



2009 School Wellness Through Expanding Breakfast Awards

Award Overview

The Expanding Breakfast Awards will recognize Maine schools participating in the National School Breakfast Program for bringing a healthy breakfast to more children in creative ways. Expanding Breakfast, designed to increase breakfast participation, helps schools implement wellness policies as student wellness can be enhanced by more students eating a nutritious breakfast. The benefits children receive from eating a nutritious breakfast are numerous and well-documented. Eating breakfast yields better student test scores, increases concentration and attendance, decreases disciplinary problems and more. Expanding Breakfast is a proven way to ensure all children are given those opportunities.

Award Amount

Up to \$1,000

Eligibility

The Expanding Breakfast Awards are open to all public schools in Maine that currently offer an alternate breakfast service. Expanding Breakfast includes alternative points of service such as:

- breakfast in the classroom
- grab-n-go breakfast
- breakfast after 1st period

Anyone in the school may apply for an award, including school nutrition managers, school nurses, or school administrators. Each school may apply only once.

Evaluation and Selection Consideration

Applications will be evaluated on:

- 1) thoroughness of application
- 2) campus enrollment, increases in participation, potential use of funds
- 3) clear expression of thoughts and ideas
- 4) impact on students, staff and community

Applications will be evaluated and winners selected by a team of reviewers.

Application Deadline

- Applications will be accepted from March 2, 2009 – May 1, 2009 5pm EST
- Awards will be announced before May 29, 2009

Information about the Expanding Breakfast Program can be found at:

www.drinkmainemilk.org or www.nutritionexplorations.org.

Application Instructions

To apply for the 2009 Expanding Breakfast Awards, each applicant is required to complete the attached 2009 Expanding Breakfast Award Application. Applicants should forward their application by email, fax or mail no later than May 1, 2009, 5pm EST to:

Sarah Platt
Attn: Expanding Breakfast Awards
Maine Dairy & Nutrition Council
333 Cony Rd
Augusta, ME 04330
Sarah@drinkmainemilk.org
FAX 287-7161



MAINE DAIRY & NUTRITION COUNCIL

**2009
School Wellness Through
Expanding Breakfast Awards
Application**

Name of School District:

Name of School:

School Address:

School Phone:

Principal Name:

School Nutrition Director:

Applicant/Contact Person:

Title:

Work phone:

Alternative Phone:

Email:

Fax:

School Enrollment:

Percent free/reduced:

1. Do you offer an Expanding Breakfast program at your school?

YES

NO If no, your school does not qualify for the 2009 School Wellness Through Expanding Breakfast Award program at this time.

Expanding Breakfast does not include universal free breakfast unless it is part of Breakfast In the Classroom, Breakfast After 1st Period or Grab n Go Breakfast.

2. Which Expanding Breakfast option does your school offer?

Breakfast in the Classroom

Breakfast After 1st Period

Grab n Go Breakfast

3. When was this program implemented?

4. What was the average daily participation (ADP) for breakfast before implementing the Expanding Breakfast program. *(Please respond with a whole number of total students participating daily, not a percentage).*

5. What is the average daily participation for breakfast after implementing the Expanding Breakfast program? *(Please respond with a whole number of total students participating daily, not a percentage).*

6. Is the Expanding Breakfast program offered to students as a universal free breakfast program?

YES NO

7. Planning/Implementation

Please describe your Expanding Breakfast Program in detail.

Include:

- **Who is involved**
- **How it got started**
- **How do you promote it to increase participation**
- **How are students, teachers and administration involved**
- **Were there barriers to implementation and how did you overcome them**

8. Results/Impact

Please explain the impact/results this program has had on the:

- **Breakfast program**
- **School environment**
- **Students**
- **Teachers and administration**
- **Parents and Community**

9. How does the Expanding Breakfast program fit into your school's OR district's wellness policy?

10. How are dairy foods currently utilized in your Expanding Breakfast program?

11. If your school receives one of the 2009 School Wellness Through Expanding Breakfast Awards, how would you plan to utilize the money?

12. What words of advice would you share with other schools considering implementing an Expanding Breakfast program?

_____/_____
Applicant Signature/ Date

_____/_____
Principal Signature/Date

The above-signed affirms that he/she has verified the information and has the authority to approve this application.