

The BreakfastFirst Campaign

The BreakfastFirst Campaign is a three year initiative to help California's students reach their full potential and California's schools maximize available resources. Key state and regional organizations, led by California Food Policy Advocates (CFPA), have committed to co-sponsoring the campaign, including:

- Superintendent Torlakson, 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

BreakfastFirst Goals

The BreakfastFirst Campaign tackles issues of **access**, **participation**, and **nutritional quality** in the School Breakfast Program throughout California. The campaign aims to ensure that all students are served optimally nutritious breakfasts. Innovative models such as Classroom Breakfast and Second Chance Breakfast are known to dramatically increase participation, bringing the benefits of school breakfast to the maximum number of students.

To most effectively utilize resources, the first phase of the BreakfastFirst Campaign will focus on ten school districts strategically selected for their large numbers of low-income students who are not participating in the School Breakfast Program. Working to strengthen breakfast programs in these school districts is an efficient means of supporting the greatest possible number of students. Best practices and lessons learned from this work will be disseminated to school districts throughout the state as the campaign progresses.

BreakfastFirst Strategies

Implementing innovative breakfast programs requires cooperation throughout the entire school community, including teachers, administrators, school food services personnel, nurses, custodial staff, parents, students, and others. To that end, CFPA and its campaign partners are working to engage key stakeholders at the state, regional, and local levels to champion the goals of BreakfastFirst.



Have Questions?

For more information about school breakfast or the BreakfastFirst Campaign, please:

- Visit our website www.BreakfastFirst.org
- Contact Tia Shimada (tia@cfpa.net, 510.433.1122 ext. 109), Ellen Braff-Guajardo (ellen@cfpa.net, 510.301.0824), or Nicola Edwards (nicola@cfpa.net, 213.482.8200).