



Dear Child Advocate,

All children are created equal. But the ones who arrive at school hungry face an intimidating obstacle that can get in the way of learning. Even when breakfast is offered free of charge, many students still skip this essential meal. The proven solution, to reach more students, is Breakfast in the Classroom.

A healthy breakfast with nutritious items such as low-fat milk has been shown to improve classroom performance and test scores, while reducing tardiness, absenteeism and behavioral problems. Best of all, children who previously found it difficult to focus on lessons are now starting their days with an energy boost right at the desk.

Breakfast in the Classroom is easy to implement in any school district. In fact, these programs have been enthusiastically embraced by administrators, principals, nutrition directors, teachers, parents, and food service and custodial staff members, but most importantly by students nationwide.

Please review the *Success Starts Early!* materials contained in this kit. It's filled with helpful details, answers to common questions and powerful testimonials from school officials like you who have discovered the value of Breakfast in the Classroom.

To learn more, please visit adadc.com or email us at schools@adadc.com. Thank you for your invaluable assistance in the ongoing effort to help all children succeed.

Increase access to school breakfast.





Let learning happen: Breakfast in the Classroom is the important first step.

Extensive Wellness Impact Report Reveals the Benefits of Breakfast for Students

Excerpts from The Wellness Impact Report: "Enhancing Academic Success through Healthy School Environments" www.GENYOUthFoundation.org

- Some studies indicate that participation in breakfast at school, particularly for those who are nutritionally at-risk, results in students being on time, missing less school and having better attention, behavior, math grades and standardized test scores.^{15,21,22}
- Participation in school breakfast programs has been associated with fewer psychosocial problems such as depression, anxiety and hyperactivity,^{21,33} and adds to the time students are present at school, which is connected to educational attainment.³⁴
- Students with low nutrient intake have been found to report more symptoms of hunger, have more psychosocial problems and higher rates of absenteeism and tardiness than students with higher nutrient intakes.²¹
- Participation in school breakfast led to higher nutrient intakes than in students who skipped breakfast — and missed nutrients were not replaced by other meals during the day.^{21,22}
- One study found that breakfast-skippers, or those hungry, have worse attention and poorer episodic memory than breakfast-eaters.³⁰
- Rates of school breakfast participation are shown to dramatically increase when breakfast is offered in the classroom.³⁵



Excerpts from the Deloitte Analysis: "Ending Childhood Hunger: A Social Impact Analysis"

- With improvements in attendance and math scores when students eat breakfast, they are 20% more likely to graduate high school and earn \$10,000 more annually and are less likely to experience hunger as adults.
(No Kid Hungry/Share Our Strength/Center for Best Practices. www.nokidhungry.org/pdfs/school-breakfast-brochure.pdf)

How to increase student breakfast participation

Schools that adopt an alternative service method within the United States Department of Agriculture School Breakfast Program such as Breakfast in the Classroom can significantly increase breakfast participation.³⁵

To learn more visit www.midwestdairy.com/breakfast to review the latest research supporting breakfast for improved academic performance and student success.

15. Taras H. Nutrition and student performance at school. *Journal of School Health*. 2005;75(6):199-213.

21. Kleinman RE, Green H, Korzec-Ramirez D, Patton K, Paganoe ME, Murphy JM. Diet, breakfast, and academic performance in children. *Annals of Nutrition and Metabolism*. 2002;46 (suppl 1):24-30.

22. Murphy JM. Breakfast and learning: an updated review. *Current Nutrition & Food Science*. 2007;3:3-36.

30. Wesnes KA, Pincock C, Richardson D, Helm G, Halls S. Breakfast reduces declines in attention and memory over the morning in school children. *Appetite*. 2003; 41:2003:329-331.

33. Murphy J, Pagano ME, Nachmani J, Sperling P, Kane S, Kleinman RE. The relationship of school breakfast to psychosocial and academic functioning: cross-sectional and longitudinal observations in an inner-city school sample. *Archives of Pediatric & Adolescent Medicine*. 1998;152(9):899-907

34. Grantham-McGregor, S. Can the provision of breakfast benefit school performance? *Food and Nutrition Bulletin*. 2005; 6(2)S2:S144.

35. Food Research and Action Center. School Breakfast in America's Big Cities, January 2012. Available at: <http://frac.org/wp-content/uploads/2011/01/urbanbreakfast2009-2010.pdf>. Accessed December 17, 2012.



