

# CHANGES MAKE SCHOOL BREAKFAST MORE POPULAR

*Taking the kids out of the cafeteria makes a big difference for one school*



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<b>SUGGESTED TEASE</b>	STILL TO COME, HOW ONE ELEMENTARY SCHOOL MADE A SIMPLE CHANGE THAT CREATED A HUGE DIFFERENCE, COMING UP NEXT.
<b>ANCHOR LEAD</b>	THIS IS NATIONAL SCHOOL BREAKFAST WEEK. IN MANY SCHOOLS ACROSS THE REGION HUGE STRIDES ARE BEING MADE IN THE NUMBER OF STUDENTS NOW EATING SCHOOL BREAKFAST. CLARK POWELL REPORTS ON WHY TAKING BREAKFAST OUT OF THE CAFETERIA IS GETTING HIGH MARKS FROM KIDS.
	(Nats - Kids in the class..) :02
<b>CG: Courtesy: American Dairy Assoc.</b>  Shots of kids eating breakfast in class  GRAPHIC: Students who eat school breakfast score 17.5% higher on standardized math tests. Shots of kids eating breakfast	IN MRS. MARCUM'S THIRD GRADE CLASSROOM, BREAKFAST IS IN SESSION. IT'S AN IMPORTANT PART OF HER CURRICULUM.  STUDIES SHOW STUDENTS WHO EAT BREAKFAST SCORE SEVENTEEN-POINT-FIVE PERCENT HIGHER ON STANDARDIZED MATH TESTS. AND NOT ONLY DO THEY PERFORM BETTER...THEY'RE READY TO LEARN. <sup>1</sup> :15
<b>CG: Kathryn Marcum</b> <b>3rd grade teacher</b> :15 - :24	"Oh, I definitely notice a difference in their behavior, because they're much calmer in the mornings and they can kind of socialize while they're eating breakfast and then we can get started right away on their work." :09
Shots of kids getting breakfast in the hallway. Shots of kids eating in classroom.	BUT IT WASN'T ALWAYS THAT WAY. THIS COLUMBUS ELEMENTARY SCHOOL MOVED BREAKFAST FROM THE CAFETERIA TO THE CLASSROOM. AND THEY SAW A DRAMATIC CHANGE. :08
<b>CG: Tom Revou (pronounced Re-Voe)</b> <b>Principal - Watkins Elementary School</b> :32 - :41	"The results we've seen from moving the breakfast from the cafeteria into the classroom are huge. We've seen tremendous results in breakfasts being served and eaten. We've doubled our number." :09

