The Breakfast Scoop
Schools and families working together toward student success

Breakfast Grants Awarded to Wisconsin Schools

The Nutrition Enhancement Grants, otherwise known as the Breakfast Grants made possible thanks to the support from Senator Herb Kohl, help Wisconsin schools start or improve breakfast program. This school year, awards were given to 150 schools totaling over half a million dollars in breakfast funding.

For the 2009-2010 school year 44 schools applied and received grants for start up programs. These schools represent 21 different school districts. Participation improvement grants were awarded to 106 schools from 49 school districts.

The purpose of these grants is to increase the number of children with access to morning nutrition. Start-up grants may be used to cover costs associated with implementing a school breakfast program in a school that did not have a permanent school breakfast program during the past school year. Improvement grants can be used to cover costs associated with improving participation in schools that are currently approved to participate in the program. Schools can use the funds for salaries and fringe benefits for labor related to breakfast, equipment needed to start or enhance the breakfast program, training, marketing and travel to breakfast conferences.

The goal this year as in previous years, awarded 60% of the funding for start up and 40% for program improvements. We encourage all schools to apply for these grants, especially schools who would like to start up a program!

The following is the list of school districts that were awarded breakfast grants.

**Start up Grant Awardees**

- All Saints Catholic School
- Cedar Grove-Belgium Area School District
- Chippewa Falls School District
- Drummond Area School District
- Greenfield School District
- Hartford Joint 1 School District
- Lancaster School District
- Maple School District
- Mount Horeb Area School District
- Mukwonago Area School District
- Neenah Joint School District
- Northwest Lutheran School
- Rice Lake Area School District
- Royall School District
- South Milwaukee School District
- Sturgeon Bay School District
- Unified Catholic Schools of Oshkosh
- Waunakee Community School District

Congratulations!
Breakfast Grants Awarded to Wisconsin Schools

(continued)

School Breakfast Program Improvement Grantees

Abbotsford School District
Amery School District
Atlas Preparatory Academy
Birchwood School District
Chippewa Falls School District
Crandon School District
Dodgeville School District
Edgar School District
Elcho School District
Gillett School District
Green Bay School District
Greenfield School District
Greenwood School District
Gresham School District
Howard-Suamico School District
Janesville School District
Loyal Public School
Maple School District
Marion Public School District
Mauston School District
Menominee Indian School District
Menomonie School District
Messmer High School
Messmer Preparatory Catholic School
Milwaukee School District
Monona Grove School District
Mount Lebanon School
Mukwonago Area School District

Necedah Area School District
North Crawford School District
Northwest Catholic
Random Lake School District
Reedsburg School District
Rhinelander School District
Richfield Joint School District No. 1
Seneca School District
Shawano School District
Southern Door County School District
Spencer Public School
Spooner Area School District
St. Adalbert School
St. Joan Antida High School
St. Leo Catholic Urban Academy
St. Rose Catholic Urban Academy
Superior School District
Twin Cities Catholic Education Systems
Viroqua Area School District
Wabeno School District
Westfield School District
Wisconsin Heights School District
Wisconsin Rapids School District

Congratulations
to all schools!

The Breakfast Scoop is an electronic newsletter covering issues related to breakfast and school breakfast programs. It is made possible by a partnership of the University of Wisconsin-Extension, Cooperative Extension, Family Living Programs Wisconsin and the Department of Public Instruction.
The Wisconsin Department of Public Instruction awarded $1.3 million in Fresh Fruit and Vegetable Program (FFVP) grants from the U.S. Department of Agriculture to 73 public and private schools throughout the state for the 2009-10 school year.

The FFVP is a USDA funded program that provides free fresh fruits and vegetables to children of participating elementary schools. The purpose of the program is to expand and increase the variety and amount of fruits and vegetables children experience and consume. Combined with nutrition education and a reinforcement of healthful eating habits, the program emphasizes the long-term goals of positively influencing children’s life-long eating habits and combating childhood obesity. This program also encourages schools to reach out to area farmers/growers for purchasing local fresh whole produce.

Schools will receive approximately $51 per student to purchase fresh produce to be served to all students. Typically, schools serve fruits and vegetables in the classroom, pairing snack time with nutrition education, silent reading, or another compatible activity. Some schools use hallway kiosks, free vending machines, tables or baskets in the nurse’s or school office, or other locations to distribute the produce to all students.

The grants will serve approximately 26,000 children in schools from lower-income communities.

Schools were selected based on the quality of information included in their application packets, geographic distribution and the percentage of students eligible for free and reduced-price school meals as part of the National School Lunch and School Breakfast programs.