Breakfast in the Classroom: An investment today for our kids' future

We support the benefits of the school breakfast program, especially Breakfast in the Classroom, because:

1. BETTER PARTICIPATION

Significant increases in the levels of participation

2. BETTER NUTRITION

Optimal nutrition provided via the breakfast meal that might otherwise have been skipped¹

3. BETTER BMI

Works as an effective tool to fight childhood obesity²

4. BETTER ATTENDANCE

Reduces incidence of tardiness,³ nurse visits³ and absenteeism³



5. BETTER BEHAVIOR

Increased student attentiveness and improvements in student behavior³

6. BUILDING SOCIAL SKILLS

Students enjoy the experience of eating breakfast at their desks with their peers

7. PARENTS' PEACE OF MIND

Breakfast in the Classroom offers an inexpensive nutritious breakfast to all students, resulting in a decreased demand financially and time-wise on parents

8. EASY EXECUTION

For teachers and school administrators alike

1 United States Department of Agriculture Food and Nutrition Service: School Breakfast Program. <http://www.fns.usda.gov/cnd/breakfast/>. Accessed 9/17/10.z

2 Gleason et al. School Breakfast Program but Not School Lunch Program Participation Is Associated with Lower Body Mass Index. J Am Diet Assoc. 2009;109:5118-28.

3 Hunger Solutions New York. Academics & Breakfast Connection Pilot: Final Report on New York's Classroom Breakfast Project.

<http://hungersolutionsny.org/documents/FinalABCupdated.pdf> <<http://hungersolutionsny.org/documents/FinalABCupdated.pdf>>. Accessed 1/3/2012.





Position of the Academy of Nutrition and Dietetics

Local Support for Nutrition Integrity in Schools

POSITION STATEMENT

It is the position of the American Dietetic Association that schools and communities have a shared responsibility to provide students with access to high-quality, affordable, nutritious foods and beverages. School-based nutrition services, including the provision of meals through the National School Lunch Program and the School Breakfast Program, are an integral part of the total education program. Strong wellness policies promote environments that enhance nutrition integrity and help students to develop lifelong healthy behaviors.

EXCERPT FROM J AM DIET ASSOC. 2010;110:1245 (currently the Journal of the Academy of Nutrition and Dietetics):

“Nutrition and Learning: Do School Meals Improve Academic Achievement and Health?”

Children learn best when they are well-nourished. Children who report consistently eating breakfast tend to be better nourished than those who do not¹. In addition, the children who consume breakfast may have improved cognitive function related to memory, higher test grades, and better school attendance¹. In a comprehensive review of literature, Taras reported that children participating in the SBP showed improved attendance, decreased tardiness, improved academic performance, and improved cognitive functioning when compared to those children who didn't participate in the SBP². Much of the supporting academic achievement research is focused on the effects of breakfast on learning and on severely malnourished children. More research is needed concerning the effects of other meals and snacks on learning.”



References

1. Rampersaud GC, Pereira MA, Girard BL, Adams J, Metz J. Breakfast habits, nutritional status, body weight, and academic performance in children and adolescents. *J Am Diet Assoc.* 2005;105:743-760.
2. Taras H. Nutrition and student performance at school. *J School Health.* 2005;75:199-213.

Remove the Roadblock.





CHRIS CHRISTIE
Governor
KIM GUADAGNO
Lt. Governor



CHRISTOPHER D. CERF
Acting Commissioner

January 17, 2012

TO: Chief School Administrators
Charter School Lead Persons

FROM: Christopher D. Cerf, Acting Commissioner
NJ Department of Education

Douglas H. Fisher, Secretary
NJ Department of Agriculture

SUBJECT: School Breakfast Program

The New Jersey Department of Agriculture and New Jersey Department of Education support the School Breakfast Program (SBP) and have partnered to communicate its importance to every school district in the State. Together we strive for career and college readiness and overall wellness for all of New Jersey's students, and greater access to healthy breakfasts will help us get there.

Research consistently shows that hungry children do not effectively learn, yet participation data for New Jersey has shown that only 37% of economically disadvantaged students that regularly consume a school lunch also participate in a school breakfast program. Students who participate in the School Breakfast Program perform better academically and have better school attendance. Moreover, their overall dietary intake is greater than that of non-participating students.

