

**Salem Public Schools  
Breakfast in the Classroom (BIC)  
Program Fact Sheet**

---

**When was the program started and what are its goals?**

While home to leading academic institutions, industry, and sports teams, Massachusetts is ranked 42<sup>nd</sup> in the country for school breakfast participation<sup>1</sup>. At the start of School Year 2013-2014, the Salem Public Schools and the Eos Foundation teamed up to introduce Breakfast in the Classroom (BIC) which is a free Universal Breakfast (UB) After the Bell (ATB) program in four elementary schools: Bates, Bentley, Carlton, and Horace Mann Laboratory. Last year, these four schools together averaged approximately 36% breakfast participation before the bell. BIC's goals in each of these schools are to increase breakfast participation to 80% or higher and to decrease the number of hunger related issues that decrease time on learning.

**Why was the program started?**

There are a number of excellent reasons why Salem feels a breakfast after the bell program is a benefit for our students.

Many students come to school without having eaten breakfast for a variety of reasons. It may be because they just were not ready to eat at home. It could be because the family was rushing to get out the door and no one was able to make breakfast. Families may not be aware that their school is one that offers Universal Breakfast -- a free, nutritionally balanced breakfast for all students, regardless of income.

Studies show that "breakfast skipping" is a major problem that not only negatively impacts children's health, but also contributes to time away from learning due to hunger-related physical symptoms, diminished focus in the classroom, disciplinary issues, and lowered academic performance.

The Salem Public Schools District believes that investing 15 minutes or less on sharing a meal in the morning while simultaneously attending to a quiet learning activity allows children to have a calm, communal transition from the hustle of getting to school into learning mode. This time nourishes their bodies and prepares them to have a unified, group focus on schoolwork.

**Are students required to participate in Breakfast in the Classroom?**

NO! Children are not required to eat breakfast or lunch at any of Salem's schools, including those participating in the pilot of Breakfast in the Classroom.

**Do I need to sign up my son/daughter for the program?**

NO! All children attending these four schools will be offered a free Breakfast in the Classroom every day.

**Is every student eligible to receive a free breakfast?**

YES! All students at Bates, Bentley, Carlton and Horace Mann eat breakfast for free.

Bentley, Carlton and Horace Mann Laboratory Schools qualified over the past three years for a reimbursement program called Universal Breakfast (UB). UB schools generally have over 60% students that qualify for Free or Reduced-Price Meals. When a school becomes UB, then all students in the school may eat breakfast for free. Bates qualified for free breakfast as a Provision 2 school, which has slightly different qualification requirements and reimbursement structure.

---

<sup>1</sup> FRAC School Breakfast Scorecard: School Year 2011-2012, [http://frac.org/pdf/Scorecard\\_SY2011-2012.pdf](http://frac.org/pdf/Scorecard_SY2011-2012.pdf)

**Salem Public Schools  
Breakfast in the Classroom (BIC)  
Program Fact Sheet**

---

**How many students will be served this year?**

The major goal of the BIC Pilot is to achieve >80% participation in each of the participating schools. Approximate Average Daily Enrollment at each of our pilot schools is as follows:

<b>School</b>	<b>100%</b>	<b>80%</b>
Bates Elementary School	300	240
Bentley Elementary School	400	320
Carlton Elementary School	200	160
Horace Mann Elementary School	300	240
<b>TOTAL</b>	<b>1200 / DAY x 180 days = 216,000 potential meals in SY 2013-2014</b>	<b>1000 / day x 180 days = 180,000 target meals in SY 2013-2014</b>

**How long does it take students to eat in the morning? Doesn't this impact time on learning?**

It takes a total of about 10-15 minutes, sometimes less, for the children to pick their meal, eat and dispose of refuse. Breakfast in the Classroom complements time on learning. While the children are eating, normal "start of day" activities happen such as taking attendance, collecting homework folders, and listening to morning announcements. Some teachers use the time as a teachable moment to discuss nutrition, health, or extra lessons in math or language arts, while others opt to ask the students to do quiet reading or individual review work.

**How does breakfast get to the classroom?**

Breakfast is packed for each classroom in insulated rolling coolers by Food Service. Milk is packed in a separate cooler with ice packs that guarantee the proper serving temperature and minimize waste. The milk cooler is placed on top of a second cooler containing the daily breakfast offering. Both coolers are strapped to a rolling dolly. The coolers keep meal offerings cool or hot depending on what is being served. Student representatives from each classroom wheel the cooler from the cafeteria to the classroom. In some schools, older students "buddy" with students from lower grades to transport their coolers. The nonperishable breakfast food is often packaged together to make it easy for children to select a fully reimbursable meal.

**If children eat at home, what happens if they eat again at school... won't that cause obesity?**

"Breakfast doubling" may be a concern for a small percentage of children. As the Salem BIC Pilot program continues to evolve in 2013-2014, school food service, teachers, and nursing staff at each school will collect data on how many children are "breakfast doubling".

