

GETTING STARTED



Congratulations on making the decision to start a school breakfast club! This decision may have been prompted by a number of different reasons including to:

- Promote healthy eating habits for students;
- Strengthen school community;
- Support comprehensive school health;
- Meet a need within the school community to provide students with access to a nutritious meal in the morning.

Whatever the reason, it is important to first assess the interest and need within the school community in order to ensure that the breakfast club will be able to meet the need effectively.

WILL THE CLUB BE SUPPORTED BY SCHOOL STAFF, PARENTS, AND THE COMMUNITY?

WHAT IS THE BEST TIME AND PLACE TO OFFER THE PROGRAM SO THAT THE MOST STUDENTS WILL BENEFIT?

HOW MANY STUDENTS WILL PARTICIPATE?

Start by determining key people at the school whose support will be necessary for the breakfast club's success and arrange to meet with them. A good place to start is by meeting with the school principal. The principal will also be able to provide guidance and support on important school and school board policies. Once administrative support has been attained, reach out to other key people including: school staff, parents/guardians, student leaders, the school council and other school committees. This can be done by:

- Conducting a survey to gain insight, ideas and feedback;
- Getting the topic on the agenda at the next staff and parent council meeting;
- Posting information in the staff room or in a newsletter;
- Being available to talk to interested individuals during teaching breaks before and after school.

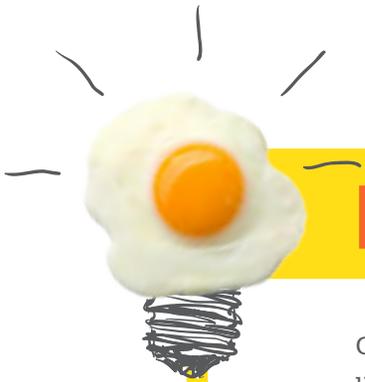
Next, it's important to connect with the students themselves. Breakfast Club of Canada recommends that schools conduct a short survey to assess how many children and youth may attend each morning. This also helps students feel a sense of pride and ownership to the breakfast club right from the start.

See the "Additional Resources" section for a sample staff and student survey



Once adequate support from all the key people has been attained, develop a strategy for communicating news and information about the breakfast club to the rest of the school community and to continue building support for the program throughout the year. This can be accomplished by:

- Discussing the breakfast club during morning announcements and at school assemblies;
- Posting information on a bulletin board near the school entrance;
- Including program highlights, testimonials, and menus regularly in school newsletters;
- Setting up an information booth or a breakfast club tour featuring examples of a typical school breakfast at parent-teacher night;
- Hosting a community breakfast.



BRIGHT IDEAS

Collecting baseline data before starting a breakfast club helps everyone to understand the needs of the program and guides program evaluation, which can be recorded throughout the year. This can be done by:

- Observing and recording student behaviour;
- Gathering feedback from teachers and the school principal;
- Engaging with the students to understand their breakfast habits;
- Collecting attendance rates and late arrivals.