



# NO KID HUNGRY STARTS WITH BREAKFAST

FINDINGS FROM DELOITTE ANALYSIS  
ENDING CHILDHOOD HUNGER:  
A SOCIAL IMPACT ANALYSIS

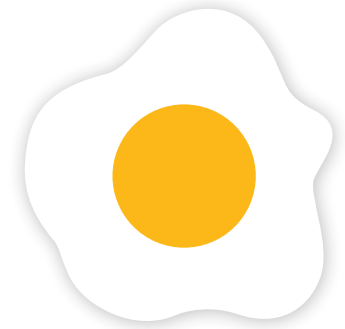
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PRACTICES

# No Kid Hungry Starts With Breakfast

According to new analysis released by Share Our Strength's No Kid Hungry campaign, the simple act of feeding kids a healthy school breakfast can have a dramatic impact on their academic, health and economic futures.



"Ending Childhood Hunger: A Social Impact Analysis," a new report conducted by Deloitte and the No Kid Hungry Center for Best Practices, finds federal programs like school breakfast are important in the fight to end childhood hunger. Deloitte analyzed third party studies and publicly available data to develop several frameworks connecting outcomes from the School Breakfast Program with long-term benefits. This analysis showed there are dramatic potential impacts associated with the simple act of

feeding kids a healthy school breakfast, including positive, large-scale outcomes in education, economics and health.

The No Kid Hungry campaign works to increase participation in the School Breakfast Program. Reaching more students who are at risk of hunger improves their chances of leading healthy lives, achieving higher academic performance and avoiding food insecurity in adulthood.

"ONE OF MY STUDENTS THIS YEAR CAME UP TO ME DURING A TEST AND SAID SHE WAS HAVING TROUBLE. WHEN I ASKED HER WHICH QUESTION SHE NEEDED HELP WITH, SHE ANSWERED, **"I DON'T NEED HELP WITH THE QUESTIONS. I NEED HELP BECAUSE I'M HUNGRY AND I CAN'T THINK."**

- AN ELEMENTARY SCHOOL TEACHER IN MARYLAND, "HUNGER IN OUR SCHOOLS 2012"

## CHILDHOOD HUNGER IS A SERIOUS PROBLEM

Millions of American children struggle with hunger. This can have serious, long-term effects on their future success, as childhood hunger negatively affects health, academic achievement and future economic prosperity. These negative impacts can lead to a less competitive American workforce and higher national healthcare costs.



A recent analysis of third-party studies and public data conducted by Deloitte for "Ending Childhood Hunger: A Social Impact Analysis" shows that food insecurity in early childhood is associated with impaired brain development, lower academic achievement and more frequent hospitalizations.



**ONE OUT OF FIVE**  
AMERICAN KIDS  
STRUGGLE WITH HUNGER



**THREE OUT OF FIVE**  
TEACHERS SAY THEY TEACH  
KIDS WHO REGULARLY CAME  
TO SCHOOL HUNGRY

# SCHOOL BREAKFAST CHANGES LIVES

School breakfast can have a potentially dramatic effect on students. On average, students who eat school breakfast have been shown to:



ACHIEVE

**17.5% HIGHER SCORES**  
ON STANDARDIZED MATH TESTS



ATTEND

**1.5 MORE DAYS**  
OF SCHOOL PER YEAR

These impacts have potential long-term economic benefits as well:



STUDENTS WHO ATTEND  
CLASS MORE REGULARLY ARE

**20% MORE LIKELY**  
**TO GRADUATE**  
FROM HIGH SCHOOL



HIGH SCHOOL GRADUATES  
TYPICALLY EARN

**\$10,090 MORE**  
PER YEAR AND ENJOY A  
4% HIGHER EMPLOYMENT RATE

These factors can create transformative, positive change in America. A student eating school breakfast tends to do better in school and attend class more frequently, which leads to greater job-readiness and self-sufficiency after high school. These students, therefore, are set on a path to become less likely to struggle with hunger as adults.

## THE NO KID HUNGRY SOLUTION

Although research shows eating breakfast has a dramatic effect on students, there is a large gap between the number of kids who are eligible for free or reduced-price meals at school and those who are actually accessing these meals. Of the number of low-income students who eat school lunch (21 million), only half eat a school breakfast (about 11 million).

