



**BREAKFAST CHANGES LIVES  
ENSURING NO KID GOES  
HUNGRY IN THE CLASSROOM**

SHARE OUR STRENGTH'S  
**BREAKFAST REPORT 2013**



## BREAKFAST CHANGES LIVES

Research continues to show that children who eat a balanced breakfast are more likely to develop healthy eating habits, visit the school nurse less frequently, and maintain a healthy weight. Children who eat a healthy breakfast also tend to perform better in school, have a better attendance record, and exhibit fewer behavioral problems. In fact, an analysis conducted by Deloitte found that students who eat school breakfast on average attend 1.5 more days of school per year and score 17.5 percent higher on math tests.

Despite the many benefits of breakfast, we know that too many students are coming to school too hungry to learn. In a recent survey of educators, three out of four teachers and principals say they see kids who regularly come to school hungry and 87 percent of principals say they see hungry kids in their schools at least once per week.



## NO KID HUNGRY STARTS WITH BREAKFAST

The federal School Breakfast Program offers kids a nutritious breakfast at school so they can start their day off right. However, schools traditionally serve breakfast in the cafeteria before the start of the school day. It is often difficult for families to get kids to school early due to hectic morning schedules or incompatible bus routes. As a result, only about half of low-income students who rely on a free or reduced-price school lunch also participate in school breakfast.

Share Our Strength's No Kid Hungry campaign is working with a wide variety of partners in states and cities across the country to increase participation in school breakfast and make it a part of the school day by serving it after the bell. The No Kid Hungry campaign is ensuring that all kids can have a healthy start to the day by helping schools adopt proven breakfast models, such as breakfast in the classroom, that increase participation.

The state and city-based campaigns organize their work in a number of ways, often using multiple approaches at once, including:

- Conducting targeted outreach to schools and districts to help them rethink how schools are serving breakfast and implementing models that are proven to increase participation.
- Changing state or district policy to mandate, enable, or encourage schools to expand breakfast participation.
- Providing small grants to schools or districts to help fund infrastructure and other changes necessary to implement or expand new models of serving breakfast; **More than \$715,000 dollars have been invested in over 190 schools through No Kid Hungry campaigns during the 2012-13 school year.**
- Incentivizing schools or districts to expand breakfast by launching breakfast challenges that offer prizes for increasing participation.
- Raising awareness about the importance of breakfast, low participation in school breakfast programs, and strategies to increasing participation by holding breakfast summits, producing reports, and generating media.

During the 2012-13 school year, in states with No Kid Hungry campaigns, the average number of low-income children eating school breakfast on a given day rose by 220,697, or 3.8 percent, from the previous academic year.<sup>1</sup>

<sup>1</sup> Breakfast participation data were obtained from the US Department of Agriculture. Participation is based on free and reduced-price students from October through June.

# HOW STATES ARE CONNECTING STUDENTS TO SCHOOL BREAKFAST

## STRATEGIES

## OUTCOMES FOR 2011-12 TO 2012-13 SCHOOL YEARS

### ARKANSAS NO KID HUNGRY CAMPAIGN

- School target list and outreach staff providing technical assistance
- Grants to change how breakfast is served
- Advocated for a state appropriation to support a universal breakfast pilot grant program

- **Participation rose by 4,715 kids (3.4%)**
- **71 targeted schools** changed how breakfast is served
- Governor Beebe signed **legislation that allocates \$500,000 in state funding to support schools serving universal breakfast** as part of the school day, to be administered by the Arkansas Hunger Relief Alliance over the next two years

### COLORADO NO KID HUNGRY CAMPAIGN

- School target list and outreach staff providing technical assistance
- Advocated for legislation mandating breakfast after the bell in high need schools
- Invitation-only school breakfast challenge aimed at high schools called BREAKFAST GAMES
- Increased public awareness about breakfast after the bell and its benefits via localized news coverage

