

Let learning happen.

REMOVE THE ROADBLOCK

to student success.

SERVE BREAKFAST IN THE CLASSROOM.



Success starts  early!
With Breakfast in the Classroom.

A nutritious breakfast makes a difference. And it's never too early to start.



In any effort, the first step is often the most important. Children who get off to a good start are more likely to achieve success – on a daily basis *and* over the course of a lifetime.

Students who arrive at school without breakfast are already a step behind their classmates. The gap grows larger with every lesson they have trouble focusing on, every test that doesn't get their full attention and every moment that they're distracted by hunger.

The good news is that this is a learning obstacle that can be removed...*through Breakfast in the Classroom.*



Flexible implementation options allow teachers to customize for their own classroom.

Breakfast in the Classroom works! Here's why:

Many school districts offer breakfast, but have struggled to gain an increase in participation. These same districts have found that a Breakfast in the Classroom program can make all the difference, usually resulting in a significant participation jump.

The reasons why this is so desirable can be found in the long list of benefits, including:

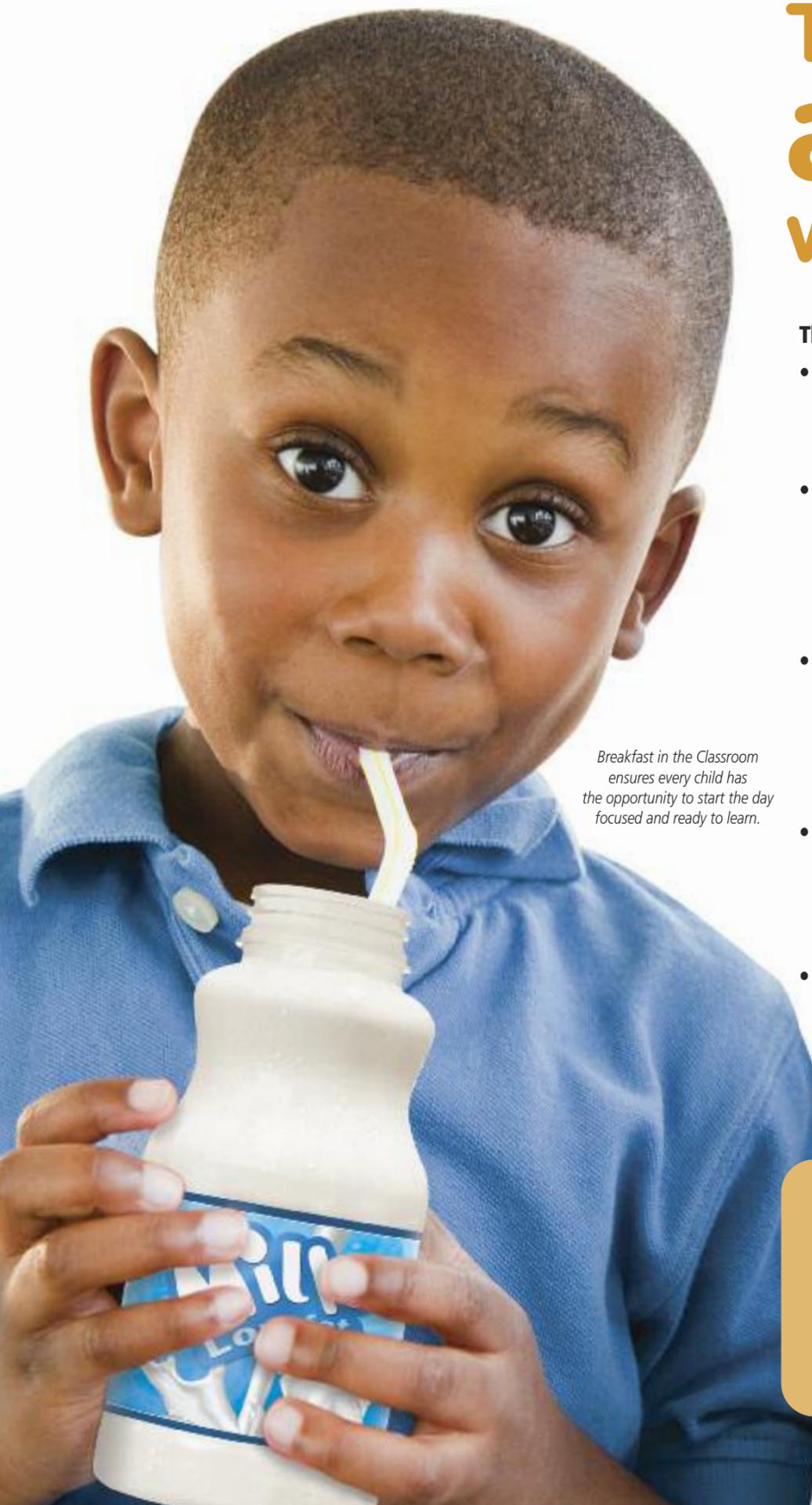
- Improved academic performance
- Improved behavior and attendance
- Protection against obesity
- Better nutrition

