

# INNOVATIVE BREAKFAST DELIVERY OPTIONS



Despite the benefits of school breakfast, it's often underutilized. There are several barriers that may prevent students from eating school breakfast when it's served in the cafeteria before the official start of the school day, such as:

- Students arriving late to school due to bus or carpool schedules;
- Stigma that school breakfast is for low-income students;
- Middle or high school students may not be hungry first thing in the morning;
- Cafeteria location is not convenient for students; and
- Students prefer to socialize rather than eat alone in the morning.

Breakfast After the Bell (BAB), where breakfast is served after the official start of the school day, addresses those barriers and is one of the most effective ways to significantly boost school breakfast participation. BAB shifts the time breakfast is served so that it's a part of the school day and moves breakfast from the cafeteria to where students are, like classrooms and common areas. The three most effective BAB models are listed below.



## THREE INNOVATIVE MODELS\*

These BAB models have proven to be the most effective at meeting the needs of students, and therefore result in higher breakfast participation rates.



### BREAKFAST IN THE CLASSROOM

Breakfast is served in the classroom and eaten in the classroom. The process usually takes 10-15 minutes.

**88%**  
PARTICIPATION

### GRAB AND GO

Breakfast is served from one or more central locations and consumed in the classroom or a common area.

**59%**  
PARTICIPATION

### SECOND CHANCE BREAKFAST

Breakfast is served between 1st and 2nd periods, usually via Grab and Go to the classroom or common area, or by reopening the cafeteria and allowing students time to eat before they return to class.

**58%**  
PARTICIPATION

\* This analysis includes 2,201 schools from 14 states: CA, FL, IL, MA, MD, MI, MT, NC, NE, NV, PA, TX, VA, and WA. The percentages indicate the average breakfast participation among free and reduced lunch eaters.