School Breakfast Can Help Alleviate Child Hunger

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Learning Objectives

• Mobilize members to take on the cause of addressing hunger locally through school breakfast.

• Take advantage of Share Our Strength and Fuel Up to Play 60 initiatives to get the word out that school breakfast is a solution to hungry children.

• Learn what members have done to spread the word around the Fuel Up to Play 60 “It Starts with School Breakfast” campaign.
Children, Families Struggling

Food insecure

16 million kids

Overweight

23 million kids
Overweight and Undernourished

- Nutrients of concern: potassium, fiber, calcium, vitamin D
- Majority of children and adolescents also have inadequate consumption of vitamins A, C, E
- These are critical for normal growth, development, learning, cognition, prevention of certain chronic diseases
1 in 6 Americans face hunger, including 12.5 million families and 1 in 5 children.

Milk is desperately needed in America’s feeding programs because it’s seldom donated.

One place where children have a chance to get a nutritious meal where milk is offered is school breakfast (and lunch).

School breakfast is part of the solution.
Research Shows Breakfast Benefits Hunger and Academic Performance
Food Insecurity (Hunger) Affects Academic Performance

- Food insecure youth have poorer:
  - Brain/cognitive development
  - School readiness
  - Learning, academic performance and educational attainment
Benefits of Breakfast at School

- Fewer disciplinary referrals
- Improved attendance
- Increased math & reading scores
- Less hunger
- Improved attention
- Fewer visits to health office

Fight Hunger, Promote Health

“The single most important thing we can do to promote health and wellness and reverse the trend on childhood obesity is to find solutions and work together to fight poverty and food insecurity.”

Cylvia Hayes, First Lady of Oregon, Gen Youth Summit 2012
Promoting Health

FuelUpToPlay60.com
Fuel Up to Play 60 Increases Breakfast Participation

Impact of Funding on Avg. Daily School Meal Participation (ADP) in FUTP60 Enrolled Schools - BREAKFAST (end of 2012-13 SY)

- National Average (51.3 million students) - 25.6%
- Enrolled Schools receiving Funds for FUTP60 Grant (945 schools) - 32.6%
- Funds for FUTP60 Grant & Implem. Breakfast Play (303 schools) - 34.9%
- Enrolled Schools receiving Dairy Optimization Grant (245 schools) - 38.1%
- Dairy Optimization Grant & Implem. DO Breakfast Program (119 schools) - 47.0%
It Starts With School Breakfast Campaign
It Starts With School Breakfast

- Compelling Call to Action
- Exciting National Events
- Media Coverage Coast-to-Coast
- Local Activations
- Partners Lend Credibility, Funds & Resources
It Starts With School Breakfast

The School Breakfast story reached 80+ million people!

- Raising awareness
- DRIVING ENGAGEMENT
- Creating a movement
In-school Activation

More than 2,500 students reported campaign activity on their Dashboards!
Partner Support

School Nutrition Foundation shared a link via Fuel Up to Play 60.

Don't miss @FUTP60's "It Starts with School Breakfast" campaign!
#nsbw14 #schoolbreakfast

Learn more on the blog --> http://ow.ly/uccdZ

School Nutrition Association

SNF

The Breakfast Effect

Introduction to the Breakfast Effect Video Series

How does school breakfast impact children's nutrition?

How does school breakfast affect children's health?

Should school breakfast be served in the classroom?

Promote school breakfast in your district

Redskins Community

@Redskins

Read what the Maryland @FUTP60 Student Ambassador and others are doing to encourage schools to eat a healthy b-fast!
bit.ly/1hEGwqu
Partner Connections
First Fuel Breakfast Challenge

Incremental Increase in Number of Breakfasts Served (in millions)

3 Year Total = 32.3 million more Breakfasts served as a result of the Michigan School Breakfast Challenge
Fuel Up For Summer Fun

For those receiving the kit:
Meal Participation increased
• 25% in 2012
• 17% in 2013
HELPING TO GET NUTRITIOUS FOOD TO HUNGRY CHILDREN
Future of Food: Education Goals

• Raise awareness of food insecurity as a public health issue
• Promote nutrition education focused on healthy foods
• Educate all stakeholders about strategies to eliminate hunger and promote healthy food choices
Goal: fight hunger while promoting healthy food choices for the food insecure

Future of Food Partnership

• For the issue of food insecurity and the need for nutrient-rich foods especially low-fat and fat-free dairy:
  • Developed resources to educate RDNs to engage in increasing awareness
  • Developed communication efforts to raise awareness and educate thought leaders and consumers

• Developed Healthy Food Bank Resource Hub to help bridge conversations between the public health and hunger-relief professionals on issues of food insecurity and improved nutrition

• Developed business models that increase access to nutrient-rich foods, including dairy, in food banks
Hunger in Our Community: What We Can Do Toolkit

Rage against Rumbles
Student-led Actions to End Hunger in Your Community

Hunger in Our Community. What We Can Do.

Rage against Rumbles:
Student-led Actions to End Hunger in Our Community

What is “food security?”
- USDA defines as access by all people at all times to enough nutritious food for an active, healthy life.
- People who are hungry (or “food insecure”) may:

Hungry & Overweight
How is it Possible?

How can hungry children be overweight?
Imagine a caregiver who has limited resources for their family’s monthly groceries. Their highest priority is to select foods that stretch food dollars and will keep their children full and satisfied. With this in mind, one’s options are increasingly constricted. “Households with limited resources tend to spend less on food overall and, more specifically, less on healthy foods that are lower in energy but more costly (e.g., fruits and vegetables).” Typically the least expensive foods are those that are low in nutrients and high in calories. The growing discussion options, and transportation or close proximity to grocery stores offering a variety of healthy foods, beverages, and produce. Low-income neighborhoods are more likely to have access to fast food restaurants and convenience stores that sell inexpensive foods high in calories, fat, and added sugars. These options may satisfy hunger, but often lack key nutrients to support optimal growth and development.6

How does food insecurity affect children?
- Health and developmental issues

Children who
In fact, milk is one of the top five foods most desired, yet food bank clients get less than 1 gallon per person per year.

We can change that.

We'll make it easy to buy milk for your local food bank... any time, anywhere.
Feeding America serves 37 MILLION AMERICANS each year.

But on average, each receives the equivalent of less than one gallon of milk per person per year.

Visit milklife.com/give to donate milk to your community food bank.

The Great American MILK DRIVE

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You can donate at www.milklife.com/give
Solutions: NGOs

- Feeding America
  - Food Pantries/Food Shelves
  - Kids Cafe
  - Back Pack Program
- Share Our Strength
- Meals On Wheels Association of America
- Generations United
- AARP
Solutions: USDA programs

- School Breakfast
- National School Lunch
- Summer Nutrition
- Afterschool Nutrition
- Fresh F&V
- Child and Adult Care Food
- SNAP/SNAP-Ed
- WIC (Women, Infants and Children)
“Serving school breakfast, especially through alternative options such as breakfast in the classroom and grab ‘n’ go, is possibly the easiest, most cost-effective and most directly helpful step schools can take to improve school and student wellness.”
Questions?
Evaluate this session online.

Visit onthego.schoolnutrition.org on your cell phone’s browser.

Click the “Evaluate Your Sessions” link.

THANK YOU!