Implementation couldn't be easier.

As the concept of Breakfast in the Classroom continues to be tested and adopted by more and more schools nationwide, the model becomes easier to follow than ever before.

Ask about the latest powerful ideas for implementing Breakfast in the Classroom in *your* district.





Breakfast in the Classroom ensures every child has the opportunity to start the day focused and ready to learn.

Turn students on to academic excellence with a nutritious breakfast.

The benefits go on and on...

- Decreased Food Insecurity**
 In a survey of public school teachers, 62% said they have children in class who regularly come to school hungry.
- Improved academic performance**
 A recent study by the Food Research and Action Center demonstrated that breakfast in school can be linked to improved concentration, alertness, comprehension, memory and learning.
- Improved behavior and attendance**
 The same study also revealed improved attendance, behavior and standardized test scores, and decreased tardiness, by students who participate in school breakfast.
- Protection against obesity**
 Participation in school breakfast is associated with lower Body Mass Index, and lower probabilities of becoming overweight or obese.
- Better nutrition**
 By encouraging greater participation in school breakfast, the Breakfast in the Classroom program results in a higher percentage of students consuming a nutritionally substantive breakfast.

Breakfast in the Classroom pays dividends from Day One.



Success starts early, and there's no earlier place to start than with the morning meal. If kids skip it, they could be skipping important opportunities with long-lasting ramifications.

While experts agree on the value of Breakfast in the Classroom, there are still understandable reservations about just how easy it will be to make the switch. But the growing number of schools across America that have implemented the program with surprising ease and compelling success, should put your mind at ease.

No matter how you serve it, it works!

Thanks to flexible scheduling and creative distribution options, breakfast can be worked smoothly into all classroom routines. Many teachers report that they have actually gained instructional time, as they are able to add breakfast during reading time, attendance time or any time that fits. Some use it as a learning tool, leading into lessons in nutrition, health or related topics.

Whether you choose a grab 'n' go style or direct delivery to classrooms, school administrators are continuously pleased with the effectiveness of the program. In fact, enthusiastic supporters can be found among school nutrition directors, principals, teachers, parents, food service staff and children.

In one school after another, teachers have noted the eagerness of children to get into their seats for breakfast, followed by a smooth transition from eating to being ready to learn.

Give them the nutrients they need to focus on learning.

There are over 40 key nutrients children need for healthy development, and those who skip breakfast have little hope of getting them all later in the day. On top of that, when a student is hungry all morning, their mind is often anywhere but focused on lessons. Bringing breakfast into the classroom creates the best opportunity for turning that situation around.

Nutritious, fully reimbursable meals can be created with items like low-fat milk, fresh fruit, whole grain breads and cereals, string cheese, yogurt and other good choices. By offering these – *right in the classroom* – you'll be replacing either outright hunger, or the unhealthy snacks some children may now be choosing.





A nutritious breakfast
gives kids the energy
to learn.

**Power them
up early.**

Throughout children's lives, the first step in any effort is often the most important one. When you help to establish good habits early, such as with *Breakfast in the Classroom*, it can pay dividends immediately, and for a lifetime.

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To see how easy it is to implement *Breakfast in the Classroom* in your school, visit ADADC.com or contact: schools@adadc.com



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