

# NO KID HUNGRY MISSOURI BREAKFAST CHALLENGE

In April 2016, Missouri Governor Jay Nixon announced the launch of No Kid Hungry Missouri to immediately tackle these hunger issues, he stated, *“Child hunger is a serious problem – but it’s a solvable one. The No Kid Hungry Missouri campaign will work to break down the barriers that stand between kids and the nutrition they need to grow up healthy and strong.”*



## THE BREAKFAST CHALLENGE

Breakfast after the bell makes sense! It leads to better health and educational outcomes for kids and healthier budgets for schools. We are challenging all Missouri schools to make the switch to a breakfast after the bell model and we are offering funding of up to **\$3,000 per school** to help offset the costs. Thanks to our partnership with Share Our Strength and the Midwest Dairy Council, those schools who see the greatest increases in breakfast participation over this school year will be eligible for additional **incentives of up to \$1,000!**

Funding is limited and applications are due no later than September 30, 2016. [Submit your application](#) today!

## BREAKFAST AFTER THE BELL MODELS

### BREAKFAST IN THE CLASSROOM

Students eat breakfast in their classroom after the official start of the school day. Students or staff may deliver breakfasts to classrooms from the cafeteria via coolers or insulated rolling bags, or school nutrition staff can serve breakfast from mobile carts in the hallways. Breakfast in the Classroom takes 15 minutes on average.

Schools reach  
**88%**  
breakfast participation on average with this model\*

### GRAB AND GO BREAKFAST

Students pick up conveniently packaged breakfasts from mobile service carts in high traffic areas, such as hallways, entryways or cafeterias. Students can eat in the classroom or elsewhere on school grounds before and after the bell has rung. Grab and go is most effective when carts are stationed in locations convenient to students (e.g. near school entrances) and when students are able to eat the food they pick up from the carts in the classroom.

Schools reach  
**63%**  
breakfast participation on average with this model

### SECOND CHANCE BREAKFAST

Students eat breakfast during a break in the morning, often after first period or midway between breakfast and lunch. Schools can serve breakfast in the same manner as they would with traditional Grab and Go breakfast. This model can be particularly effective for older students who may not be hungry first thing in the morning or may opt to hang out with friends.

Schools reach  
**70%**  
breakfast participation on average with this model

## WE'RE HERE TO HELP!

No Kid Hungry works with school administrators and staff to identify and customize solutions for each school. If you have questions, you can contact us directly at [NoKidHungryMO@dss.mo.gov](mailto:NoKidHungryMO@dss.mo.gov).

You are not alone! There are GREAT resources available to you at [BestPractices.NoKidHungry.org](http://BestPractices.NoKidHungry.org).

[www.dss.mo.gov/NoKidHungryMO](http://www.dss.mo.gov/NoKidHungryMO)



MISSOURI

\* Participation estimates based on analysis by Share Our Strength of free and reduced-price participation rates in the school breakfast program in over 850 schools of varying delivery model types in Arkansas, Maryland and North Carolina.