

WEBINAR

Title: *School Breakfast: Resources to Increase Participation Webinar*

Date: *March 25, 2015*

Time: *4-5 pm ET*

Description:

During this webinar on (March 25, 4-5 pm ET) focusing on increasing school breakfast participation, you'll discover the various resources available nationwide and state level and how to customize your efforts for your school and students. Discover free resources to impact stakeholder buy in, parental support and student engagement, In addition, you will receive links for various resources for Grab and Go models and Breakfast in the Classroom. Learn how you can find funding and grants to support your efforts. This webinar will be recorded for those who register but aren't able to attend live.

- ***Universal Breakfast Grants:***

- SELECT States (CA, CO, DC/MD/VA, FL, GA, IL, KY, LA, MA, MI, MN, MS, NC, NJ, NY, OH, PA, TX, WA)
- Grant size is \$2,500 per school with the opportunity to fund multiple schools within the district. (Target 20 grants/state)
- Previously funded universal breakfast grantees are eligible to receive \$1,000 sustainability grants to support their breakfast program. (Target 20 grants/state)
- IMPACT: Schools must strive to achieve an increase in daily ADP of the new universal breakfast program to target 85% or greater, and must provide information to students/parents on nutrition and

caloric content of foods available. Schools must also join the celebration during Every Kid Healthy Week by hosting a family-friendly health-promoting event during April 2016. (NOTE: Schools must participate in the National School Lunch Program and National School Breakfast Program; and must have a free/reduced priced meal eligibility greater than 60% to be eligible).

- ***School Alternative Breakfast Grants:***

- ALL STATES
- Grant size is \$1,750 per school.
- IMPACT: Schools must realize an increase in daily ADP of school breakfast program by 25%, and must provide information to students/parents on nutrition and caloric content of foods available. Schools must also join the celebration during Every Kid Healthy Week by hosting a family-friendly health-promoting event during April 2016. (Note: Schools must participate in the National School Lunch Program and National School Breakfast Program; and must have a free/reduced priced meal eligibility greater than 40% to be eligible. Priority selection will be given to schools with student enrollment greater than 500 students).

- ***District Alternative Breakfast Grants:***

- ALL STATES
- Grants to districts targeting 10-30 schools
- Average district grant size will depend on the number of schools included in project with each school receiving \$2,100 (i.e., 10 schools funded = \$21,000).
- IMPACT: Schools must realize an increase in daily ADP of school breakfast program by 35%. Schools must also join the celebration during Every Kid Healthy Week by hosting a family-friendly health-promoting event during April 2016. (Note: Schools must

participate in the National School Lunch Program and National School Breakfast Program; and selected schools must have an average free/reduced meal eligibility greater than 50% across the district to be eligible. Primary Contact (i.e., food service director or other lead staff) must attend a convening of granted districts for additional training and support either during the summer or at the early implementation stage of the grant.)

Registration:

Find more info and register at:

www.actionforhealthykids.org/events/event/259