



New grants to help schools boost breakfast program participation

March 4, 2009 – Increasing the number of children eating breakfast at school to start their day right is the goal of a new grant program. Action for Healthy Kids, with generous support from Kellogg's Corporate Citizenship Fund, is offering grants to schools that currently participate in the School Breakfast Program with greater than 50 percent eligibility for free and reduced-price meals. The goal is to increase their average daily student participation by 25 percent.

School buildings in every state meeting minimum grant requirements are eligible; however, priority will be given to schools in states with the lowest average daily student participation in school breakfast as a percentage of school lunch participation. According to the Food Research and Action Center (FRAC) 2007-2008 School Breakfast Scorecard, these states are South Dakota, Minnesota, Ohio, Massachusetts, Illinois, Alaska, Nebraska, New Jersey, Wisconsin and Connecticut.

School breakfast plays a critical role in addressing the epidemic of overweight and undernourished children. Research shows both educational and nutritional benefits to children who have school breakfast.

"We believe that schools are an incredible equalizer in ensuring that all kids have daily access to healthy foods," said Rob Bisceglie, executive director of Action for Healthy Kids. "These grants will help schools expand participation through creative programs and marketing practices so students are fit, healthy and ready to learn."

The grants are intended to fund implementation of alternative breakfast programs, innovative marketing and promotions, and/or enhancement of the school breakfast experience through educational enrichment activities. Awards will range between \$500 and \$2,000.

According to FRAC, 8.5 million low-income children participated in the national School Breakfast Program last school year. While that's an increase of four percent over the previous school year, the program still misses more than half of America's eligible low-income children. And, with the worst economy in decades, it's likely that substantial numbers of new children will become eligible for the school breakfast program as families lose jobs or have their incomes cut.

To view the School Breakfast RFP go to our [website](#).

More information can be found at www.actionforhealthykids.org or by contacting Sarah Titzer, director of team programs at (317) 884-0321 or Sarah@ActionForHealthyKids.org