Increasing School Breakfast Program Participation
Welcome!

Amy Flowers, PhD
President

Leslie Ogilvie, MPA
Senior Research Associate

www.analyticinsight.org
Road Map

METHODS

CURRENT PARTICIPATION

MESSAGES THAT INCREASE PARTICIPATION

OPPORTUNITIES FOR PROGRAM IMPROVEMENT

WRAP UP AND QUESTIONS

Road Map
Methods
Methods

22 Staff Interviews across all counties

92 Intercept interviews at 6 locations

1,005 surveys across all counties, 15% response rate
Current Participation
Current Participation

How often does your child eat breakfast...

<table>
<thead>
<tr>
<th></th>
<th>Every Day</th>
<th>Most Days</th>
<th>Some Days</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>At home</td>
<td>51.7%</td>
<td>34.6%</td>
<td>12.6%</td>
<td>1.1%</td>
</tr>
<tr>
<td>At school</td>
<td>10.2%</td>
<td>14.5%</td>
<td>35.3%</td>
<td>49.9%</td>
</tr>
<tr>
<td>At home and school on the same day</td>
<td>2.3%</td>
<td>3.9%</td>
<td>26.1%</td>
<td>70.7%</td>
</tr>
<tr>
<td>On the way</td>
<td>0.9%</td>
<td>2.3%</td>
<td>25.4%</td>
<td>74.1%</td>
</tr>
<tr>
<td>Does not eat breakfast</td>
<td>0.8%</td>
<td>1.0%</td>
<td>15.1%</td>
<td>84.4%</td>
</tr>
<tr>
<td>At a restaurant (not fast food)</td>
<td>0.1%</td>
<td>0.3%</td>
<td>13.0%</td>
<td>86.6%</td>
</tr>
<tr>
<td>At a fast food restaurant</td>
<td>0.1%</td>
<td>0.3%</td>
<td>11.7%</td>
<td>88.1%</td>
</tr>
<tr>
<td>From a convenience store on the way</td>
<td>0.3%</td>
<td>0.0%</td>
<td>88.1%</td>
<td>11.7%</td>
</tr>
</tbody>
</table>
Knowing the Details

If a child arrives late to school, does the school allow them to eat breakfast?

- Don't know: 59.0%
- No: 22.5%
- Yes: 17.7%

N=865

How much does breakfast cost at your child's school?

- Don't know: 31.0%
- Free: 21.5%
- Less than $2.00: 30.5%
- $2.00 or more: 15.8%

