no real extra work and truly a benefit to all the children.”

O’Malley has this advice for other superintendents: “Don’t let those obstacles, those myths get in the way. Take the lead.”



Edison Superintendent
Richard O’Malley

“After breakfast, they’re more focused, more alert, able to concentrate longer. It helps their classroom behavior.”

—Danielle Rispoli, 1st grade teacher

NJ Districts Challenged on School Breakfast

New Jersey school districts are being challenged to increase the number of students eating a healthy breakfast at school, giving them the fuel they need to concentrate and learn. Two winning districts will earn a visit from an NFL player. Six districts will win grants to buy school breakfast equipment.

The New Jersey School Breakfast Challenge is being sponsored by the American Dairy Association, Advocates for Children of New Jersey, the New Jersey Departments of Agriculture and Education, the NJ Food for Thought School Breakfast Campaign and the Mid-Atlantic Dairy Council.

The NJ School Breakfast Challenge will award three winners in North Jersey and three in South Jersey based on the highest percentage increase in student participation in the federal School Breakfast Program.

The winning districts will receive:

- 1st place — \$5,000 food service equipment grant and a visit from an NFL player (Giants in North Jersey, Eagles in South Jersey)
- 2nd place — \$2,000 food service equipment grant to sustain breakfast service
- 3rd place — \$1,000 food service equipment grant to sustain breakfast service

The contest runs from September 2013 to April 2014. Winners will be announced and publicly recognized in the fall 2014. Districts must enter no later than Oct. 31, 2013.

For more information or to register for the challenge, visit www.njschoolbreakfast.org.

Fresh Ways to Serve School Breakfast

Breakfast in the Classroom

Classroom breakfast dramatically increases school breakfast participation, often to nearly 100 percent of students. Typically, food services staff members pack meals into insulated containers for each classroom and deliver to the classrooms before the first bell rings. Some districts have student monitors who deliver breakfast to the classrooms. Students come into the classroom, grab their meal and sit down to eat. When breakfast is over, students dispose of their trash in garbage cans for custodial staff to collect.

Grab-and-Go Breakfast

Breakfast carts are stationed at the entrance of the school or in other high traffic areas. Upon entering the building, children “grab” a nutritious breakfast and “go” to their first period class. This model is often used in middle and high schools.

Second Chance Breakfast

Often, teenagers are not hungry when they arrive at school. Sometime before lunch, though, their stomachs start to rumble. Serving breakfast after first period, commonly

known as “Second Chance Breakfast,” allows students to eat when they are hungry. Students are offered meals, often Grab-and-Go style, either between classes or during a “nutrition break” that occurs later in the morning.

Breakfast Boosts — Help is available!

New Jersey school districts may qualify for grants and other technical assistance through various organizations to more effectively serve school breakfast.

- New Jersey Department of Agriculture can provide guidance on various issues. Contact Arlene Ramos-Szatmary at (609) 984-0692 or arleen.ramos-szatmary@ag.state.nj.us;
- The American Dairy Association and Council, provides technical assistance and grants to Central and North Jersey school districts, www.adadc.com
- The Mid-Atlantic Dairy Council provides technical assistance and grants to South Jersey school districts, www.dairyspot.com
- Advocates for Children of New Jersey has compiled a list of school officials with successful breakfast programs who are willing to assist other neighboring districts with tackling the logistics of breakfast after the bell. Contact Reginald Dorsey at rdorsey@acnj.org.

For more information and resources, visit www.njschoolbreakfast.org.



Giving Every Child A Chance