



KEY FACTS

1030 15TH STREET NW, SUITE 1100W, WASHINGTON, DC 20005
800.969.4767 NOKIDHUNGRY.ORG

No Kid Hungry Breakfast Message Packet

Date: August 2016

For More Information: Christy Felling at 202.320.4483 or cfelling@strength.org

As schools return to session around the nation, our thoughts return to school breakfast. Millions of kids in America face the school day on an empty stomach, but we know hungry kids can't learn. Ask any teacher, and they'll tell you that when kids are hungry, it affects everything from test scores to behavior, from attendance rates to graduation rates. This is a solvable problem, but we need to make sure we have the attention of elected officials, principals, teachers and parents.

The following are assets you can use to engage stakeholders, the media, and social media audiences. Thanks for your efforts – together, we can ensure every kid gets the healthy food they need, every day.

Available Assets

General Assets - use these for speeches, presentations, stakeholder meetings,

[Talking Points](#)

[Topline Slides](#)

Social Media - share these on your Facebook, Twitter and Instagram accounts.

[Sharable Breakfast Videos](#)

[Sharable Breakfast Images](#)

[Sample Tweets](#)

Research and Information - use these to learn the latest facts, figures and strategies to bring school breakfast to more of the kids who need it.

[Links to research and resources](#)

Outreach Templates - use these to engage the media and your network

[Sample Op-Ed](#)

[Sample Newsletter](#)

[Sample Breakfast Challenge information](#)

[Sample Press Release](#)

Other

[Sponsor Language](#)

Talking Points

1 out of 5 kids in the United States lives in a family that struggles to put enough food on the table.

School breakfast is a critical way to ensure kids get the consistent nutrition they need to feel better, learn more, and grow up strong.

The Problem: Today, just over half of kids who qualify for this meal are actually receiving it.

It doesn't have to be this way. We know what works and we know how to solve this problem. By simply making breakfast a part of the school day in high-need schools, we can change everything. All across the country, school districts are changing the way they serve breakfast.

The Impact: Breakfast is an education issue. Ask any teacher and they'll tell you: Food is a basic school supply, just like textbooks and pencils. When kids struggle with hunger, it's harder for them to learn. Research shows that when kids get school breakfast, they feel better, they learn more and they grow up stronger.

Our Goal: Let's work together to make sure every child has the food they need to stay focused and ready to learn.

Slides

You can find the PDF of these slides in full size here:

<https://nokidhungry.org/2016BreakfastInfographic>



Hunger is more than an
EMPTY belly.



When Ethan starts school he has a hard time learning to read.

Undernourished children **don't learn as fast or as well** as nourished children.
RTI International



Ethan must repeat algebra. He can't keep up with the kids in his class. He has a hard time focusing.

Lack of healthy food can **impair a child's performance in school.**
Harvard School Breakfast Research Summary

When the flu spreads through Ethan's high school he ends up in the hospital & falls so far behind he must repeat 10th grade.

Children who struggle with hunger **are sick more, recover slowly, & are hospitalized more frequently.**
Children's Health Watch



Ethan doesn't finish high school.

Teens who regularly face hunger are **more likely to be suspended & have difficulty getting along with others.**
Harvard School Breakfast Research Summary



Hunger is more than an
EMPTY belly.



Children who struggle with hunger are likely to be sick more often, to recover from illness more slowly, and to be hospitalized more frequently.

CHILDREN'S HEALTH WATCH

HEALTH



Children who struggle with hunger are more likely to experience headaches, stomachaches, colds, ear infections, and fatigue.

NATIONAL INSTITUTES OF HEALTH



Children who struggle with hunger are more susceptible to obesity and its harmful health consequences.

JAMA PEDIATRICS

EDUCATION



The odds of achieving an above average academic performance can be twice as high for pupils who eat breakfast, compared with those who did not.

NATIONAL INSTITUTES OF HEALTH



Lack of enough healthy food can impair a child's ability to concentrate and perform well in school.

HARVARD SCHOOL BREAKFAST RESEARCH SUMMARY

OVERALL WELL-BEING



Children who regularly do not get enough nutritious food to eat tend to have significantly higher levels of behavioral, emotional and academic problems and tend to be more aggressive and anxious.

HARVARD SCHOOL BREAKFAST RESEARCH SUMMARY



Teens who regularly do not get enough to eat are more likely to be suspended from school and have difficulty getting along with other kids.