- **Participation rose by 10,683 kids (9.3%)**
- Governor Hickenlooper **signed into law the Breakfast After the Bell Nutrition Program** (House Bill 1006)
- **Over 32,000 students in 24 high schools** participated in the BREAKFAST GAMES; participation increased in each school, with the highest participation rate reaching **91% of all students**
- **37 targeted schools** changed how breakfast is served
- News coverage across the state brought attention to breakfast after the bell and benefits for students

### CONNECTICUT NO KID HUNGRY CAMPAIGN

- School target list and outreach staff providing technical assistance
- Connecticut Breakfast Expansion Team hosted the second statewide School Breakfast Summit and partnered with the Healthier US School Challenge to attract a variety of school personnel, agency administrators, and advocates
- Partnered with Connecticut Education Association (CEA) on an endorsement of breakfast in the classroom
- Worked with the Commissioner of Education on a memo to principals encouraging them to start, or expand, the School Breakfast Program

- **Worked with 68 schools to implement a school breakfast program** or implement an alternative delivery model
- **12 schools targeted** by grant funding started school breakfast programs
- Leveraged CEA endorsement to build credibility within school systems and to initiate discussions about implementing alternative delivery models

### FLORIDA PARTNERSHIP TO END CHILDHOOD HUNGER

- Outreach to targeted school districts including school board members, PTA leaders, superintendents, and principals
- Statewide media campaign on rethinking how school breakfast is served with an informational website—<http://www.flimpact.org/fsbp/>
- State agricultural commissioner promoted school meal programs
- Report on state participation in school breakfast

- **Participation rose by 31,325 kids (5.2%)**
- During the 2012-2013 school year, helped 25 schools in Orange County implement Second Chance Breakfast, leading to a **6% increase in participation**

### ILLINOIS NO KID HUNGRY CAMPAIGN

- Statewide school breakfast challenge with Governor Pat Quinn, the Illinois State Board of Education and the Midwest Dairy Council
- Grants to change how breakfast is served
- Outreach staff based at partner organizations provide technical assistance to target schools

- **Participation rose by 33,201 kids (9.4%)**
- **12 schools won cash awards in the school breakfast challenge** with large participation increases, ranging from 70% to 656%. The majority of winners saw **participation increases of over 200%**.

### LOS ANGELES NO KID HUNGRY CAMPAIGN

- Target list of schools
- Supported roll out of district-wide breakfast in the classroom policy in Los Angeles Unified School District and served on Breakfast Taskforce
- Trainings for food services staff and teachers on breakfast in the classroom
- Grants and technical assistance to change how breakfast is served
- Served on breakfast committees for the American Association of School Administrators, Action for Healthy Kids, and the Food Services Division of Inglewood Unified School District

- **290 schools in LAUSD implemented breakfast in the classroom**
- **17 additional target schools** in Los Angeles County implemented breakfast in the classroom

## STRATEGIES

## OUTCOMES FOR 2011-12 TO 2012-13 SCHOOL YEARS

### PARTNERSHIP TO END CHILDHOOD HUNGER IN MARYLAND

- School target list and outreach staff providing technical assistance
- Grants to change how breakfast is served
- Advocated for an additional \$1.8 million for Maryland Meals for Achievement (MMFA), a state funded breakfast in the classroom program

- **Participation rose by 14,356 kids (9.6%)**
- Additional state MMFA funding estimated to serve **57,000 more students** during the 2013-14 school year
- **80 targeted schools** changed how breakfast is served

### MICHIGAN NO KID HUNGRY CAMPAIGN

- The Department of Education, under the leadership of the State Superintendent of Schools, launched a statewide school breakfast challenge
- Strategic partnership with local organizations to highlight the importance of school breakfast and innovative serving models

- **Participation rose by 4,462 kids (1.4%)**

### NEW ORLEANS NO KID HUNGRY CAMPAIGN

- Citywide summit on school breakfast to help schools rethink how breakfast is served
- Worked with Louisiana Appleseed to overcome obstacles to implementing universal breakfast programs
- Grants to change how breakfast is served

