



Implementing Your Program

Once you have taken the initial steps to explore how a new or expanded breakfast program might fit into your school's environment, you are faced with the practical questions of how to plan, budget, and implement it. That is where the resources contained in this module of the Energize Your Day with School Breakfast toolkit come in. The implementation resources contained within are designed to help you:

- Develop a timeline based implementation plan;
- Reach out to students, parents, and school faculty to determine the most appropriate service delivery methods;
- Identify all of the ways that you can effectively integrate the School Breakfast Program into efforts to improve your school's health and nutrition environments;
- Isolate and prepare for potential barriers to providing cost-effective and accessible breakfast service;
- Plan well balanced, healthy menus that are appealing to students and well suited to your chosen service delivery method;
- Assemble a budget that ensures your program is cost-effective and self-sustaining;
- Present your school breakfast proposal to the school's administration; and
- Evaluate the outcomes of your new or expanded breakfast program.

Resources Contained in this Module

❖ Planning Resources

- **Assessing Barriers to Establishing or Expanding School Breakfast** checklist.
- **Planning Your Breakfast Program** interactive Excel spreadsheet.
- **Proposing Your School Breakfast Program** guidance document and sample presentation for school administrators.

○ Service Delivery Worksheets

- This series of **worksheets** provide a basic overview of each service delivery method and pose a series of questions intended to help you to determine the relative appropriateness of each method for your school environment. A **worksheet** is included for each of the five service delivery methods presented in this toolkit.

○ **Stakeholder Surveys**

- This series of **surveys** is designed to help you assess the preferences of students, parents, and teachers as they relate to the School Breakfast Program. The survey questions attempt to gauge current breakfast eating habits, enthusiasm for various service delivery methods, and provide menu planning input. They can be modified to suit your particular needs.

❖ **School Wellness Policy Resources**

- An **Energize Your Local Wellness Policy with School Breakfast** fact sheet that provides an overview of local school wellness policy requirements.
- A **Make Breakfast Part of Your Local School Wellness Policy** chart that highlights the ways in which you can incorporate a breakfast program into your school's wellness policy.

❖ **Nutrition and Menu Planning Resources**

- **Serving a Healthy Breakfast** guidance document provides creative menu planning strategies for healthy meals that are fun and attractive to students
- **School Breakfast Meal Pattern Chart** provides a brief overview of the nutritional standards for the School Breakfast Program

○ **Sample Menus**

- This series of **sample menus** are provided to assist menu planners with creating menus that are appropriate for their school's breakfast service. Menus are divided between foods requiring hot and cold preparation in two versions: a set with crediting information for the benefit of menu planners, and a second without crediting information that may be reprinted for students.

❖ **Budgeting Resources**

- **Budgeting for Success** overview document identifying costs and revenue sources.
- **Strategies for Efficient Budgeting** guidance document provides tips for how to control costs and increase revenue.
- The **School Breakfast Profit/Loss Worksheet** is an interactive Excel document provided to assist you with making cost and revenue projections for your program.

❖ Evaluation Resources

- **Measuring School Breakfast Success** provides an overview of potential data sources and performance metrics that you may wish to employ when attempting to evaluate the effectiveness of your new or expanded school breakfast program.
- The **Evaluating Successful Breakfast Outcomes** worksheet provides a basic evaluation template for measuring the outcomes of your breakfast program, using data sources and metrics identified in the **Measuring School Breakfast Success** document.