

STEP-BY-STEP GUIDE TO SETTING UP YOUR BREAKFAST PROGRAM



Setting up a **breakfast program** is an exciting adventure for your childcare centre! Remember that Breakfast Club of Canada is here to help you every step of the way.

Below is an **outline** of what you'll have to take into consideration. Note that the order may vary depending on how things progress.



SUPPORT APPLICATION: Fill out and submit your Breakfast Club of Canada [application form](#) (in French only). Be sure to include a resolution from your board.

*Once your application is received, you will be placed on our waiting list.



INITIAL CALL/MEETING: A BCC coordinator will be in touch to get a better idea of your needs and realities, and to answer any questions you may have. They will guide you through the steps involved in getting your program off the ground and will remain your primary contact and support person even when your breakfast program is in operation. Expect about three to four months between the first conversation and the first breakfasts served.



SELECTED APPROACH: Your BCC coordinator will talk to you about the various types of support and service models available and help you determine the approach that is best suited to your childcare center (see page 2 for more details).



LOCATION AND EQUIPMENT: Your BCC coordinator will work with you to identify the equipment required to operate your breakfast program. The equipment will be ordered and delivered directly to your childcare center a few weeks after our agreement with you has been signed.



PARTNERSHIP AGREEMENT: You will be sent a partnership agreement to sign electronically. The agreement specifies the terms and conditions of the partnership between Breakfast Club of Canada and your childcare centre. It is renewable annually.



FOOD DELIVERIES OR FINANCIAL SUPPORT: Your childcare center will receive your first food delivery or first monetary instalment after your agreement is signed. If you receive food deliveries, you will have to create a plan for the reception and storage of items.



GRAND OPENING: Congratulations! Your breakfast program is now in place and children now have access to a daily nutritious breakfast.

Don't forget to head over to the [School's Corner section of our website](#), for a full range of online tools and resources!

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THERE ARE SEVERAL FACTORS TO CONSIDER WHEN CHOOSING THE TYPE OF SUPPORT AND SERVICE MODEL THAT IS BEST FOR YOUR CHILDCARE CENTRE:

- Access to the necessary equipment and available space
- Children's arrival times.
- Level of involvement from staff to supervise children, prepare food and serve meals.

SUPPORT AVAILABLE THROUGH BREAKFAST CLUB OF CANADA

- **Financial support:** BCC will disburse a set amount to the childcare center based on the number of participating children per morning for the purpose of purchasing all the food for the breakfast menu.
- **Food deliveries:** You can choose between four menu selections. For each selection, a combination of protein foods, whole-grain foods and vegetables/fruits will be delivered directly to the childcare center.
- **Hybrid:** BCC will transfer a set amount to the childcare center based on the number of participating children per morning to purchase vegetables and fruits for the program. Protein and whole-grain foods will be shipped directly.
- **Complementary support:** Fruit snacks already provided by the childcare center will be supplemented with a protein food and a whole-grain food from BCC to make them a full, nutritionally balanced breakfast. This option can be categorized as food deliveries or financial support.



OPTION 1 SET SERVING TIME

PREPARATION AND SERVING

- Food is prepared and placed on a serving table or distributed via serving cart. Parents can also stop in at the kitchen with their child to pick up breakfast and drop it off to their room.

TIMING

- Breakfast is available during a specific time range, from when the childcare centre opens until a set cutoff time.

BENEFITS

- Breakfast schedule known to parents.
- Breakfast served as soon as children arrive.
- Predictable preparation and serving times for staff.
- Activities during breakfast if multiple ages are involved.
- Good opportunity for children from different groups and educators to interact.

POTENTIAL CHALLENGES

- Constant demands put on educators.
- Children who arrive later will miss out on breakfast.
- One person must arrive earlier in the morning to set up.

OPTION 2 BREAKFAST ON DEMAND

PREPARATION AND SERVING

- Food is prepared and placed on a serving table or distributed via serving cart. Children can eat their breakfast when they feel like it.

TIMING

- Breakfast is available from the time the childcare centre opens until the end of the scheduled snack period.

BENEFITS

- Respectful of each child's biological hunger cues.
- Provides flexibility based on the times that children arrive in the morning.
- A relaxed environment where children have the choice of whether to play or eat.
- Good opportunity for children from different groups and educators to interact.

POTENTIAL CHALLENGES

- One person must be assigned to prepare and serve food the entire time breakfast is available.
- An area or room must be used solely for this purpose aside for the entire breakfast period.
- It is important to watch the children and note which ones have eaten.

OPTION 3 COMPLEMENTARY SUPPORT

PREPARATION AND SERVING

- Food is prepared and placed on a table open to all children at once.

TIMING

- Breakfast is served instead of the regular morning snack at the same time.

BENEFITS

- Breakfast is served only once daily.
- Full meal served to children instead of just a snack.
- An educator needs to be available for a short amount of time that is planned well in advance.
- No need for educators to arrive earlier to set up for breakfast.
- Conducive to conversations between children and educators.
- Learning opportunity: nutritional knowledge by having breakfast with the group.

POTENTIAL CHALLENGES

- Children who arrive earlier won't get breakfast right away.
- May make regular snack time longer than scheduled.

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HERE ARE A FEW BREAKFAST PROGRAM IDEAS THAT OTHER CHILDCARE CENTRES HAVE HAD SUCCESS WITH:

Adjust your schedule: Serve breakfast when as many children as possible are there to enjoy it. This will also help in encouraging good eating habits (chewing slowly, paying attention to fullness cues, talking about different kinds of food, etc.).



Use a routine that works for you: Make breakfast available over an extended period so that children who are dropped off at a later time (or aren't hungry when they arrive) can eat a time that suits them.



Set up a designated breakfast area: Have children enjoy their breakfast in a space that isn't where they play. It will help in limiting distractions so they can eat more mindfully.



Have some grab-and-go options available: Keep some quick breakfast foods on hand for late arrivals.



Get parents involved: Ask parents to take the children to the kitchen in the morning to pick what they want to eat and carry their tray into the breakfast area.



Use eye-catching pictures to illustrate your menus: Make your breakfast program irresistible with fun, colourful pictures that make children and families want to come in early to be a part of it.



Make it a family affair: Encourage parents and grandparents to join you on days where there are special activities. Invite them to a theme breakfast like "Flavours of the World," for example.



Head outdoors: When the weather is nice, take alternating groups outside to enjoy their breakfast.



Put one person in charge: Assign the responsibility for breakfast prepping and serving to one of your staff members. If possible, you might want to ask your cook or kitchen attendant to come in for an extra couple of hours in the morning.

