

**EXPANDING BREAKFAST DELIVERS RESULTS
SEABROOK ELEMENTARY BREAKFAST PARTICIPATION INCREASED 360%!**



DISTRICT:	Seabrook Elementary School, Seabrook School District, Seabrook, N.H.
SCHOOL NUTRITION PROFESSIONAL:	Carmelle Morrison, Food Service Director
FREE/REDUCED RATE:	25%
ENROLLMENT:	523
NUMBER OF SCHOOLS:	1
NUMBER OF EXPANDING BREAKFAST SCHOOLS:	1
IMPLEMENTED EXPANDING BREAKFAST:	2006
ALTERNATE BREAKFAST SERVICE:	Grab 'n' Go Breakfast

★ BACKGROUND

Seabrook School District, Seabrook, N.H. addressed a shortfall in the district's heat and bus fuel budget by combining the middle and elementary school bus schedules. The new later start for the elementary school eliminated the time allocated for the traditional school breakfast that was being offered. Food Service Director Carmelle Morrison's interest in Expanding Breakfast was the result of her commitment to provide healthy, nutritious breakfasts to as many students as possible. Morrison contacted the New Hampshire Department of Education (DOE) for guidance on saving the program. DOE referred Morrison to New England Dairy & Food Council (NEDFC) for assistance in starting an Expanding Breakfast program. NEDFC presented the various serving methods to Morrison who determined that a Grab 'n' Go Breakfast in a bag, to be eaten in the classroom, would be the best choice for Seabrook.

★ IMPLEMENTATION

Buses drop off students and they go to the cafeteria and pick up breakfast in a bag, for quick and easy breakfast service. Then they head off to the classroom to eat. Teachers welcome the students, and set the rules and structure for eating at their desks. Once students were familiar with the process, the program operated smoothly. Morrison has been able to hold the price of breakfast at 75¢ assuring everyone from free to paying students can eat breakfast daily.

The Grab 'n' Go Breakfast program promotion was included with the menu and featured in local newspapers. Expanding Breakfast Award prize money was used to promote the program by offering a free breakfast to every student at the elementary school.

★ IMPACT

Breakfast participation increased from 50 breakfasts per day for the traditional cafeteria meal to 230 a day for Expanding Breakfast — an increase of 360% and an impressive ADP of 44% for breakfast.