



In April of 2010, California Food Policy Advocates (CFPA) launched the revamped BreakfastFirst Campaign as a three-year, statewide initiative to improve access, participation, and nutritional quality with respect to the federal School Breakfast Program (SBP). The Campaign worked to:

- Collaborate with a host of sponsors and partners to advocate more effective service models like Classroom Breakfast;
- Provide direct technical assistance to California school districts with the highest number of low-income students not participating in SBP; and
- Create, compile, and disseminate resources for all school districts striving to strengthen their school breakfast programs.

Over the past three years, the Campaign has helped ensure that all students in California start the day well-nourished and ready to learn. Highlights of the Campaign's achievements are included below.

- Successfully advocated the release of a letter from the State Superintendent of Public Instruction and State Controller clarifying that the time spent serving or eating Classroom Breakfast can count toward instructional minutes.
- Collaborated with a coalition of partners to launch a robust Classroom Breakfast program in Los Angeles Unified School District, the second largest school district in the nation.
- Provided support and technical assistance to school districts across the state facilitating the implementation of innovative school breakfast models, including, among others:
 - Compton Unified School District (Classroom Breakfast)
 - Pajaro Valley Unified School District (Classroom Breakfast)
 - Ceres Unified School District (Grab n' Go)
 - Oakland Unified School District (Grab n' Go)
- Provided state and local stakeholders with data describing district-specific school breakfast participation rates and the fiscal impact of those rates.
- Reached thousands of school stakeholders through conferences, workshops, webinars, and publications -- executed with the help of our statewide sponsors and partners -- to demonstrate the need for better school breakfast programs, articulate the benefits of innovative service models, and support the implementation of those models.



We are grateful for the valuable support of the BreakfastFirst Campaign sponsors:

- State Superintendent of Public Instruction Tom Torlakson, Honorary Chair
- Former State Superintendent of Public Instruction Jack O'Connell, Former Honorary Chair
- California Department of Education
- Association of California School Administrators
- California School Boards Association
- California School Nurses Organization
- California School Nutrition Association
- California State PTA
- California Teachers Association
- United States Department of Agriculture, Western Region

We also acknowledge the valuable support of our BreakfastFirst Campaign partners:

- California Action for Healthy Kids
- California Project LEAN
- Southern California Public Health Association

All students deserve the nourishment they need to learn, grown, and achieve at their full potential. Effective breakfast programs support successful students and successful schools.

We remain committed to strengthening the School Breakfast Program throughout California. In that vein, CFPA is bringing the three-year BreakfastFirst Campaign to a close and expanding the umbrella of BreakfastFirst to include all of our work on school breakfast. As we move beyond the time-limited campaign, BreakfastFirst will employ a strategic array of tactics – from data analysis to policy advocacy -- to address issues of access, participation, and nutritional quality within the School Breakfast Program.

We hope you will join us in these efforts.

If you want to strengthen the School Breakfast Program in your community, please contact breakfast@cfpa.net.

To learn more about CFPA's school breakfast work, please visit www.BreakfastFirst.org.