

## 2015 No Kid Hungry @ My School Statewide Breakfast Challenge Results

No Kid Hungry NC celebrates the commitment of all schools that participated in the Breakfast Challenge to ensure that every child starts the day with a healthy breakfast.

- ✓ 100 school districts of North Carolina’s 115 districts signed up for the Challenge across the state.
- ✓ During the Challenge, 242 schools switched to an innovative breakfast service model, such as Breakfast in the Classroom, Grab & Go, Kiosks, or 2<sup>nd</sup> Chance served later in the day after the bell.
- ✓ The top 3 elementary, middle and high school Breakfast Challenge winners all have innovative breakfast models and/or served “universal” breakfast (free to all students).
- ✓ Of the top 50 Breakfast Challenge winners:
  - ✚ 29 were Community Eligibility Provision (CEP) schools, where all students are served all meals at no charge.
  - ✚ 38 were schools with innovative breakfast models and/or served “universal” breakfast.
- To determine the winners of the Breakfast Challenge at the school level, evaluators used monthly “breakfast claims data” provided by the NC Department of Public Instruction to compute **Participation Rate** and **Increase**.
  - Participation Rate** = [(# of meals served / # of days served)] / # of students enrolled in school
  - Increase** = October 2015 Participation Rate *minus* October 2014 Participation Rate
- The goal of the Breakfast Challenge was to increase participation among all students so these calculations were based on “total” meals served (i.e., free, reduced and paid). Among Challenge schools with the top 50 highest increases, increases ranged from 18% to 56%.
- Breakfast Challenge Winners are the elementary, middle and high schools with the top 3 highest increases.

Type of School	School District	Winning School	Change in Breakfast Participation (overall) Oct '14 to Oct '15	Provision Type	Breakfast Service Model
<b>Elem</b>	Henderson	Upward Elementary	56%	CEP	Universal Free, Breakfast in classroom
	Swain	Swain West Elementary	49%		Breakfast in classroom, Grab & Go
	Buncombe	Avery’s Creek Elementary	45%		Universal Free, Breakfast in classroom
<b>Middle</b>	Rockingham	Rockingham County Middle	54%	CEP	Breakfast in classroom
	Guilford	Guilford Middle	52%	CEP	Universal Free, Breakfast in classroom
	McDowell	East McDowell Middle	46%		Breakfast in classroom, Grab & Go
<b>High</b>	Guilford	Northeast Guilford High	44%		Breakfast in classroom
	Asheboro	Asheboro High	25%		2 <sup>nd</sup> Chance
	Gates	Gates County Senior High	23%		Traditional, Grab & Go

2015 NC School Breakfast Challenge: District Winners		
Greatest Participation October 2015		
District Size	Recognition	District
Extra Large (50+ Schools)	NKH District	Guilford County Schools
	Winner	Cumberland County Schools
Large (30-49 Schools)	NKH District	Robeson County Schools
	Winner	Randolph County Schools
Medium Large (19-29 Schools)	NKH District	Wilkes County Schools
	Winner	Surry County Schools
Medium (9-18 Schools)	NKH District	Halifax County Schools
	Winner	Cherokee County Schools
Small (8 or less Schools)	NKH District	Thomasville City Schools
	Winner	Weldon City Schools

Source: Monthly “breakfast claims data” provided by the NC Department of Public Instruction to compute Participation Rate = [(# of meals served / # of days served)] / # of students enrolled in school

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To request a report for your district, contact Helen Roberts, No Kid Hungry NC School Outreach Educator, [helen\\_roberts@unc.edu](mailto:helen_roberts@unc.edu)