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FRAC has developed this template breakfast after the bell implementation guide to help you develop a rich, state-specific resource that will enable you to inform and engage all impacted stakeholders about best practices to ensure successful expansion of school breakfast in your state through effective communication strategies and helpful resources.

I. Introduction

[Insert language about your organization, importance of school breakfast, impact of school breakfast, etc.]

II. Policy Language and Guidance From State Agency

[Insert final language and guidance.]

III. Making Breakfast Part of the School Day: What's the Right Breakfast After the Bell Model for my School?

[Insert information about the different types of Breakfast After the Bell models: how each model works; tips and tricks for each to help schools decide what models to adopt.]

Resources:

- [*FRAC Facts: How it Works: Making Breakfast Part of the School Day*](#)

IV. Benefits and Opportunities to Offer Breakfast Free to all Students

[If your state requires eligible schools to serve free breakfast, include the following language:]

As part of the legislation, required schools must offer breakfast free of charge to all students. This threshold ensures that the School Breakfast Program reimbursement covers all the costs for schools and districts. Schools can offer [free breakfast](#) to all students through community eligibility, Provision 2, or non-pricing.

Resources:

- [FRAC Facts: Offering Free Breakfast to All Students](#)
- [FRAC Facts: Community Eligibility Provision](#)
- [FRAC Facts: How it Works: Provision 2](#)

or

[If your state does not require eligible schools to serve free breakfast, include the following language:]

To maximize participation in your breakfast program, consider [offering breakfast free](#) to all students. Combined, these two approaches — making breakfast part of the school day and offering breakfast for free to all students — allow schools to overcome the two largest barriers to school breakfast participation. School breakfast is often viewed as a program for poor kids, causing many low-income children to opt out of the program, even when offered after the bell. Offering school breakfast for free to all students eliminates the stigma frequently associated with participation. It also allows children whose families are struggling, but not eligible for free school meals, to participate, particularly those who are eligible for reduced-price school meals and those whose household income is near the cutoff line for free and reduced-price school meals. Offering school breakfast for free to all students makes program operations easier and eliminates concerns about unpaid school meal debt.

Resources:

- [FRAC Facts: Offering Free Breakfast to all Students](#)
- [FRAC Facts: Community Eligibility Provision](#)
- [FRAC Facts: How it Works: Provision 2](#)

V. Resources for Child Nutrition Leaders

- [School Nutrition Foundation videos to help operators](#)
 - calculate the financial viability;
 - get stakeholder buy-in;
 - determine which delivery model is best for your school building; and
 - determine equipment needs to start breakfast in the classroom.
- [Sample menus from Alliance for a Healthier Generation](#)
- [FRAC's Breakfast Matters webinar — Improving Nutrition Quality and Increasing Participation in Your Breakfast Program](#)

VI. Resources for Education Partners

Making the Case

- [FRAC's *Breakfast for Health* brief](#)
- [FRAC's *Breakfast for Learning* brief](#)
- [FRAC's *The Connections Between Food Insecurity, the Federal Nutrition Programs, and Student Behavior*](#)
- [National Association of Elementary School Principals \(NAESP\) and FRAC's *Start the School Day Ready to Learn with Breakfast in the Classroom — Principals Share What Works*](#)
- [National Association of Secondary School Principals \(NASSP\) and FRAC's *School Breakfast After the Bell: Equipping Students for Academic Success — Secondary School Principals Share What Works*](#)
- [School Social Work Association of America \(SSWAA\) and FRAC's *Increasing Breakfast Participation to Improve Student Outcomes*](#) (fact sheet for school social workers)
- [National Association of School Nurses \(NASN\) and FRAC's *Increasing Breakfast Participation to Improve Student Health*](#) (fact sheet for school nurses)

Implementation Toolkits for Educators

- [The NEA Foundation's *School Breakfast Toolkit*](#)
 - Contact Annelise Cohon, acohon@nea.org, if you would like hard copies of this toolkit sent to you.
- [AFT and FRAC's *Breakfast Blueprint*](#)
- [NASSP and FRAC's *Secondary School Principals' Breakfast After the Bell Toolkit*](#)
- [Partners for Breakfast in the Classroom's *Breakfast in the Classroom — District Tools*](#) (success stories, menu and satisfaction, and focus group tools)
- [The NEA Foundation's *Breakfast in the Classroom Reading List*](#)

VII. Marketing Resources to Promote School Breakfast

[Include turnkey marketing resources for partners to promote breakfast. Here are some resources and samples to help you figure out what you would like to include.]

FRAC Resources:

- [Sample Letter to Parents](#)
- [Sample Press Release](#)
- [Sample School Public Announcements](#)
- [Automated Phone Call Script](#)

CONTINUED

Sample Posters:

- [Did you know? You can eat your breakfast in the classroom](#) (pdf)
- [Have you had your morning nutrition break yet?](#) (pdf)
- [Did you know? You can grab breakfast on the go](#) (pdf)
- [Video contest poster template](#) (MSWord)

[USDA's Marketing Resources for the School Breakfast Program](#)

National School Breakfast Week Resources (every March)

[Click here](#) for School Nutrition Association's marketing toolkit to help you promote breakfast during NSBW and all year long.

VIII. School Breakfast Grant Opportunities

[Include list of grant opportunities available to schools from various partners to help implement breakfast after the bell programs]

IX. Additional School Breakfast Resources

- [FRAC's school breakfast webpage](#)
- [FRAC's Breakfast Matters webinar series recordings](#)
- [Partners for Breakfast in the Classroom website](#)
- [School Nutrition Foundation's Beyond Breakfast blog](#)

Questions? FRAC's child nutrition team can help with the development of your state's guide and provide technical assistance throughout the implementation process.