

ABOUT THE BREAKFAST CHALLENGE



This winter, Gov. Brian Sandoval and First Lady Kathleen Sandoval will issue a challenge to all Nevada schools to increase participation in their school breakfast program.

Far too many students are not getting a nutritious start to their day. When kids skip breakfast, it can affect their health as well as their ability to learn in school.

Schools that take part in the Challenge can receive technical assistance and equipment to improve their breakfast programs. The schools that see the largest gains in participation will receive prizes and other incentives when the Challenge ends in the spring.

To determine the largest increase the October 2014 school breakfast participation rate will be compared with the February through March 2015 participation rate. The schools with the largest participation increase will be awarded.

THE TIMELINE

- **SCHOOL REGISTRATION:**
Schools currently providing school breakfast are automatically registered for the challenge.
- **SCHOOL BREAKFAST WEBINAR: February 2015**
Nevada Department of Agriculture's (NDA) Food and Nutrition Division will present a webinar to learn more about the Challenge and best practices and resources for improving breakfast participation
- **CHALLENGE KICKOFF: February through March 2015**
Participating schools start the Challenge, implementing improvements to their breakfast programs.
- **AWARDS PRESENTATION: May 2015**
Schools with the largest increase in breakfast participation during the Challenge will receive prizes and awards.

GOAL: Increase breakfast participation by 20%

Nevada Ranks 41st in the nation for breakfast participation with an average participation rate of 21.79%. The national average is 27.34%.

If all of the students who qualified for free and reduced meal benefits participated in breakfast, then an additional \$47,194,006 would be available for districts to provide breakfast meals.



STATEWIDE PARTNERSHIP

The Food Security Council as well as public and private agencies across the state are working together to launch the Nevada School Breakfast Challenge. Gov. Brian Sandoval and First Lady Kathleen Sandoval have agreed to chair this initiative.

The Challenge engages a range of businesses and other champions in fighting child hunger. Sponsors include The Nevada Department of Agriculture, Food and Nutrition Division, Wal-Mart, the Food Security Council, and the Nevada Dairy Council.

FOR MORE INFORMATION, VISIT: WWW.NVSCHOOLBREAKFAST.ORG