The No Kid Hungry campaign works to solve that gap. Moving school breakfast out of the cafeteria and making it a part of the school day, for example, ensures more low-income students are able to start the day with a healthy meal.

This new research draws a strong correlation between No Kid Hungry efforts to increase school breakfast participation and improved social outcomes for low-income children.

According to "Ending Childhood Hunger: A Social Impact Analysis," if 70% of elementary and middle school kids eating a free or reduced-price lunch were also getting school breakfast, this nationally has the potential impact of:

**3.2 MILLION**

MORE STUDENTS  
PER YEAR ACHIEVING  
BETTER SCORES  
ON STANDARDIZED  
MATH TESTS

**4.8 MILLION**

FEWER SCHOOL  
ABSENCES  
PER YEAR

**807,000**

MORE STUDENTS  
GRADUATING  
FROM HIGH SCHOOL

For state and local details about the potential long-term effects of increased school breakfast program participation, visit [NoKidHungry.org/Breakfast](http://NoKidHungry.org/Breakfast)

## THE NO KID HUNGRY SCHOOL BREAKFAST STRATEGY

Across the country, the No Kid Hungry network is working to increase school breakfast participation as part of our strategy to end childhood hunger. We provide schools with necessary technical expertise and grants, working with them on ways to increase the number of kids in need who are getting a healthy school breakfast while maximizing program efficiency.

An Example: Our work in the Partnership to End Childhood Hunger in Maryland, led by the No Kid Hungry campaign and Governor Martin O'Malley, is already showing great success:

- Since 2011, more than **130 Maryland schools** are in the process of moving breakfast from the cafeteria to the classroom, an innovative way to maximize participation among eligible students.
- Participation in the School Breakfast Program in Maryland **increased from 46% in September 2010 to more than 56% in September 2012.**
- As a result, more than **30,000 additional Maryland kids** are getting a healthy school breakfast each day.

The Impact: "Ending Childhood Hunger: A Social Impact Analysis" shows that in **just the few short years** since these Maryland schools moved breakfast out of the cafeteria and made it part of the school day, we're already seeing the following results:

- Schools serving breakfast in their classrooms are seeing as much as a **7.2% lower rate** of chronic absenteeism.
- Students in schools serving breakfast in their classrooms are up to **12.5% more likely** to achieve proficiency on standardized math tests.

Learn more about strategies to ensure more kids are getting a healthy school breakfast at [BestPractices.NoKidHungry.org/School-Breakfast](http://BestPractices.NoKidHungry.org/School-Breakfast)



## WHAT YOU CAN DO: THREE WAYS TO GET INVOLVED

### **Add Your Community to The National School Breakfast Map**

We're building a map that paints a virtually unprecedented view of school breakfast programs across the country. Get more impact information and add your community at [NoKidHungry.org/Breakfast](https://NoKidHungry.org/Breakfast)

### **Join Team No Kid Hungry**

You can help surround kids with healthy food where they live, learn and play. Pledge to make No Kid Hungry a reality at [NoKidHungry.org](https://NoKidHungry.org)

### **Learn What Is Working on School Breakfast**

The No Kid Hungry Center for Best Practices offers a wide variety of information about the school breakfast program and how participation is being increased across the country. Learn more at [BestPractices.NoKidHungry.org](https://BestPractices.NoKidHungry.org)



### **About Share Our Strength's No Kid Hungry campaign**

No child should grow up hungry in America, but one in five children struggles with hunger. Share Our Strength's No Kid Hungry® campaign is ending childhood hunger in America by ensuring all children get the healthy food they need, every day. The No Kid Hungry campaign connects kids in need to effective nutrition programs like school breakfast and summer meals and teaches low-income families to cook healthy, affordable meals through its Cooking Matters program. 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. Join us at [NoKidHungry.org](https://NoKidHungry.org)



### **About Deloitte Community Involvement**

Deloitte helps its communities thrive by leveraging innovative thinking to strengthen nonprofit capacity by helping with strategic, operational and financial challenges, so nonprofits can help more people and communities faster and better; complementing innovative thinking with an investment of financial resources at the national and regional level; and creating and sharing new research, content and insights on ways organizations can leverage skills-based volunteerism.