<p>Shots of kids getting breakfast in the hallway</p> <p>Graphic: (Ohio and West Virginia)</p> <p>Shots of website ohioschoolbreakfastchallenge.com</p>	<p>CHANGES LIKE THIS ARE BOOSTING THE NUMBER OF KIDS EATING SCHOOL BREAKFAST EVERYWHERE.</p> <p>IN THIS REGION, MANY WEST VIRGINIA SCHOOLS SERVE BREAKFAST OUTSIDE THE CAFETERIA AND AS A RESULT, THE STATE HAD THE LARGEST INCREASE IN THE NATION IN THE NUMBER OF KIDS EATING SCHOOL BREAKFAST.</p> <p>OHIO IS DOING WELL TOO, RANKING 8<sup>TH</sup> IN THE NUMBER OF STUDENTS EATING SCHOOL BREAKFAST. BUT THERE IS ROOM FOR IMPROVEMENT. THAT'S WHY THE OHIO SCHOOL BREAKFAST CHALLENGE ENCOURAGES SCHOOLS TO SERVE BREAKFAST IN OTHER PLACES, LIKE THE CLASSROOM, TO REACH MORE STUDENTS. :28</p>
<p><b>CG: Joe Brown</b> Director of Food Services, Columbus City Schools 1:09 - 1:17</p>	<p>"If they're hungry they're not thinking about what's going on in the classroom, what their teacher is telling them. By having a full belly and by getting that breakfast in them they're ready to learn for that day." :08</p>
<p>Shots of kids eating breakfast in classroom</p>	<p>BY ALLOWING STUDENTS TO EAT IN THE CLASSROOM...IT WILL INCREASE THEIR APPETITE FOR LEARNING. IN COLUMBUS, THIS IS CLARK POWELL REPORTING. :07</p>
<p><b>ANCHOR TAG</b></p> <p><b>CG:</b> DRINK-MILK.COM</p> <p><b>OHIO ANCHOR TAG</b> <b>CG:</b> OHIOSCHOOLBREAKFASTCHALLENGE.COM</p>	<p>NATIONWIDE OVER 13 MILLION CHILDREN EAT IN SCHOOL BREAKFAST. THATS UP ABOUT HALF A MILLION STUDENTS SINCE LAST YEAR. FOR MORE INFORMATION ABOUT SCHOOL BREAKFAST OR INFO ABOUT CHILD NUTRITION, VISIT DRINK-DASH-MILK-DOT-COM</p> <p>FOR OHIO SCHOOLS: NATIONWIDE OVER 13 MILLION CHILDREN PARTICIPATE IN SCHOOL BREAKFAST PROGRAMS. THATS UP ABOUT HALF A MILLION STUDENTS SINCE LAST YEAR. FOR MORE INFORMATION ABOUT THE SCHOOL BREAKFAST CHALLENGE, VISIT OHIO SCHOOL BREAKFAST CHALLENGE DOT COM</p>
<p> <b>Share it! Suggested tweet:</b></p>	<p>How one simple change made breakfast more popular at one school <a href="https://twitter.com/ADAMideast">@ADAMideast</a> <a href="https://bit.ly/1Ex981U">bit.ly/1Ex981U</a></p>
<p> <b>Suggested post:</b></p>	<p>How do you increase learning, decrease behavioral problems and double the number of kids who eat school breakfast? Find out what one elementary school did. It's so simple it will surprise you. <a href="https://bit.ly/1Ex981U">bit.ly/1Ex981U</a></p>
<p><b>References -</b></p>	<p><sup>1</sup>FRAC, <i>Breakfast for Learning</i>, Online: <a href="http://frac.org/wp-content/uploads/2009/09/breakfastforlearning.pdf">http://frac.org/wp-content/uploads/2009/09/breakfastforlearning.pdf</a></p> <p><sup>2</sup><i>School Breakfast Scorecard: 2013-2014 School Year</i>, Online: <a href="http://frac.org/pdf/School_Breakfast_Scorecard_SY_2013_2014.pdf">http://frac.org/pdf/School_Breakfast_Scorecard_SY_2013_2014.pdf</a></p>

	<b>Extra Bites</b>
<b>CG: Tom Revou (pronounced Re-Voe)</b> Principal - Watkins Elementary School	<p><i>Revou talks about the new breakfast system</i>  “Students simply come into the building now and off the bus from cars or walking and they simply come in walk to the carts pick up a breakfast, milk, juice, nutritional breakfast and walk to their classrooms and they can start eating there. More of a community, family type atmosphere.” :17</p> <p><i>Revou talks about teacher reaction</i>  “Teachers love the breakfast in the classroom program, because the students are coming into the classroom they’re eating their breakfast there in a family type atmosphere and they’re able to get started with instruction much earlier in the day, and that was one of our goals.” :13</p>
<b>CG: Joe Brown</b> Director of Food Services, Columbus City Schools	<p><i>Joe talks about breakfast in his district</i>  “Here, in the district we have universal breakfast, so there’s no charge for any student, and by having it in the classroom they can grab it on their way, they take it to class, they eat there and they’re ready to go whenever the school day starts.” :11</p> <p><i>Joe talks about kids in class who don’t eat breakfast -</i>  “Now over 90% of our students eat breakfast here, where back then it was more around 50 to 60 percent of our students had breakfast, so now they’re more prepared for their school day.” :10</p>
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