



The Wisconsin Department of Public Instruction-School Nutrition Team, the University of Wisconsin-Extension, Cooperative Extension, and the Wisconsin Milk Marketing Board partnered together to create a video to help spread the word to parents and families throughout Wisconsin on the benefits of breakfast as well as the various ways in which the School Breakfast Program can deliver those benefits!

Access the video by visiting [http://fns.dpi.wi.gov/fns\\_market3#parentvideo](http://fns.dpi.wi.gov/fns_market3#parentvideo).

If you have questions about the School Breakfast Program, contact the Food Service Director at your school!

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## Wisconsin School Breakfast Program

Helping Parents  
Understand the Benefits  
of School Breakfast



# Benefits of School Breakfast



## Benefits of Breakfast for Learning<sup>1,2</sup>

Eating breakfast gives your child the fuel he or she needs to start the day. It has been shown that students who eat breakfast regularly are more likely to have:

- Better behavior in school.
- Improved concentration, alertness, and attentiveness in class.
- Improved abilities to perform problem-solving tasks and better performance on standardized tests.
- Fewer absences and late arrivals.
- Improved math, reading and memory scores.

## Benefits of Breakfast for Health

Eating breakfast improves the variety and intake of important nutrients for the growth and development of your child. Research has shown that students who eat breakfast regularly:

- Have less probability of overweight and obesity than children who don't eat breakfast.
- Are more likely to have adequate amounts of vitamin A, vitamin D, iron, fiber, and calcium.
- Have lower intakes of fat, cholesterol, and sodium.

1 "Benefits of Breakfast." Energize Your Day with School Breakfast Toolkit. United States Department of Agriculture, 24 Jan. 2014. Web. 18 July 2014. <[http://www.fns.usda.gov/sites/default/files/toolkit\\_benefitsflyer.pdf](http://www.fns.usda.gov/sites/default/files/toolkit_benefitsflyer.pdf)>.

2 "Breakfast for Learning." Food, Research, and Action Center, Spring 2014. Web. 25 July 2014. <<http://frac.org/wp-content/uploads/2009/09/breakfastforlearning.pdf>>.

## The Breakfast Meal Pattern

School breakfasts now include more fruits/vegetables, and whole grain-rich foods, only fat-free or low-fat milk, "right-size" meals with portions designed for a child's age, zero trans fat, and less saturated fat and sodium.

These changes are a result of the new school meal standards established by the Healthy, Hunger-Free Kids Act of 2010—the first major changes to school meals in more than a decade. The changes are based on the latest nutrition science and the 2010 Dietary Guidelines for Americans.

- Breakfast is made up of 3 components offered daily: milk, grain, and fruit/vegetable.
  - Protein-rich foods may also be offered.
- All grains served as part of the meal are whole grain-rich.
- At least two varieties of milk are offered to students.
- All students must take at least ½ cup of fruit or vegetable as part of their breakfast.