HARVARD SCHOOL BREAKFAST RESEARCH SUMMARY

9 IN 10 TEACHERS

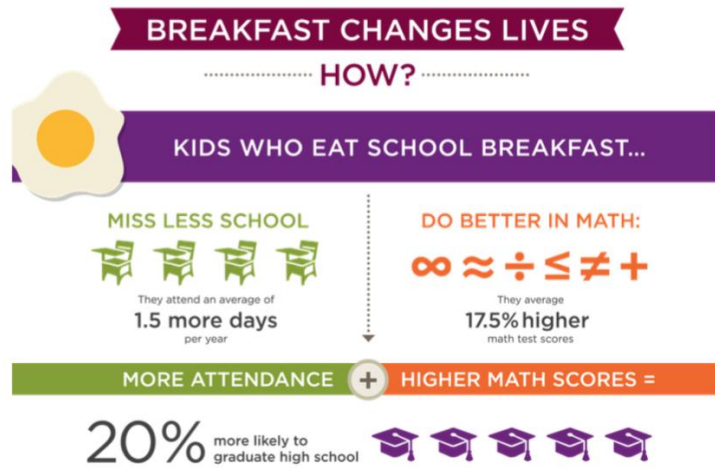
When kids do not start the day with a nutritious meal, the problem of
**HUNGER BECOMES MORE THAN JUST A HEALTH ISSUE:
IT BECOMES AN EDUCATION ISSUE,**
affecting students, teachers, administrators, and the community.



9 IN 10 TEACHERS AGREE
BREAKFAST IS EXTREMELY/VERY IMPORTANT FOR ACADEMIC ACHIEVEMENT

THE PROMISE

Research proves that the simple act of eating school breakfast can dramatically change a child's life



*Statistics from the Deloitte [Ending Childhood Hunger: A Social Impact Analysis Report](#)

*The number of students likely to graduate from the original cohort of students included in the SBP increase, assuming they continue to participate in SBP through the 12th grade.
Data Sources: Murphy (2007); Pinkus (2008); Census Bureau (2010)

Breakfast videos

- o [“San Francisco, let’s have breakfast!”](#) (3:20)
This video contains interviews with principals, who talk about how the positive benefits of serving breakfast after the bell. It also shows interview with kindergarten teacher and high school students talking about how breakfast has positively changed their daily routines.
- o [“Change How Your Virginia School Serves Breakfast”](#) 3:03
Jillien Meier (NKH), Dorothy Mcauliffe (VA first lady), a superintendent, a teacher, and a school principal are all talk about school breakfast. They tell stories about how the kids learn and behave better when they can eat breakfast in the classroom.
- o [“Every Kid Deserves A Healthy Breakfast”](#) 2:24
Kids in their own words describe what it feels like to miss breakfast. “Sleepy.” “Cranky.” “Can’t concentrate.” Teachers and principals weigh in on the dramatic difference they see after breakfast in the classroom. “Calmer.” “Ready.” “I’m doing this across all of our grades.”

Sharable Images - Breakfast Photos





Social Media Breakfast Tweets

- Kids who eat school breakfast do better on tests and are more likely to graduate. Learn more at nokidhungry.org/breakfast #NoKidHungry
- Hunger keeps kids from succeeding in schools. But there is a solution: School breakfast. nokidhungry.org/breakfast #NoKidHungry
- Making breakfast part of the school day can have lasting effects on a child's life. Help @NoKidHungry make it happen nokidhungry.org/breakfast
- Hungry kids can't learn. But by starting their day w/ school breakfast, we're helping kids get ahead and stay ahead. nokidhungry.org/breakfast

Links to Research and Resources:

[School Breakfast: A Social Impact Analysis](#) (or else just link to the brochure)

o Share Our Strength collaborated with Deloitte to conduct an analysis of the long-term social impact of school breakfast on the lives of low-income children. The 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.

[Breakfast in the Classroom Myths](#)

o Don't let myths about alternative breakfast models stop you or schools in your community from reaching more kids with the healthy breakfast they need every day. Check out these five myths about Breakfast in the Classroom and the truths behind them.

[Innovative Breakfast Delivery Models](#)

o Breakfast After the Bell programs often incorporate elements of multiple models and can look different in each school. See these innovative breakfast delivery models and how they could work in your school!