**Wisconsin Schools Receiving Fresh Fruit and Vegetable Grants for the 2009-10 School Year**

**Antigo School District:** East Elementary; North Elementary  
**Ashland School District:** Lake Superior Primary  
**Augusta School District:** Augusta Elementary  
**Baraboo School District:** South Elementary  
**Bayfield School District:** Bayfield Elementary  
**Beecher-Dunbar-Pembine School District:** Pembine Elementary  
**Beloit School District:** Hackett Elementary; Merrill Elementary; Wright Elementary  
**Eau Claire Area School District:** Lakeshore Elementary; Longfellow Elementary; Flambeau Elementary  
**Fond du Lac School District:** Riverside Elementary  
**FRANKLIN:** Indian Community School of Milwaukee  
**Frederic School District:** Birch Street Elementary  
**Gilman School District:** Gilman Elementary  
**Green Bay Area School District:** Danz Elementary; Eisenhower Elementary; Fort Howard Elementary; Howe Elementary; Jefferson Elementary; Nicolet Elementary
### Wisconsin Schools Receiving Fresh Fruit and Vegetable Grants for the 2009-10 School Year

- **Independence School District:** Independence Elementary
- **Kenosha School District:** Edward Bain School; Frank Elementary
- **La Crosse School District:** Franklin Elementary
- **La Farge School District:** La Farge Elementary
- **Lac du Flambeau #1 School District:** Lac du Flambeau Elementary
- **Lake Geneva J1 School District:** Eastview Elementary
- **Madison Metropolitan School District:** Aldo Leopold Elementary; Glendale Elementary; Lincoln Elementary; Schenk Elementary
- **Manitowoc School District:** Jefferson Elementary
- **Menasha School District:** Gegan Elementary; Jefferson Elementary
- **Menominee Indian School District:** Keshena Primary
- **Menomonie Area School District:** River Heights Elementary
- **MILWAUKEE AREA:** Academy of Learning and Leadership; Atlas Preparatory Academy; Emmaus Lutheran Grade; Greater Holy Temple Christian; Messmer Preparatory; Saint Adalbert Grade; Saint Anthony School; Saint Leo Catholic; Saint Rose Catholic; Cass Street Elementary; Clemens Elementary; Franklin Elementary; Goodrich Elementary; Hawley Road Elementary; Holmes Elementary; Keefe Avenue Elementary; MacDowell Montessori; Mitchell Elementary; Rogers Street Academy; Siefert Elementary; Thurston Wood Elementary; Wheatley Elementary; Westside Academy II
- **Northwood School District:** Northwood Elementary
- **Oneida Nation School System:** Oneida Nation Elementary
- **Osseo-Fairchild School District:** Fairchild Elementary
- **Richland School District:** Jefferson Elementary
- **Riverdale School District:** Riverdale Elementary
- **Stevens Point Area School District:** James Madison Elementary
- **Tri-County Area School District:** Tri-County Elementary
- **Two Rivers School District:** Koenig Elementary
- **Waukesha School District:** White Rock Elementary
- **Wausau School District:** Lincoln Elementary
- **Wisconsin Rapids School District:** Mead Elementary

Congratulations to all recipients!!

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Produce for Kids Contest

Produce For Kids is sponsoring their second annual classroom contest for grades K-6, Play with your Produce Classroom Challenge. This contest challenges teachers and other school staff to create a fun activity for the classroom that focuses on healthy eating, specifically about the benefits of eating more fruits and vegetables.

Three grand prize winners will receive $500 to promote school based health and wellness, a party classroom toolkit which includes recipes, favors, and $100 gift certificate to purchase produce and other nutrition foods from a grocery store.

Any K-6 grade classroom across the U.S. can participate. Entries will be limited to one per classroom, although multiple classrooms from the same school may enter the contest. Entries for the contest must be received between September 7-November 13, 2009.

Entries will be judged based on their focus on getting kids to eat more fresh fruits and vegetables, development of an activity that involves the entire classroom, is original, innovative and creative. Activities must be created so that they can be replicated and used in other classrooms and schools.

Details on the contest and entry can be found at http://www.produceforkids.org/teachers/contest.html. I have also attached a press release on the program. Entry forms can be found by visiting: http://www.produceforkids.org/pdf/Teacher-Entry-Form-2009.pdf

Classroom must complete the entry form, submit the entry with a brief description, photo and any supporting materials by November 13, 2009. Entries must be sent to:

John Avola
Produce for Kids
14412 Pine Bridge Run
Orlando, FL 32826

Marketing Corner

Are you always doing the same ‘ole thing’?
Do you often hear people you work with saying “I do it this way, because that’s how it’s always been done?”
Do you hear your staff saying “you can’t do that!?” in reaction to a new idea?
If you do, then it’s time to CHANGE! Marketing experts suggest that you find things that are “JUST NOT DONE” in your industry or department and find a way to do them.

Identify what things have not been done before. Pinpoint things that should be done to improve your business and find a way to do them.

Marketing Corner

Breakfast Facts

- To ensure proper digestion and metabolism, school age children would benefit from having at least 10 minutes from the time they sit down to eat breakfast; and 20 minutes from the time they sit down to eat lunch.