One way to ensure that all students routinely eat breakfast is to think creatively about how to get more students participating in the program to which they are entitled. We encourage you to think about providing students with breakfast in the classroom if that is what it takes to increase their access to the program. That time could be considered part of instructional time and would only take about 10 minutes. Breakfast can be served and eaten during morning activities, such as announcements, attendance, homeroom, turning in homework, and individual or out-loud reading time so no instructional time is lost. Teachers that have participated in classroom breakfasts have reported that it is a successful transitional activity, and some have even reported that they have actually gained instructional time due to fewer nurse visits, and less tardiness and absenteeism.

The School Breakfast Program is an easy way to enhance children's health and improve their academic achievement. In most cases, the breakfast can be completely supported by the federal meal reimbursements. A vibrant, well-utilized breakfast program results in a significant increase in meal reimbursement revenue. There are numerous ways to increase participation in the SBP such as:

- Adjust the school start time (and bus schedules) in ways that encourage more children to eat breakfast at school
- Classroom breakfast – breakfasts served to the students in the classroom
- Grab and Go – children receive breakfast from mobile carts as they arrive at school and eat prior to entering the classroom
- Breakfast to Go – students pick up a bagged breakfast from the cafeteria and bring it to the classroom
- Second Chance Breakfast – breakfast is offered some time after first period, during recess or a passing period

Thank you for your consideration of this important request and good luck with increasing participation in the School Breakfast Program. We look forward to hearing about your successes. The New Jersey Department of Agriculture's Division of Food & Nutrition is available to support you through breakfast implementation. You may contact Janet Hawk, Coordinator of School Nutrition Programs, at 609-984-0692. You may also contact your local county office of education for assistance.

CDC:CE/pmb.referral2012.sbp
c: Executive County Superintendents
Members, State Board of Education
NJ LEE Group
Garden State Coalition
Senator Loretta Weinberg

www.nj.gov/education



THE STATE EDUCATION DEPARTMENT / THE UNIVERSITY OF THE STATE OF NEW YORK

Commissioner of Education
President of the University of the State of New York
89 Washington Avenue, Room 111
Albany, New York 12234

E mail: commissioner@mail.nysed.gov
Twitter: @JohnKingNYSED
Tel: (518) 474 5844
Fax: (518) 473 4909

June 25, 2013

Dear Child Advocate:

I am writing in support of the collaborative work that is being done to promote school breakfast. Hunger represents a very real obstacle to learning – children who arrive to school hungry are at more of an academic, social and physical disadvantage than their well nourished peers. Students who are experiencing hunger are also more likely to be hyperactive, absent or tardy, and have behavioral and attention deficit issues.

The members of the Board of Regents and I support the many benefits of providing school breakfast programs because they prepare students for a day of learning, allowing them to focus in the classroom, concentrate on lesson plans, demonstrate what they have learned, and positively interact with peers.

Numerous rural, urban and suburban school districts across New York from Long Island to Buffalo have adopted alternative breakfast models. Along with partners such as the New York State Council of School Superintendents, we are pleased to support the efforts of this year's American Association of School Administrators (AASA) Alternative School Breakfast grant recipients: Schenectady City Schools and Mt. Vernon City Schools.

We are proud to join hundreds of parents, educators, health professionals, child health advocates, and industry members in support – and expansion – of breakfast in the classroom programs.

Sincerely,

John B. King, Jr.
Commissioner



American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



DISTRICT II NEW YORK STATE

BOARD OF DIRECTORS

District Chairman
Henry Schoetter, MD
Brooklyn, NY

District Vice Chairman
Walter Sogut, MD, FSAAM
Brooklyn, NY

District Treasurer
Anne Francis, MD
Rochester, NY

Nominating Committee
Sheila Palenzy, MD, MPH
Rochester, NY

Chapter Forum Representative
Abraham Jelin, MD
Brooklyn, NY

President, NY Chapter 1
Michael Terranos, MD
Brooklyn, NY

Vice President, NY Chapter 1
Edward Lewis, MD
Rochester, NY

President, NY Chapter 2
Abraham Jelin, MD
Brooklyn, NY

Vice President, NY Chapter 2
Richard Anshel, MD
Brooklyn, NY

President, NY Chapter 3
Andrew Racine, MD, PhD
Brooklyn, NY

Vice President, NY Chapter 3
Lance Heller, MD
Valhalla, NY

DISTRICT OFFICES

Executive Director
George Dunfee
Email: gdunfee@aap.org

405 Kenwood Ave., 2nd Floor
Dennis, NY 12054
Phone: 518/459-0882
Fax: 518/459-0769

Administrative Coordinator
Jessica Gaskin
Email: jgaskin@aap.org
Phone: 518/326-0310
Fax: 518/326-0316

www.aadistrict2.org

Dear Principal:

