Michigan Team Nutrition Boost Breakfast Initiative Increases Breakfast Participation

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Campaign Elements Conducted Between October 2013 and September 2015:
1: Superintendent’s Challenge - 60% of students participating in school lunch participate in breakfast.
2: Convened Statewide Partners: 39 participants representing 19 organizations.
3: Developed website, resources, and online training.
4: Conducted statewide trainings reaching over 1300 food service professionals and school administrators.
5: Engaged students through a statewide Junior Chef Breakfast Competition.
6: Created 20 success videos and distributed through social media channels.

Resources:
• SNAM Conference – 329
• SNAM Area Training – 356
• Regional Trainings – 295
• HUSSC 101 - 425

Results:
The percent of breakfasts served for every lunch served: 43% 2013
48.5% 2015

• 1,076 schools increasing breakfast participation to 60%.
• 406 schools doubled their breakfast participation numbers.
• Translates to an additional 3 million school breakfasts being served.

Conclusions:
• Increasing statewide breakfast participation is challenging. A multi-pronged, collaborative, school by school effort is required to increase participation. Other states should consider modifying Michigan Team Nutrition boost breakfast intervention materials found at http://boostbreakfast.com/ in order to promote breakfast participation.

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