N=865
Messages that Improve Participation
# Components of Participation

<table>
<thead>
<tr>
<th>Component</th>
<th>1 Parental Responsibility</th>
<th>2 Knowledge and Comfort</th>
<th>3 Logistics</th>
<th>4 Focus and Performance</th>
<th>5 Socialization</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Parental Responsibility</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My child likes to eat breakfast at home.</td>
<td>0.69</td>
<td>-0.08</td>
<td>0.07</td>
<td>0.08</td>
<td>0.07</td>
</tr>
<tr>
<td>We eat breakfast as a family.</td>
<td>0.65</td>
<td>0.08</td>
<td>0.16</td>
<td>-0.03</td>
<td>0.02</td>
</tr>
<tr>
<td>As a parent, it is my responsibility to give my child breakfast.</td>
<td>0.63</td>
<td>0.10</td>
<td>0.07</td>
<td>0.09</td>
<td>-0.08</td>
</tr>
<tr>
<td><strong>2. Knowledge and Comfort</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The school breakfast is fresh.</td>
<td>0.13</td>
<td>0.86</td>
<td>-0.09</td>
<td>0.04</td>
<td>-0.04</td>
</tr>
<tr>
<td>The school breakfast is healthy.</td>
<td>0.07</td>
<td>0.84</td>
<td>-0.11</td>
<td>0.06</td>
<td>0.09</td>
</tr>
<tr>
<td>School breakfast is convenient.</td>
<td>-0.15</td>
<td>0.59</td>
<td>-0.23</td>
<td>0.21</td>
<td>-0.12</td>
</tr>
<tr>
<td>My child likes the food served at school breakfast.</td>
<td>-0.06</td>
<td>0.50</td>
<td>-0.02</td>
<td>0.21</td>
<td>-0.44</td>
</tr>
<tr>
<td>I know what they serve for breakfast at school.</td>
<td>0.03</td>
<td>0.44</td>
<td>-0.17</td>
<td>0.03</td>
<td>-0.01</td>
</tr>
<tr>
<td><strong>3. Logistics: Cost and Timing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Having breakfast at school is too expensive.</td>
<td>0.05</td>
<td>-0.15</td>
<td>0.72</td>
<td>0.02</td>
<td>-0.17</td>
</tr>
<tr>
<td>School breakfast is for low-income families.</td>
<td>0.09</td>
<td>-0.17</td>
<td>0.71</td>
<td>-0.07</td>
<td>0.08</td>
</tr>
<tr>
<td>My child arrives after breakfast is served at school.</td>
<td>-0.01</td>
<td>-0.10</td>
<td>0.64</td>
<td>0.04</td>
<td>0.18</td>
</tr>
<tr>
<td>School breakfast starts too early.</td>
<td>-0.30</td>
<td>-0.10</td>
<td>0.62</td>
<td>-0.07</td>
<td>0.24</td>
</tr>
<tr>
<td>I don't have time to prepare breakfast in the morning.</td>
<td>-0.75</td>
<td>0.01</td>
<td>0.25</td>
<td>-0.06</td>
<td>0.02</td>
</tr>
<tr>
<td>My child doesn't have time to eat at home.</td>
<td>-0.70</td>
<td>0.05</td>
<td>0.19</td>
<td>-0.01</td>
<td>-0.03</td>
</tr>
<tr>
<td><strong>4. Focus and Performance</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A good breakfast helps my child focus on their schoolwork.</td>
<td>0.13</td>
<td>0.17</td>
<td>-0.01</td>
<td>0.91</td>
<td>-0.11</td>
</tr>
<tr>
<td>A good breakfast helps my child's performance in sports.</td>
<td>0.08</td>
<td>0.14</td>
<td>-0.04</td>
<td>0.93</td>
<td>0.04</td>
</tr>
<tr>
<td><strong>5. Socialization</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My child chooses to play with friends instead of eating school breakfast.</td>
<td>-0.03</td>
<td>0.06</td>
<td>0.16</td>
<td>0.02</td>
<td>0.80</td>
</tr>
<tr>
<td>My child likes to eat breakfast at school to spend time with friends.</td>
<td>-0.30</td>
<td>0.37</td>
<td>0.17</td>
<td>0.08</td>
<td>0.40</td>
</tr>
<tr>
<td>My child would be embarrassed to eat breakfast at school.</td>
<td>-0.07</td>
<td>-0.08</td>
<td>0.49</td>
<td>-0.03</td>
<td>0.55</td>
</tr>
</tbody>
</table>
Parental Responsibility

As a parent, it is my responsibility to give my child breakfast.

My child likes to eat breakfast at home.

We eat breakfast as a family.
Knowledge and Comfort

- School breakfast is convenient:
  - Strongly Agree: 20.7%
  - Agree: 69.2%
  - Disagree: 6.2%

- The school breakfast is fresh:
  - Strongly Agree: 11.4%
  - Agree: 67.1%
  - Disagree: 17.1%

- The school breakfast is healthy:
  - Strongly Agree: 12.1%
  - Agree: 63.8%
  - Disagree: 19.0%

- My child likes the food served at school breakfast:
  - Strongly Agree: 9.1%
  - Agree: 62.1%
  - Disagree: 21.1%

- I know what they serve for breakfast at school:
  - Strongly Agree: 15.4%
  - Agree: 47.8%
  - Disagree: 25.3%
  - Strongly Disagree: 9.7%
Logistics: Cost

School breakfast is for low-income families.

Having breakfast at school is too expensive.

