

Statement of Need

The state of North Dakota has experienced slow, but steady growth in the number of schools that participate in the School Breakfast Program. North Dakota has no state mandate for schools to offer the School Breakfast Program in areas of economic need. The state does not provide any extra financial assistance (reimbursement) for the School Breakfast Program.

North Dakota students and families experience the same pressures on school, work and family schedules as people across the country. In North Dakota, this is compounded by the extreme rural nature of the state. In many areas, students are faced with long bus rides – often up to 1 ½ hours in length. In the rural economy, many parents are forced to find employment to supplement farm/ranch income, creating stress on schedules and lifestyles. The dramatic rural to urban shift in population creates other pressure; such as crowded schools and busy school schedules. Unlike many states, low-income students in North Dakota are scattered across the general population. There are no dramatic “pockets of poverty”. North Dakotan people are a proud group; often unwilling to apply for free and reduced price meal benefits.

The 2002 School Breakfast Scorecard released by the Food Research and Action Center (FRAC) ranked North Dakota 44th in the nation in the area of access to the School Breakfast Program by low-income students. Only 34% of students in low-income areas have access to the School Breakfast Program.

There are other factors that may influence a school’s position on offering the School Breakfast Program. These include: 1) unwillingness to change/alter school and bus schedules to accommodate the program, 2) fear that the School Breakfast Program will have a negative financial impact on the school food service program, 3) belief that providing breakfast is a parental responsibility, 4) lack of awareness about the connection between nutrition and learning.

The following goal and objectives are offered for the School Breakfast Program project:

GOAL

Students, parents, community members and educators will understand the contribution that school breakfast makes to health and learning.

OBJECTIVE 1

To increase the number of targeted and special targeted schools participating in the School Breakfast Program.

OBJECTIVE 2

To increase the number of students that eat breakfast at schools that currently participate in the School Breakfast Program.

DEFINITIONS:

Targeted School	Schools with over 35% free/reduced price eligible, NOT participating in the SCHOOL BREAKFAST PROGRAM.
Special Target School	Schools in Southwestern North Dakota counties, Emmons County, and urban schools in the Fargo Public and Mandan Public School Districts.
Primary Partner	Provide project information Call to action to provide a specific service or activity
Secondary Partner	Provide project information Request general support

ACTIVITIES:

- Develop Statement of Need
- Define a profile of targeted schools
- Define a profile of special targeted schools
- “Inventory” existing efforts and collaborations
- Provide demographic information about targeted and special targeted schools
- Assess school’s readiness for the breakfast program (telephone survey)
- Establish media contacts
- Develop a slogan or theme/message
- Review list of collaborators/partners and see what connections there are
- Develop a list of upcoming events and promotions

PRIMARY PARTNERS:

NDSU Extension
PTA
Women’s Way
NDSFSA
School Boards
WIC Agencies
FCCH Sponsors
Food Stamp Agencies

SECONDARY PARTNERS:

ND Department of Agriculture
Head Start Agencies
Governor’s Health Initiative
Teachers
ND Nutrition Council
ND Dietetic Association
NDEA
ND Council of Educational Leaders

TOOLS:

Media (print, radio)
Internet
Print material
Newsletters (teachers, administrator, food service, etc)