The community of pediatricians in New York is allied with the community of educators in the effort to assure that our children grow up to be healthy and productive adults. As pediatricians our main focus is health and yours is academics, but the two are inextricably intertwined. To be healthy, children and their families must be educated about proper nutrition and to take full advantage of educational opportunities children must be healthy and well fed. Assuring that our school children eat a healthy breakfast every day promotes our joint agenda. It has been shown that children who regularly eat breakfast are less likely to be obese and subsequently less likely to suffer from diabetes, hypertension and the other consequences of being overweight. It has also been demonstrated that children who eat breakfast perform better academically and have fewer behavioral difficulties in school than those who do not eat breakfast.

Unfortunately many children, even those who qualify for the school breakfast program, begin school without eating breakfast. The "Breakfast in the Classroom" program has been shown to increase the number of children who have eaten breakfast from 20% to 90%. This program is available to all schools in New York City and has been extremely successful in those schools in which it was introduced.

New York Chapters 2 and 3 of the American Academy of Pediatrics represent over one thousand pediatricians practicing in New York City. As chapter leaders we have examined the "Breakfast in the Classroom" program and have discussed it with principals who have participated in the program. We were impressed by its success and urge you all to consider introducing it in your schools.

Sincerely,

Abraham Jelin, MD, FAAP
President, NY Chapter 2, American Academy of Pediatrics

Andrew Racine, MD, PhD, FAAP
President, NY Chapter 3, American Academy of Pediatrics



American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



New Jersey Chapter

March 29, 2011

New Jersey Chapter
3835 Claverbridge Road, Suite 108
Haddon NJ 08048
Phone: 856-842-3314
Fax: 856-842-6676
E-mail: info@adadc.org

New Jersey Chapter Executive Committee

President

Stephen C. Rice, MD, PhD, MPH, FAAP
Jersey Shore University Medical Center
Director, Sports Medicine (McWhorter)
Department of Pediatrics
1841 State Route 33
Asbury Park, NJ 07724
Phone: 732-796-7364
Fax: 732-719-4410
sriced@medsjsh.com

Vice President

Margaret C. Fisher, MD, FAAP
Chair, Department of Pediatric
Medical Center
The Children's Hospital of Monmouth
Medical Center
500 Seabrook Avenue
Long Branch, NJ 07740
Phone: 732-523-7280
Fax: 732-523-7075
mcfisher@chick.com

Vice-President Elect

Ellie H. Rubin, MD, FAAP
University Pediatric Associates, PA
317 Cleveland Ave, 2nd Floor
Highland Park, NJ 08834
Phone: 732-249-8100
Fax: 732-249-7827
ehrubin@uap.net

Treasurer

Johnny Benavide, MD, FAAP
Pediatric Care Associates
2620 NW Lynn Avenue
Fountain, NJ 07410
Phone: 201-701-4546
Ext: 201-751-3755
benavide@verizon.net

Secretary/Editor

Theodore Kasper, MD, FAAP
Dental Center for Geriatric Health
1221 Broad Street
Bloomfield, NJ 07003
Phone: 973-338-4700
Fax: 973-338-4440
tkasper@tchd.com

Chapter Executive Director

Frank Gallagher, MD
3835 Claverbridge Road, Suite 108
Haddon, NJ 08048
Phone: 856-842-0314
Fax: 856-842-6676
fgallagher@adadc.net

Immediate Past President

Michael Segura, MD, FAAP
North Brunswick Pediatrics
1082 Route 130
North Brunswick, NJ 08901
Phone: 732-297-0503
Fax: 732-297-2456
mks099@adadc.org

Dear School Administrator:

The community of pediatricians in New Jersey is allied with the community of educators in the effort to assure that our children grow up to be healthy and productive adults. As pediatricians our main focus is health and yours is academics, but the two are inextricably intertwined. To be healthy, children and their families must be educated about proper nutrition. To take full advantage of educational opportunities, children must be healthy and well fed. Assuring that our school children eat a healthy breakfast every day promotes our joint agenda. It has been shown that children who regularly eat breakfast are less likely to be obese and subsequently less likely to suffer from diabetes, hypertension and the other consequences of being overweight. It has also been demonstrated that children who eat breakfast perform better academically and have fewer behavioral difficulties in school than those who do not eat breakfast.