“Once we did CEP where everybody eats free, our participation grew.”
“There are two things controlling [lack of participation]. How the student feels about getting in line, waiting in line and trying to eat. And then from the other end, the teacher, whether they are accepting of the student who is maybe a little bit late to class because they came to the cafeteria for breakfast.”
IMPORTANCE OF A GOOD BREAKFAST

Focus and Performance

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>A good breakfast helps my child focus on their schoolwork.</td>
<td>58.6%</td>
<td></td>
<td>34.8%</td>
<td></td>
</tr>
<tr>
<td>A good breakfast helps my child's performance in sports.</td>
<td>55.8%</td>
<td></td>
<td>37.9%</td>
<td></td>
</tr>
</tbody>
</table>
# Socialization

My child likes to eat breakfast at school so he or she can spend time with friends.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>40.3%</td>
<td></td>
<td>37.8%</td>
<td>11.2%</td>
</tr>
</tbody>
</table>

My child chooses to socialize or play with friends instead of eating school breakfast.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>25.6%</td>
<td></td>
<td>48.3%</td>
<td>19.7%</td>
</tr>
</tbody>
</table>

My child would be embarrassed to eat breakfast at school.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.9%</td>
<td>50.5%</td>
<td>41.7%</td>
<td></td>
</tr>
</tbody>
</table>
Socializing and School-level

My child likes to eat breakfast at school so he or she can spend time with friends.

By school level

<table>
<thead>
<tr>
<th>School Level</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>17.3%</td>
<td>41.4%</td>
<td>34.9%</td>
<td>6.4%</td>
</tr>
<tr>
<td>Middle School</td>
<td>9.1%</td>
<td>33.9%</td>
<td>43.0%</td>
<td>14.0%</td>
</tr>
<tr>
<td>High School</td>
<td>6.3%</td>
<td>40.8%</td>
<td>40.2%</td>
<td>12.8%</td>
</tr>
</tbody>
</table>
Nevers vs. Somes

Families of students who "never" eat breakfast at school vs. those who eat breakfast at school "some days"

- Gap between "never" and "some", "most" or "every day"
- Gap between "Some days" and "Most" or "Every day"

My child doesn't have time to eat at home.
My child likes to eat breakfast at school to spend time with friends.
I don't have time to prepare breakfast in the morning.
School breakfast is convenient.
My child likes the food served at school breakfast.
The school breakfast is healthy.
I know what they serve for breakfast at school.
The school breakfast is fresh.
A good breakfast helps my child focus on their schoolwork.
A good breakfast helps my child's performance in sports.
School breakfast starts too early.
We eat breakfast as a family.
My child would be embarrassed to eat breakfast at school.
My child arrives after breakfast is served at school.
My child chooses to play with friends instead of eating school breakfast.
As a parent, it is my responsibility to give my child breakfast.
Having breakfast at school is too expensive.
School breakfast is for low-income families.
My child likes to eat breakfast at home.
Opportunities for Program Improvement
Parent Perceptions

What do you think would make the School Breakfast Program better?

- Offer more fresh options: 56.8%
- Add more menu variety: 49.2%
- Send home a breakfast menu every month: 47.3%
- Keep breakfast open longer (after first period): 36.8%
- Allow my child to eat breakfast in the classroom: 26.6%
- Provide more information: 15.7%
- Open breakfast earlier: 14.5%
- Other: 14.5%
Staff Perceptions

What Schools Can Do:

1. Teacher and Administration Support
2. Alter or Add Other Service Delivery Methods
3. Improve Communication

“I’d like to have more teachers participate. The more that our students can see adults investing, the more they tend to invest. The more adults that children see participating in anything is beneficial because they see it as legitimate.”
Staff Perceptions

What Maine DOE Can Do:
1. Information Materials and Marketing Campaigns
2. Greater Support and Engagement
3. Timing and Logistics
4. Secure Additional Funding
5. Trainings and Success Stories

“It makes a difference in kids learning. I have been in the same district for 27 years and when our food went to the healthier options, kids’ performance, their attention, their ability to focus, their ability to settle down: it all improved. I see the difference in their readiness to learn.”
Wrap up and Questions
Wrap Up and Questions

School Breakfast Program: Elements of a Good Message

Parental Responsibility
Make SBP participation compatible with the ideal of good parenting.
Invite parents to join students for breakfast!

Food Quality
Parents want to know food served is healthy and fresh.
Provide menus and nutrition education messages!

Cost and Timing
Parents who think SBP is too expensive or don't know when it's served won't participate.
Give time to eat and make it clear!

Importance of a Good Breakfast
Parents already know breakfast is important for their child’s academic and sports performance.
Focus messages elsewhere!

Socialization and Friends
Students who like to eat breakfast at school with friends participate more.
Focus messages on the student!