**Are there government regulations that Breakfast in the Classroom has to follow?**

Beginning in the school year 2013-2014, the federal and state standards for nutritional content of school meals were overhauled and now have strict guidelines for portion size and nutritional content. All meals provided by the Salem Public Schools Food Service Department (SPS Food Service) are based on nutrition standards from the U.S. Department of Agriculture (USDA). The SPS Food Service not only complies with all of the USDA and DESE standards, but also tries to go one step further in limiting sugar in individual meal components wherever possible. We are also committed to introducing farm fresh, organic produce and scratch cooking while also minimizing processed foods.

**Salem Public Schools**  
**Breakfast in the Classroom (BIC)**  
**Program Fact Sheet**

---

New nutrition standards for schools increase access to healthy food and encourage kids to make smart choices. Schools are working to make meals more nutritious, keep all students hunger-free, and help children maintain or reach a healthy weight. Your children benefit from healthier meals that include more whole grains, fruits and vegetables, low-fat dairy products, lower sodium foods, and less saturated fat.

**What breakfast meal components do USDA and DESE require?**

A USDA/DESE compliant school breakfast typically consists of 2 whole grains, 1 milk (protein), and 1 fruit. Optionally, 1 additional protein serving may replace 1 grain. With the Breakfast in the Classroom program, foods served must be easy to select, open, eat, and cleaned up within 10-15 minutes after the school bell rings for start of day.

1 oz. of **WHOLE GRAIN CEREAL** is considered one grain and is a complex carbohydrate that metabolizes slowly in the body. Other grain breakfast options include items like Whole Grain Bagels, Pepperidge Farm Whole Grain Goldfish Giant Cinnamon Grahams or East Side Foods 100-calorie Whole Grain Cinnamon Animal Grahams.

**MILK** is a very important part of a school breakfast. It provides **PROTEIN**, fats and hydration. Protein and Whole Grains work together as a team to promote a slow, steady release of energy in the body and a sense of being full longer. Other protein / whole grain combinations served for school breakfast may include egg burritos, bagels with cream cheese or sun butter, and graham animal crackers. Since one whole grain can be replaced by one protein, we add cheese sticks on some days in the place of graham crackers.

Fruit and Fruit Juices are simple carbohydrates that can help provide a natural energy boost in the morning and are far more healthy options than coffee or energy drinks. In addition to **FRUIT** like bananas, apples, unsweetened applesauce, or raisins, fruit juice is considered a serving of fruit. The **FRUIT JUICE** we serve is **100% juice** from concentrate. One example of the brands we serve is Wango Mango -- a brand that contains no ADDED sugar or preservatives. The list of ingredients includes sweet potato, jujube, apple, pineapple, mango, carrot, celery, kale, broccoli, lettuce, and spinach juice concentrates.

Please visit the Salem School Food Service website for a table of the nutritional content of foods served in Breakfast in the Classroom.

**Why are there so many carbohydrates in the USDA approved school breakfast?**

Carbohydrates (carbs) fall into two categories: SIMPLE and COMPLEX. Both types are essential in your diet because they produce energy to help run important bodily functions like heartbeat, digestion, breathing, and body movement.<sup>2</sup> Simple carbs, such as those found in healthy foods like fruit or in lactose found in milk, metabolize quickly in the body providing a quick energy boost. Complex carbs, such as those found in healthy foods like green and starchy vegetables, whole grains and legumes, are often higher in fiber and take longer to metabolize in the body. They don't raise the sugar levels in the blood as quickly as simple carbs and help to make us feel full longer. Working together in breakfast, simple carbs give you a natural energy boost while complex carbs give you sustained energy throughout the morning.

Please visit the Salem School Food Service website for a table of the nutritional content of foods served in Breakfast in the Classroom.

---

<sup>2</sup> Simple vs. Complex Carbohydrates, <http://www.fitday.com/fitness-articles/nutrition/carbs/simple-vs-complex-carbohydrates.html>

**Salem Public Schools  
Breakfast in the Classroom (BIC)  
Program Fact Sheet**

---

**I heard the cereal you serve is very sugary. Exactly what are you serving the kids?**

The popular cereal brands that we serve in school have the same brand name as those at the grocery store, but are NOT the same product nutritionally! Cereal served at school always has WHOLE GRAIN as the 1<sup>st</sup> ingredient and contains ½ the sugar content of commercial counterparts.

For example, one serving of Apple Jacks that a parent might buy at the grocery store contains 13g sugar AND sugar is listed as the 1<sup>st</sup> ingredient. The Apple Jacks served at school lists Whole Grain as the 1<sup>st</sup> ingredient and only contains 6g of sugar per serving.

The cereal and grain products that Salem Public Schools chooses for its breakfast programs, including BIC, are WHOLE GRAIN products. **WHOLE GRAIN complex carbohydrates, such as those found as the 1<sup>st</sup> ingredient in BIC cereals and other grain products we offer for breakfast, metabolize slowly in the body, tend to have more fiber, satiate hunger cravings, and promote good health.** Milk contains PROTEIN and is an excellent product for reducing hunger cravings. When MILK and WHOLE GRAIN breakfast products are eaten together, they work together to metabolize much more slowly so children remain satiated longer and do not experience a “sugar crash.”

