



Congratulations on passing legislation in your state to increase participation in the School Breakfast Program. Now is the time to ensure the successful implementation of your state's new policy in partnership with stakeholders at all levels, including the state child nutrition agency, district leadership and staff, education groups, anti-hunger and nutrition organizations, and industry. This guide is designed to help you through the process by providing a checklist of actions and best practices from other states.

I. Request updated data from the state agency on schools that will be impacted by the policy.

- Additional data points that might be helpful are as follows:
 - current school breakfast participation data;
 - free and reduced-price rate of each school;
 - schools that currently serve breakfast after the bell (if your state does not collect this data, now is the time to ask if they would begin collecting the data);
 - schools that have adopted community eligibility or Provision 2; and
 - contact information for impacted school districts.

II. Set up meetings with the state child nutrition agency to discuss next steps and partnerships.

- Discuss the state child nutrition agency's plans to roll out the policy, develop policy guidance or regulations, and provide guidance to schools on implementation.
- Discuss how your organization can help and the best ways to coordinate efforts.

III. Host a coalition meeting to discuss next steps as a group.

- Expand your tent, e.g., invite new partners who may not have engaged on the legislation but will be key to successful implementation.
- Review the timeline for implementation at the state level.

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- Discuss what each group needs to ensure their members are set up for success:
 - communications to members (newsletters, mailings, conferences, etc.);
 - implementation guide;
 - trainings, i.e., what type of training would be most helpful for each member? (e.g., in-person trainings in school districts or at state conferences, technical assistance calls, webinars, etc.)
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IV. Develop an implementation guide with input from all stakeholders to help school districts successfully plan and implement programs.

See [FRAC's template breakfast after the bell implementation guide](#), as well as existing toolkits that can be shared with school districts.

V. Create an Outreach Strategy.

- Ask your superintendent of education to send out a letter to school districts announcing the policy, the implementation process, timeline, and resources available. [Click here for a sample.](#)
 - Create and release a school breakfast report, using FRAC's [School Breakfast Calculator](#), that highlights high-performing schools in the state; school level participation data on schools covered under the policy; and best practices for successful implementation.
 - Work with a coalition to conduct targeted outreach and provide technical assistance to impacted schools.
 - Ask the state agency to host workshops and trainings at events or webinars over the course of the next few years (adjust topics based on feedback from stakeholders).
 - Ask partners to include workshops and trainings at their state events throughout the year. Offer your expertise to lead or coordinate workshops and speakers..
 - Start a listserv for all interested stakeholders about the implementation at the beginning of the process. Once ready, you can start a regular newsletter to share updates and resources.
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VI. Share Best Practices and Facilitate Training for Stakeholders.

- Share implementation guide with all impacted districts.
- Create a list of schools currently operating successful programs to be able to tap champions to host site visits, and to speak on webinars and calls and at various events.
- Host regional roundtables across the state that link school leaders who have successfully implemented programs with those affected by the new policy. Potential stakeholders include superintendents, school principals, food service directors, teachers, and other district staff. If in-person roundtables are not an option, think about hosting regular technical assistance calls or webinars.
- Host webinars to share information about the policy, timeline for implementation, available resources, and best practices. These can be broad or targeted. Work with partners to see if a webinar specific to their membership needs would be helpful.

VII. Engage State-Elected Officials.

- Communicate with elected officials about the new policy, timeline, and who is eligible in their district.
- Host a briefing about the legislation — highlight best practices and resources available to help schools in their district.
- Make sure to invite legislators to events celebrating breakfast throughout the school year.
- See FRAC's [School Meals Legislation and Funding by State](#) chart to see other states that have passed similar legislation. This guide incorporates successful strategies from many of these states. If you would like to connect directly, please let FRAC know.

There is not a one-size-fits-all implementation plan. We at FRAC look forward to working with you to find the right combination for your state to increase participation. Please [contact us](#) to set up a strategy call or request additional resources. If you have found other strategies successful, let us know for sharing purposes with other advocates.