

DATE: June 15, 2011

MEMO CODE: SP 40 - 2011

SUBJECT: Child Nutrition Reauthorization 2010: Outreach to Households on the Availability of the School Breakfast Program

TO: Child Nutrition Programs

The Healthy, Hunger-Free Kids Act of 2010 (the Act), Public Law 111-296, establishes requirements for conducting outreach in the Summer Food Service Program (SFSP) and the School Breakfast Program (SBP). The purpose of this memorandum is to provide guidance on the implementation of the provision requiring schools to conduct outreach on the availability of the SBP. Outreach efforts for the SFSP were addressed through a memorandum issued January 25, 2011, *Child Nutrition Reauthorization 2010: Outreach to Households on the Availability of Summer Food Service Program Meals (SFSP 04-2011, SP 15-2011)*.

Research has shown that starting the day with a nutritious breakfast helps students stay alert and perform better in school. In an effort to help more children benefit from the nutritious meals served in the SBP, Section 112 of the Act amends section 13(a) of the Richard B. Russell National School Lunch Act (42U.S.C. 1761(a)) to require each State Agency that administers the National School Lunch Program, to the maximum extent practicable, to ensure that participating School Food Authorities (SFAs) inform eligible families of the availability of reimbursable breakfasts served under the SBP.

Schools participating in the SBP must inform families of the availability of breakfasts. A notification of the availability of breakfast must be relayed just prior to or at the beginning of the school year in the informational packets that are sent to each household with free and reduced price meal applications for the new school year. In addition, schools should send reminders regarding the availability of the SBP multiple times throughout the school year. Schools can provide reminders to children through their public address systems in schools or through means normally used to communicate with the households of enrolled children. Other acceptable outreach activities may include developing or disseminating printed or electronic material to families and school children. For example, information about the SBP should be posted on the school's website.

We encourage SFAs to use the information in *Expanding Your School Breakfast Program*, the SBP Toolkit found at <http://www.fns.usda.gov/cnd/Breakfast/expansion/default.htm>, as a resource for outreach and expansion activities. Many helpful SBP expansion resources and materials are available through Team Nutrition, State agencies and other local, State and national organizations. Additional activities to promote the availability of SBP meals may be approved by the State agency.