[Tips for Implementing an Effective Grab and Go Breakfast Program](#)

o How you implement an alternative breakfast program has a big impact on how many students end up participating. Learn more about Grab and Go breakfast and use these tips to make sure that your school's program reaches the most students possible.

Sample Op-Ed

As summer winds down and families prep for the school year, [\[\[Once into Sept/Oct use alternative: With our nation's kids back in the classroom,\]\]](#) we need to remember one important school supply that too often goes unnoticed: school breakfast.

Millions of kids in the United States face the school day on an empty stomach, while 1 in [\[\[5 – make state specific\]\]](#) kids in [\[\[state\]\]](#) come from a family who struggles to put enough food on the table. Ask any teacher and they'll tell you that nutrition is a basic necessity for students, just like textbooks and pencils.

This is [confirmed by the data](#). Kids who eat school breakfast miss less school, do better in math, and have higher test scores and graduation rates. The simple act of feeding kids a healthy school breakfast can have a dramatic impact on their health as well as their academic and economic futures.

But despite the research that shows eating breakfast has a profound effect on students, there is still 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.

The No Kid Hungry campaign is working to bridge that gap here in [\[\[state\]\]](#), and across the country.

No Kid Hungry [\[\[State\]\]](#) is working with [\[\[local organizations, partners\]\]](#) to enact effective policies that make sure that all kids are getting the healthy food they need. For example, moving school breakfast out of the cafeteria and making it a part of the school day ensures that more low-income students are able to start the day with a healthy meal. In turn, we're making sure that our community's and our country's kids feel better, they're learning more and they're growing up stronger.

That's why [\[\[xx\]\]](#) schools across [\[\[state/district\]\]](#) are participating in the school breakfast program. And the results speak for themselves.

With breakfast, educators see a [profound change](#) for the better: 73% see kids paying better attention in class; 53% see improved attendance; 48% see fewer disciplinary problems.

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, there is a potential national impact of 3.2 million more students per year achieving better standardized math test scores, 4.8 million fewer school absences per year, and 807,000 more students graduating from high school.

These factors can create transformative, positive change in America. When our children are able to do better in school thanks to nutritional meal programs, that 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.

Here in [\[\[state/school district\]\]](#), we’ve seen the transformational effects school breakfasts can have on our students. Breakfast plays such a key role in education. It’s imperative we do all that we can to help our children thrive.

No kid should have to go through school hungry. Let’s make sure that all our children have the brain fuel they need to succeed in the classroom and beyond.

Sample Newsletter Drop-In

This fall, we need to remember one important school supply that too often goes unnoticed: school breakfast.

Millions of kids in the United States face the school day on an empty stomach. And here in [\[\[state\]\]](#), 1 in [\[\[5 – make state specific\]\]](#) kids come from a family who struggles to put enough food on the table.

[Data](#) shows that kids who eat school breakfast have better attendance, score better, and have higher graduation rates. The simple act of feeding kids a healthy school breakfast can have a dramatic impact on their health as well as their academic and economic futures.

And it shows.

“..” said [\[\[principal, teacher, parent, local leader, etc.\]\]](#). “...”

But there is still 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. The No Kid Hungry campaign is working to bridge that gap here in **[[state]]**, and across the country.

Because hunger doesn't just hurt kids. It hurts us all.

To make sure we're reaching as many kids as possible, we're working with **[[local partners]]** to boost participation in the school breakfast program. But we could use your help. Let's work together to make sure every child has the food they need to stay focused and ready to learn.

For more information on how to get involved, click [here](#) or join us at NoKidHungry.org.

Sample Breakfast Challenge information

What Is A School Breakfast Challenge?

- Statewide contest to increase participation in the School Breakfast Program
- Schools that make the greatest gains in participation within a set timeframe are recognized for their efforts and rewarded with prizes.

How It Works:

- Set goals around how many schools will participate or how many more kids will be served.
- Choose from a menu of activities to promote and expand their current breakfast program.
- Past prizes for winning schools have included cash prizes, visits from a professional athlete or celebrities, sunglasses and school equipment.

Wins

- More low-income students get the breakfast they need.
- Better test scores, stronger attendance rates, more classroom focus, fewer trips to the nurse or principal's office.
- Challenges generate media about the importance of school breakfast and education. Challenges also build new champions to end hunger in the state.