- **Participation rose by 2,205 kids (15%)**
- **4 targeted schools** changed how breakfast is served

### NEW YORK CITY NO KID HUNGRY CAMPAIGN

- Pilot to increase participation in school breakfast by building awareness and helping schools rethink how breakfast is served in approximately 60 schools in the Washington Heights neighborhood
- Outreach staff provide technical assistance to target schools
- Focus groups with parents from Washington Heights to determine their awareness of school breakfast, learn participation barriers, and understand best marketing methods
- Worked with the New York City Department of Education and an outreach working group to meet with principals and PTAs

- **Average daily breakfast participation in pilot area rose faster than citywide average**
- 18 meetings with principals, school food staff, and community partners led to **4 targeted schools changing how breakfast is served**
- **All 60 targeted schools sent home backpack flyers and displayed promotional banners to raise awareness**
- Lessons learned are informing the advocacy strategy for citywide Breakfast in the Classroom expansion

### NORTH CAROLINA NO KID HUNGRY CAMPAIGN

- Partnered with the Southeast United Dairy Industry Association to offer over 90 grants to change how breakfast is served
- No Kid Hungry provided breakfast grants to an additional 20 schools
- Launched breakfast challenge in conjunction with the Department of Public Instruction
- Crowdsourcing strategy to invite anyone, with their principal's agreement, to enroll their school in the statewide breakfast challenge
- Outreach staff provide technical assistance to target schools

- **Participation rose by 10,690 kids (3%)**
- **Recruited more than 900 schools**, over a third of the state's schools, to participate in the breakfast challenge, including 27 entire school districts
- In partnership with No Kid Hungry North Carolina, SUDIA **distributed more than \$120,000 in grant funds**

### TEXAS NO KID HUNGRY CAMPAIGN

- Texas Hunger Initiative produced state school breakfast participation report
- Worked with DairyMAX and USDA to target outreach about innovative breakfast models to school principals and district superintendents
- Advocated for state legislation requiring high need schools to offer breakfast at no cost to all students

- **Participation rose by 22,270 kids (1.5%)**
- **3 targeted schools** changed how breakfast is served
- Dallas ISD mandated breakfast in the classroom in all schools starting with **implementation in 55 schools**
- Through a partnership with DairyMAX, 54 schools **implemented alternative breakfast models in 24 districts**
- **Identified 100 districts to target outreach about breakfast in the classroom**

### END CHILDHOOD HUNGER WASHINGTON

- Launched a school breakfast challenge
- Targeted outreach to superintendents and direct mailing about rethinking how school breakfast is served
- Survey of schools participating in the National School Lunch Program about school breakfast
- Future of School Breakfast in WA Work Group developed strategies to expand breakfast after the bell, including potential legislation in 2014 to require breakfast after the bell in high need schools

- Participation fell by 2434 kids (1.5%)
- School Breakfast Challenge schools provided **7% more breakfasts** than the previous school year

## TRENDS IN SCHOOL BREAKFAST EXPANSION

### School Breakfast Challenges

Since Michigan launched the first school breakfast challenge in 2009, a growing number of states across the country are using this strategy to increase school breakfast participation. While they can be organized in different ways, in general, a school breakfast challenge is a contest that offers prizes and recognition for schools or districts with the greatest increase in school breakfast participation. School breakfast challenges are public-private initiatives often championed by a public figure, such as a governor, first lady, or superintendent, funded through private sources, and supported by a local non-profit which provides technical assistance and resources. Helping increase awareness of the importance of school breakfast, a breakfast challenge provides opportunities for state officials to promote school breakfast, recognizes high-performing schools, generates opportunities for media coverage, and ignites momentum for rethinking how school breakfast is implemented.

### School Breakfast Policy

States and school districts across the country have enacted policies to make breakfast a part of the school day resulting in increased breakfast participation, ensuring that all children start the day with a healthy meal that prepares them for learning. The 2012-13 school year marked a big year for school breakfast legislation with Colorado, Arkansas, Maryland, West Virginia, and Texas all passing bills or budget items to increase breakfast participation.