Unfortunately many children, even those who qualify for the school breakfast program, begin the school without eating breakfast. The "Breakfast in the Classroom" program has been shown to increase the number of children who have eaten breakfast from 20% to 90%. This program is available to all schools in New Jersey and has been extremely successful in those schools in which it was introduced.

The New Jersey Chapter of the American Academy of Pediatrics represents over fifteen hundred pediatricians practicing in New Jersey. As chapter leader I have examined the "Breakfast in the Classroom" program and have discussed it with principals who have participated in the program. I was impressed by its success and urge you all to consider introducing it in your schools.

Sincerely,

Stephen C. Rice, MD, PhD, MPH, FAAP
President



United
Federation
of Teachers

52 Broadway
New York, NY 10004
212.777.7500
www.uft.org

Officers:

Michael Mulgrew
President

Michael Mondel
Secretary

Mel Aaronson
Treasurer

Robert Asanovsky
Assistant Secretary

Maria Borzain
Assistant Treasurer

Vice Presidents:

Karen Allard

Carleen Alvarez

Leo Coker

Richard Farkas

Amanda Gentile

Sterling Robinson

November 5, 2010

Dear Friends,

With so many families struggling to make ends meet and so many schools trying to overcome deep budget cuts, the challenges of providing children with healthy meals are substantial. The need for finding ways to make sure kids have access to those healthy meals has been an ongoing challenge.

The United Federation of Teachers (UFT) is committed to initiatives that support healthy children and healthy schools, and we strongly support the "Breakfast in the Classroom" program.

It's no secret that a child's physical and mental well-being depends on a healthy breakfast, and "Breakfast in the Classroom" is specifically designed to address those critical needs. The all-inclusive in-classroom breakfast model also removes the stigma and isolation that students can sometimes feel when receiving "free" breakfast in the cafeteria.

By giving kids a healthy start to their learning day, educators see positive results, including better attendance and behavior, as well as improved attentiveness and better performance. We hope that the "Breakfast in the Classroom" program continues to expand and succeed.

Sincerely,


Michael Mulgrew



Robert J. Reidy, Jr.
Executive Director
reidy@nyssc.org

Robert S. McGuire
Superintendent
RSMcGuire@nyssc.org

Robert H. Lowry, Jr.
Chief of Staff, for
Advocacy, Research and
Communication
rlowry@nyssc.org

Nancy G. Mastre
Senior Associate Director
nmastre@nyssc.org

Juliette M. Corbary, Esq.
General Counsel
jcorbary@nyssc.org

Thomas A. Wulber
Associate Director
twulber@nyssc.org

2011 - 2012 Officers

Marlynn C. Tomaseva
President
tomaseva@nyssc.org
180 Wilds Plain Road
Sloatsburg, NY 10958

James T. Langdon
President Elect
jlangdon@nyssc.org
00000

Mary Beth S. Stone
Vice President
mstone@nyssc.org

Neil P. Griffin
Treasurer
Neil@nyssc.org

Robert W. Ostrin
Past President
rostrin@nyssc.org

Executive Committee

Maureen C. Donohue
President (2011)

Laura Pejos
Vice-Chair (2011)

Leslie R. Lewis
Chair (2011)

Ralph Marino, Jr.
Honorary (2011)

Richard E. Organick
Hon. Board (2011)

Philip G. Steiner
Hon. Board (2011)

Patricia Sullivan-Kane
Honorary (2011)

Charles Tangorra, Jr.
Hon. Board (2011)

May 5, 2012

Dear Child Advocate:

In my capacity as the Executive Director of the New York State Council of School Superintendents (THE COUNCIL), I am pleased to write this letter in support for school breakfast and in particular, breakfast in the classroom.

THE COUNCIL acknowledges that child hunger is an increasing problem in New York State and across the United States. Hunger represents a very real obstacle to learning – children who arrive to school hungry are at more of an academic, social and physical disadvantage than their well-nourished peers. Students who are experiencing hunger are also more likely to be hyperactive, absent and tardy, and have behavioral and attention deficit issues.