Sample Press Release

No Kid Hungry **[[State]]**, **[[Organization]]** Highlight Importance of School Breakfast Program

[CITY], **[STATE]** – As schools return to session around the country, too many children will face the school day on an empty stomach. 1 out of 5 kids in the United States **[[can also insert state-specific stats if available]]** lives in a family that struggles to put enough food on the table, and

when kids struggle with hunger, it's harder for them to learn. Research shows that hunger affects kids' test scores, behavior, attendance and graduation rates.

School breakfast is an easy way to solve this problem, but today just over half of kids who qualify for these meals are actually receiving them. By simply making breakfast part of the school day in high-need schools, we can reach so many more of our country's **[[/state's]]** hungry children and ensure that they feel better, they learn more and they grow up stronger.

Together, No Kid Hungry **[[State]], [[partner orgs]]** are working towards effective, efficient policies that make sure all kids are getting the healthy food they need.

And teachers are seeing the benefits of the program too. Two out of three educators whose students eat breakfast in the classroom are fans of the program. Teachers have found that breakfast can take less than 15 minutes, has a calming effect and sets a positive learning atmosphere.

"We have seen a big difference from the school breakfast program," said **[[principal or teacher]]**. "The breakfast program is helping to feed kids, and give them the brain fuel they need to focus, behave and learn in the classroom. Students are excited to come to school, happy to have breakfast as part of their morning routine and are more focused in the classroom. The program has been a great success for our school and made a big difference in the lives of our students."

The **[[ORGANIZATION/STATE CAMPAIGN]]** is a statewide partnership of **[[STATE PARTNER ORGANIZATION]]**, Share Our Strength and **[[LIST GOV. OR OTHER KEY PARTNERS]]**. The Campaign brings together state agencies, local non-profits and corporate partners to end childhood hunger in **[[STATE]]**.

"Children should never start the school day hungry. School breakfast offers those who would otherwise miss out on breakfast a nutritious meal to start the day," said **[[NAME AND TITLE OF CAMPAIGN DIRECTOR]]**. "The key is to make sure that all eligible kids are participating in the program so that all children have the fuel they need to succeed."

This partnership is part of Share Our Strength's national No Kid Hungry Campaign, which has campaigns in **[[xx]]** other states across the country.

"We know the impact that school breakfast programs have on nation's children, their education and their wellbeing," said **[[xxx, xxx at Share Our Strength]]**. "No child should grow up hungry. That's why we are working together with **[[partners, school districts, gov. agencies]]** to make sure every child has the food they need to stay focused and ready to learn."

To learn about the benefits of breakfast challenges or to talk to an expert about childhood hunger in **[[state]]**, contact **[[xxx]]** at **[[xxx-xxx-xxxx]]**.

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About Share Our Strength's No Kid Hungry Campaign

No child should go hungry in America, but 1 in 5 kids will face hunger this year. Using proven, practical solutions, No Kid Hungry is ending childhood hunger today by ensuring that kids start the day with a nutritious breakfast and families learn the skills they need to shop and cook on a budget. When we all work together, we can make sure kids get the healthy food they need. No Kid Hungry is a campaign of national anti-hunger organization Share Our Strength. Join us at NoKidHungry.org.

SPONSOR LANGUAGE

When we talk about the work No Kid Hungry and partners are doing to connect kids to breakfast, it is important to recognize national breakfast supporters who are making this work possible.

National No Kid Hungry Breakfast Sponsors.

Share Our Strength receives funding from Citi and Kellogg's in support of No Kid Hungry's efforts to drive awareness of the importance of school breakfast and increase access to the program through local, state and national initiatives. We ask that when you are publicly connecting your breakfast efforts to the No Kid Hungry brand and messaging, that recognition is given to our national breakfast sponsors. Share Our Strength must be given 14 working days to approve all such logo or written recognition.

Examples of Recognition Include:

Logo Listings on printed materials or digital platforms:

No Kid Hungry Starts with Breakfast National Sponsors

(Please contact your field manager for high-res logos and information on when to use them)

The Kellogg's logo is written in a red, cursive script font.

Kellogg Company Fund

The Citi logo consists of the word "citi" in a blue, lowercase, sans-serif font, with a red arc above the "i" and a registered trademark symbol (®) to the right.

Written Recognition in Press Releases or social media postings:

Text: No Kid Hungry breakfast initiatives are generously supported by Citi and Kellogg Company Fund

Social media: Thanks to [Citibank US](#) and [Kellogg's](#) for their support of school breakfast and [#NoKidHungry](#).