Each week, our menus schedule one day with very low or no sugar and / or gluten-free cereal as well as one day with a sweeter cereal. All cereals contain less than 8g of sugar per serving.

Please visit the Salem School Food Service website for a table of the nutritional content of foods served in Breakfast in the Classroom.

**What happens to the foods not finished at breakfast?**

We urge students to eat their cereal, drink their milk and eat a piece of fruit (when provided) BEFORE eating other grains served with breakfast such as the graham crackers or juice. Graham crackers, string cheese, and juice can easily be saved for snack.

**Who is in charge of managing the program?**

Management of the BIC Pilot Program in SY 2013-2014 is a **PARTNERSHIP** between **Schools** who are implementing the programs in the classrooms, **District Food Service** which selects, procures, distributes, and tracks meal servings, and **District Nursing** which monitors student health and supports nutrition education.

**Where does the food come from?**

Food is sourced from a variety of private commercial suppliers as well as the USDA commodities program.

**How is this program being funded?**

*Start-up funding* for the Salem BIC Pilot Program was provided by a generous \$50,000 grant from the Eos Foundation's Nourishing Kids Initiative. A private philanthropic foundation, the mission of the Eos Foundation is to break the cycle of poverty by investing in children's futures. Specifically, the Foundation supports nonprofit organizations, public policies, and systemic solutions aimed at nourishing children's bodies, nurturing their minds, and building family economic security. In addition to traditional grantmaking, Eos is committed to driving awareness and building partnerships to expand the number of philanthropic dollars invested in alleviating poverty. For more information about the Eos Foundation please visit <http://www.eosfoundation.org/>.

**Salem Public Schools  
Breakfast in the Classroom (BIC)  
Program Fact Sheet**

---

BIC Program Sustainability in the Salem Public Schools will be attained through a combination of increased federal & state reimbursements from increased breakfast participation as well as close management of costs.

**Will this program continue next year?**

Salem Public Schools is very excited about the success of the pilot program so far and intends to continue the program next year so that our school children will start the day ready to learn.

**How are key members of Breakfast in the Classroom trained to operate the program?**

Based on the outcomes of Phase 1 of BIC's rollout, we are compiling a comprehensive training manual complete with checklists, flow diagrams and best practices. The best practices are based on input from all the key members of the rollout teams, including principals, teachers, district food service and nursing directors, head cooks, school nurses, custodians, and our most important members, students!

This training manual will be available at the outset of Phase 2 of BIC's rollout currently scheduled for early 2014. This manual will be made available online.

**My child has food allergies, so I want to know what you are doing to protect and accommodate her and other children who may have life threatening food allergies.**

School Food Service in Salem follows a policy of purchasing only peanut- and tree nut-free food products. However, it is up to each individual school to determine their own policies regarding nut products in their classroom and cafeterias.

DESE and Salem Public Schools have guidelines that define how life threatening food allergies are to be managed. Families should contact the nurse in their school to develop an Individual Health Care Plan and an Emergency Action Plan. The plan is shared with classroom teachers, food service and school administrators on a need to know basis to ensure that accidental exposure allergens can be avoided. Students will be provided an alternate meal if the one on the menu contains an item they cannot eat, i.e. an apple could be substituted for strawberries or kiwi. BIC coolers are labeled with the classroom number and a notation of any food allergy for additional protection for students with allergies.

**With all this food in our classrooms, won't there be problems with pests?**

The BIC grant provides start-up funds to hire a pest control company should the need arise. A company has been identified and has already created a pest control plan for each of the BIC schools. Pest problems are avoided if food is not kept in the classrooms overnight and there is a quick clean up of any spills. Brooms and dustpans are provided for classroom use by the BIC start-up funding.

**My children come to school early because I have to work and they need to eat breakfast. Who will be responsible for supervising them if they are no longer going straight to the cafeteria?**

Each school's Administrator is responsible for determining what time students may enter the building. When children enter the building, the Administrator determines where those children will go until the start of school bell rings and who will supervise them.

**Salem Public Schools  
Breakfast in the Classroom (BIC)  
Program Fact Sheet**

---

**What about students who are tardy? Do they get to eat breakfast? What if they arrive just before lunch?**

Parents who know their child will be tardy should contact the school to inform the office of the late arrival, identify an approximate arrival time, and request a breakfast. Teachers can reserve a breakfast for a tardy student to eat upon arrival.

The nice thing about Breakfast in the Classroom is that parents do not have to worry about the cost or availability of breakfast at home, so they can concentrate on arriving at school on time. No student will be denied a breakfast because they have arrived at school late.

**What about trash and mess?**

Daily, each classroom receives a 2-ply trash bag along with their cooler. This can be placed in the classroom trash basket that is used to collect trash after the meal. In most classrooms, students are responsible for closing the trash bag and placing it in the larger trash barrels in the hallway. Custodians remove the barrels immediately after breakfast. A system for separating liquid trash is used to minimize using the classroom sink as a disposal area.

Students are encouraged to respect their learning environment by keeping messes to a minimum and participating in the clean up process.