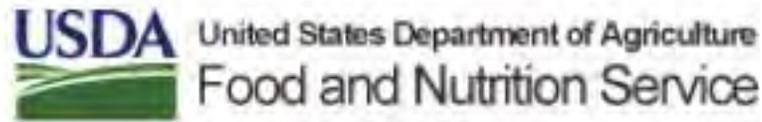
THE COUNCIL supports the benefits of the school breakfast program because it provides students with fuel for a day of learning, allowing them to focus on their teachers, concentrate on lesson plans, perform better on tests, and positively interact with peers.

Numerous rural, urban and suburban school districts across New York State from Brentwood to Buffalo have adopted a breakfast in the classroom model. We encourage more districts to consider starting a breakfast in the classroom model.

THE COUNCIL joins hundreds of health professions, child health advocates, teachers, industry members, and parents in the endorsement of breakfast in the classroom programs.

Sincerely,

Robert J. Reidy, Jr., Ed.D.
Executive Director



Secretary of Education Arne Duncan Supports Alternative School Breakfast

September 20, 2012

To members of the education community:

As your students headed back to school this fall, more than 16 million children in this country struggled with hunger. A new study shows that three out of five K-8 public school teachers say they see students regularly coming to school hungry. Teachers and schools are on the front lines of the fight to end childhood hunger, and I often hear stories of teachers who spend their own money on food for their students. Teachers do this because they know that hungry students have trouble learning when they are focused on their empty stomachs rather than classroom activities. These students often lack concentration and struggle with poor academic performance, behavior problems, and health issues.

Research has demonstrated that eating breakfast helps students pay attention, improves academic performance, and leads to better behavior in the classroom. Additionally, students who eat breakfast demonstrate higher quality nutrient intakes than students who do not eat breakfast. However, of the more than 22 million students who ate a free or reduced-price lunch in 2011, fewer than half also ate breakfast at school. We have an opportunity to reduce student hunger by narrowing this gap.

Lack of participation in the School Breakfast Program is often due to barriers including timing and stigma. Students often arrive to school too late to consume breakfast, and there can be a stigma associated with receiving free and reduced-price breakfast in the cafeteria. Fortunately, many innovative methods of serving breakfast are being implemented across the country that help address these barriers by making breakfast a part of the school day. When schools serve breakfast after the bell during regular school hours, they help address the timing problem because students no longer need to arrive early to school in order to participate in school breakfast. Additionally, when breakfast is offered to all students, it helps eliminate the stigma associated with going to the cafeteria in the morning before the school day starts.

Schools across the country have successfully increased participation in breakfast programs through innovative breakfast delivery programs like Breakfast in the Classroom and Grab N' Go. Breakfast in the Classroom allows students to eat breakfast in their classroom after the official start of the school day. When breakfast is served in the classroom it can coincide with appropriate educational activities to get the school day started. Grab N' Go breakfasts are picked up by students when they arrive at school or between morning classes. The food is packaged and available on mobile service carts in areas such as hallways or entryways. Information and resources on expanding school breakfast can be found on the U.S. Department of Agriculture Food and Nutrition Service Web site at <http://www.fns.usda.gov/cnd/breakfast/expansion/default.htm>.

Today, I am encouraging schools, school administrators, and teachers to seek out these and other innovative ways to increase participation in the school breakfast program. In doing so, we can ensure students are starting the school day with the food they need to enable them to be successful in the classroom.

Sincerely,

Arne Duncan

Let learning happen.





National Consensus: Children are better prepared for the day with “Breakfast in the Classroom.”

Breakfast, the most important meal of the day, is also the most skipped meal of the day for students. That’s unfortunate, since studies have linked breakfast to increased alertness and enhanced short-term memory, as well as decreased tardiness and absenteeism. Serving Breakfast in the Classroom helps to ensure that more children eat breakfast. Medical professionals, dietary experts and educational leaders are united in their support for this valuable program.



“Participation in the School Breakfast Program leads to a healthier diet which provides better daily nutritional intake, including low-fat dairy products, whole grains as well as fruits and vegetables, which leads to improvement in academic performance and will help heal the obesity problem in our school-aged children.”