- Breakfast in other languages
  - Desayuno (Spanish)
  - Petit déjeuner (French)
  - Frühstück (German)
  - Colazione (Italian)
  - Café da manhã (Brazilian Portuguese)
  - Frokost (Norwegian)
Wisconsin School Breakfast Challenge

Winners

Research shows and experts agree that breakfast is the most important meal of the day for many reasons. Research shows that children who eat breakfast perform better academically and have fewer behavioral problems. In addition, eating breakfast can improve a child’s overall diet quality and can reduce their risk of being overweight.

During the 2008-2009 school year former State Superintendent Elizabeth Burmaster issued a School Breakfast Challenge. Together the Department of Public Instruction and the University of Wisconsin-Extension, Cooperative Extension challenged all schools to implement a School Breakfast Program (SBP) if they currently did not offer one; and to increase school breakfast participation by 50% in existing school breakfast buildings.

Many Wisconsin schools met the Challenge, increasing their breakfast participation 50% or more!

Schools used various techniques to increase participation, including a change in breakfast model such as from serving breakfast in the cafeteria before school to breakfast in the classroom; marketing their program, a change in menu offerings as well as getting the community involved.

Six districts and/or private schools with the largest increase in breakfast participation will be named the winners of the Wisconsin School Breakfast Challenge. Please visit the following website for a listing of the winning schools and their success story.

http://dpi.wi.gov/fns/brkchlnq.html

Congratulations to all schools that increased breakfast participation!
Membership in the Wisconsin School Breakfast Listserv has grown five fold since its creation! However many school food service professionals in Wisconsin still do not know about the listserv and how it can help in networking, sharing of resources and more. Please feel free to share information about this listserv to your colleagues. Teachers, principals and other school food service staff can benefit from information posted on the list.

The Wisconsin School Breakfast Listserv is an efficient way to share information about school breakfast issues. If you have a question about any topic related to school breakfast all you have to do is post it to the list. Chances are someone will respond or provide useful information. In addition to posting questions and sharing resources, members receive information about grant opportunities, breaking news related to school nutrition (particularly breakfast) and other pertinent professional issues. The list is not a venue to share jokes, or chain letters and usually members are not inundated with messages on a daily basis. However you must be a member of the list to be able to post or view responses.

To subscribe to the listserv and become a member, please visit the following website: https://lists.uwex.edu/mailman/listinfo/wischoolbreakfast

Once you become a member you can post messages to the group by sending an email to: wischoolbreakfast@lists.uwex.edu  We hope you will consider becoming a member.

What is ACCESS?

ACCESS refers to a private and secure website from the Wisconsin Department of Health Services (DHS). ACCESS is a ‘how-to’ internet site that allows Wisconsin residents to find out if they are eligible to receive health, nutrition and other benefits including: Food Share; Medicaid; Badger Care; Senior Care and other program such as Prescription Drug Assistance Programs; Special Supplemental Nutrition Program for Women, Infants and Children (WIC); Free/Reduced-Price School Meals; Summer Food Service Program; Emergency Food Assistance Program (TEFAP) and tax credits.

This private and secure website is for Wisconsin residents who may need to access support services and allows the individual to find out before any application or office visit is made, which saves time and money for the individual. When all the questions have been completed, ACCESS provides the user with a summary of Wisconsin and federal programs benefits for that individual and others in the family. ACCESS then will provide the site user an opportunity to apply online.

To visit ACCESS, go to www.access.wisconsin.gov

Please feel free to promote this internet tool in your school newsletters. School nurses, counselors and other school staff may also benefit from learning about this site.

Do you have an article or an idea for an article for this newsletter? If so, please let us know by emailing us at: julia.salomon@ces.uwex.edu
H1N1 Precautions

Please be aware that the Centers for Disease Control (CDC) has projected that the H1N1 influenza could increase dramatically in the coming weeks and months. This is especially a concern for educators because the H1N1 strain has proven to be more infectious to young people than other strains we are used to.

Be proactive in preventing the spread of the flu by taking these recommended actions:

- Cover your nose and mouth with a tissue when you cough or sneeze or sneeze into your sleeve. Throw away the tissue immediately after use.
- Wash your hands often with soap and water for at least 20 seconds or with hand sanitizers.
- Avoid touching your eyes, nose or mouth.
- Stay home if you are sick.

**Symptoms include:**

- Fever (usually high)
- Headache
- Extreme tiredness
- Dry cough
- Sore throat
- Runny or Stuffy nose
- Muscle aches
- Stomach symptoms such as nausea, vomiting or diarrhea may occur more often in children.

The CDC also recommends that anyone with flu-like symptoms should stay home from work or class and limit contact with others until at least 24 hours after fever symptoms have disappeared. The CDC estimates that this may take three to five days for most people.

It is important to take personal responsibility for following these guidelines.

For more information, please refer to the following resources:

- **H1N1 Flu Information for Wisconsin**
  http://pandemic.wisconsin.gov/

- **Wisconsin Department of Public Instruction Flu Pandemic Information**
  http://dpi.wi.gov/sspw/pandemicflu.html

- **Pandemic Influenza Planning Electronic Toolkit for Wisconsin Schools**

- **Novel H1N1 flu Information for Schools**