Breakfast legislation in New Mexico resulted in a 13 percent increase in breakfast participation in the 2011-12 school year. School districts, such as Chicago Public Schools and Houston Independent School District, have also seen significant participation increases with district-level breakfast policy.

For more on school breakfast policy, visit

[BestPractices.NoKidHungry.org/School-Breakfast](http://BestPractices.NoKidHungry.org/School-Breakfast)

### National No Kid Hungry Campaign Activities

In addition to the state and local work being accomplished through No Kid Hungry campaigns, Share Our Strength works nationally by raising awareness, investing in research, and developing tools and products to help support school breakfast expansion.

In 2012 and 2013, Share Our Strength invested in research to better understand the need for school breakfast programs; demonstrate the positive outcome that school breakfast has on children's health, behavior, and academic success; and evaluate the effectiveness of strategies to increase access to school breakfast:

- The No Kid Hungry Center for Best Practices collaborated with Deloitte to conduct a social impact analysis of school breakfast that demonstrated the positive long-term impacts of increasing school breakfast participation
- Share Our Strength supported focus groups with low-income parents in New York City to better understand their need, awareness, and interest in school breakfast programs
- The Center for Best Practices worked with local partners and researchers to evaluate school breakfast expansion efforts in Colorado and Maryland
- The Center for Best Practices is funding a two-year study of the effect of breakfast in the classroom programs in Arkansas on student behavior, health, and academic performance
- Share Our Strength produces an annual "Hunger in Our Schools: Teachers' Report" with results from a national survey of teachers about their experience with hunger in the classroom and efforts to address this issue. In 2013, the report also included results from a survey of principals.

Through the Center for Best Practices website, we communicate the tools, information, and resources necessary to help advocates across the country end child hunger. Learn more at [BestPractices.NoKidHungry.org](http://BestPractices.NoKidHungry.org)





Corporate Citizenship Fund

With its Breakfasts for Better Days™ initiative, Kellogg continues to build on its longstanding leadership and commitment to global hunger relief. Through the initiative, Kellogg and Kellogg's Corporate Citizenship Fund committed to provide 1 billion servings of cereal and snacks, more than half of which are breakfast, to those who need it most around the world by the end of 2016. As part of this effort, Kellogg's Corporate Citizenship Fund pledged \$1 million total in grants in the U.S. to nonprofits including Share Our Strength to help increase participation in federally-funded breakfast programs.



Since 2008, Weight Watchers has contributed over \$3.8 million to Share Our Strength through Weight Watchers Lose For Good. The funds have supported Share Our Strength's No Kid Hungry state partnerships and have touched nearly 100 community organizations that provide school breakfasts, summer meals, after school snacks, and emergency food relief to kids and their families.



Share Our Strength's No Kid Hungry® campaign is ending childhood hunger by connecting kids to the healthy food they need, every day; teaches families how to cook healthy, affordable meals through Cooking Matters®; and invests in community organizations that fight hunger. Supported by the Arby's Foundation, the No Kid Hungry Center for Best Practices provides the tools and resources needed to help elected officials and their staff, educators and community leaders achieve success in fighting childhood hunger. Learn what works in the fight against childhood hunger and discover toolkits, case studies, hunger stats, issue briefs, reports and more at [BestPractices.NoKidHungry.org](http://BestPractices.NoKidHungry.org)

#### Thanks to Our No Kid Hungry Campaign Partners

We would like to thank the staff at the Arkansas Hunger Relief Alliance, Hunger Free Colorado, End Hunger Connecticut!, Florida Impact, California Food Policy Advocates, the Greater Chicago Food Depository, the United Way for Southeastern Michigan, the Texas Hunger Initiative, the Washington Children's Alliance, the Maryland No Kid Hungry campaign, the New Orleans No Kid Hungry campaign, the New York No Kid Hungry campaign, and the North Carolina No Kid Hungry campaign for their contributions to this report and for their tireless efforts to ensure that children have access to school breakfast.