Jeffrey M. Bienstock, MD, FAAP

Chairman, Department of Pediatrics, The Valley Hospital, Ridgewood, New Jersey
Treasurer, American Academy of Pediatrics - New Jersey Chapter, Hamilton, New Jersey
Managing Partner, PediatriCare Associates, Fair Lawn, New Jersey



“School breakfast programs, especially breakfast in the classroom, solve a problem for working families with busy morning schedules. Kids no longer miss out on breakfast and the research is clear that this benefits kids intellectually and physically – better test scores and less impulsive snacking. This is one more step that schools are taking to help address the childhood obesity crisis. I hope to see this become the standard method of breakfast service in the future.”

Josie Ennist, MA, RD, SNS

Past Chair, Nutrition Standards Committee, New York School Nutrition Association
Director of School Meal Program, Schoharie Central School



“Research clearly shows a link between breakfast consumption, lower weight and better academic performance in children and adolescents. Although many schools may offer breakfast, due to time constraints, not all children can take advantage of this option. A viable and valuable solution would be to offer breakfast in the classroom or a “grab and go” breakfast which would be beneficial to overall health, weight and performance in school. This would also start the process of combating the obesity epidemic and stop the cycle of overfed and undernourished!”

Dorothy Wrase Hares, MA, RDN, CNSC, CDN

President, New York State Dietetic Association, 2013-2014



“Breakfast in the Classroom is a vital health promotion strategy that ensures all children have access to a nutritious breakfast. Current research shows that breakfast consumption leads to a better daily nutritional profile which can have a key impact on maintaining optimal weight in children, as well as improving their school performance and overall general health.”

Christopher A. Phang, MD

Harlem Pediatric Associates, Director, Empire State Medical Association, Pediatric Section
Health Policy Committee, member



“Research points to several reasons why breakfast is essential for children. Children who do not consume breakfast are more likely to be overweight. Poor attention spans are attributed to poor breakfast eaters. It is more difficult to study and learn when a child does not consume breakfast. When a child regularly skips breakfast important nutrients such as calcium and the B vitamins are more difficult to make up later in the day. Supporting a program such as Breakfast in the Classroom is the right choice in support of today’s children.”

Nicole Schaldone, MS, RD

President, New Jersey Dietetic Association, 2013-2014



Frequently Asked Questions

Q. What do teachers think of Breakfast in the Classroom? How do principals encourage teachers to “buy-in” to the program?

- A. Overall, teachers have been enthusiastic. Principals can achieve buy-in by reminding teachers that a healthy breakfast increases a student’s ability to learn. Children who eat a healthy breakfast pay more attention in school, improving their capacity to learn throughout the school day. They also have better standardized test scores and lower rates of tardiness and absenteeism.

Q. Have individual schools evaluated results from implementing Breakfast in the Classroom, such as the effect on lateness, attendance, behavior issues, sick visits to nurse, etc.? Will teachers, custodians, and children have an opportunity to provide feedback?

- A. School administration shared anecdotal reports of fewer incidents of student lateness, improved attendance, and fewer visits to the school nurse.

Q. How do teachers compensate for the lost 15 minutes of instructional time in the morning?

- A. Teachers are not experiencing loss of instructional time. Some teachers have the students eat during reading time or when the students unpack during attendance.

Q. How can healthcare professionals help with this important cause?

- A. Doctors, nurses, registered dietitians and others in the medical field can use their influence with parents and families to spread the word about the importance of a nutritious breakfast. By recommending that schools in your area adopt a Breakfast in the Classroom program, you will be advocating for better health for children.

Q. What does clean-up entail for teachers? What about for custodians?

- A. Students can clean-up after themselves. Most clean-up is easy for students to do on their own. Teachers have also used this as a learning event. Most clean-up for custodians consists of removing a garbage bag from the classroom or designated area.

Q. How frequent and problematic are classroom spills, food on the floor, and trash in classes following Breakfast in the Classroom?

- A. Once students become accustomed to eating in the classroom, food spills and problems decrease.

Q. Will Breakfast in the Classroom increase pest / rodent problems?

- A. As long as the clean-up is done properly and food or garbage is not stored in the classroom, pest/rodent problems should not occur.

Q. What are the ways in which the food can be transported to the classrooms (e.g., by food staff, teachers, older children, etc.)?

- A. The food delivery schedule and system can be modified to fit the needs of the school. Staff, students from a higher grade and “grab & go” are all options to distribute food.

Q. To what extent do teachers need to go around opening containers and assisting with breakfast service for younger children?

- A. Teachers have reported that younger students can be taught to open these items on their own. These are the same items that students are used to opening for themselves in the dining room. Teachers have also reported using these exercises as learning events.