



Poverty Summit

Changing Attitudes, Changing Laws, Changing Lives

December 4, 2104

Hunger: The School Breakfast Campaign

Adele LaTourette, Sally Hoben, Ruth Prothero & Reggie Dorsey

Tweet: @anti_poverty_nj; #APNSummit2014

Our School Breakfast Partners...

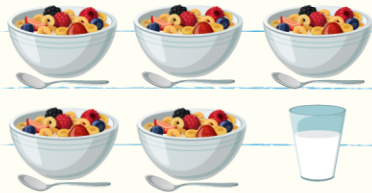
- Advocates for Children of New Jersey (Co-chair)
- American Dairy Association & Dairy Council, Inc.
- Empower Somerset
- Food Research and Action Center
- Mid-Atlantic Dairy Association
- NJ Action for Healthy Kids/AtlantiCare
- NJ Anti-Hunger Coalition (Co-chair)
- NJ Association of School Administrators
- NJ Catholic Conference
- NJ Charter School Association
- NJ Department of Agriculture
- NJ Department of Education
- NJ Department of Health
- NJ Dietetic Association
- NJ Education Association
- The NJ Federation of Food Banks
- NJ Partnership for Healthy Kids
- NJ Principal and Supervisors Association
- NJ PTA
- NJ School Boards Association
- NJ School Nutrition Association

www.acnj.org



Breakfast at a Glance

2014 NJ School Breakfast Bulletin



55% more NJ kids eating school breakfast since 2010

That's about 75,000 more students starting the day with a healthy meal.

of NJ kids served: **2010: 135,813**
2014: 210,940

300,000 low-income kids still unserved



www.njschoolbreakfast.org

The State of School Breakfast in NJ

From October 2010 to May 2014...

- 55 percent statewide increase in students receiving school breakfast.
- More than 75,000 more NJ children eating breakfast each school day.
- Exceeded NJ Food for Thought School Breakfast campaign goal of 50 percent increase by June 2014.

More Federal Dollars

As a result of this increase, New Jersey school districts are expected to claim \$21 million more in federal dollars to feed hungry children this school year alone.

Why the rise in participation?

- More districts are serving “breakfast after the bell.”
- This is a more effective way to serve students.
- Serving breakfast before school is ineffective. Kids aren't there.



The Top 20 Breakfast Champions

High-poverty districts with high student participation...

- Average 79 percent participation rate – compared to 41 percent statewide.
- Role models for other districts.



Breakfast After the Bell ‘Routine’

Breakfast Champions Cite the “Three C’s:”

- Communication
- Collaboration
- Creative problem-solving



Makes Breakfast After the Bell Routine.

School Breakfast Champions

- Academy Charter High School
- Egg Harbor City
- Woodbine
- The Barack Obama Charter High
- Montague
- Paterson Charter School for Science/Technology
- Bound Brook
- Lower Township
- Camden Community Charter School
- East Newark

School Breakfast Champions

- Fairfield
- Hope Academy Charter High School
- Camden
- Marion P. Thomas Charter School
- Wildwood
- Pride Academy Charter School
- Environment Community Charter School
- Atlantic City
- Newark Educators Charter School
- Jersey City

A Recipe for Success

Breakfast Champions offer this advice...

- Use easy-to-serve, easy-to-clean-up foods.
- Incorporate lessons into breakfast time.
- Provide garbage bags/cans in classroom.
- Engage students in serving/clean-up.
- High-poverty districts feed all kids – cover costs.

More Work Remains

Despite the progress...

- 41 percent of eligible children received school breakfast in May 2014.
- More than 308,000 children go unserved every day.
- **Federal funding lost: \$81.4 million annually**

School Breakfast Underachievers

- 50 New Jersey districts with high-poverty, low participation
- 49,215 students unserved in these districts alone
- With leadership...these districts can also meet the school breakfast challenge.

Leadership is Key

“We recognize that hungry students struggle to learn so it is incumbent on us, as a district, to ensure that all of our students begin their day with a healthy meal. We have seen great results with breakfast after the bell. Our students are more focused and ready to learn.”

Bound Brook Superintendent Dan Gallagher.

Harrison Survey Says...

ACNJ surveyed Harrison school staff and parents.

Majority of school officials reported fewer visits to the school nurse and better concentration among students.

More than half of parents said without school breakfast, their child might not eat breakfast at home every school day or be as prepared and ready to learn.

Easy Implementation

Prior to implementation, 40 percent of school staff were supportive.

That grew to 67 percent once implemented.

**As one Harrison principal put it:
“Try it! It really is worth it!”**

Collaboration is Key

“Breakfast after the bell is a very beneficial program to the students. It can be implemented successfully with collaboration from all involved.”

--Harrison Principal

NJ Food for Thought Campaign

Campaign exceeded goal of achieving a 50 percent increase in participation by June 2014.

This effective partnership of state agencies, education and anti-hunger organizations, advocacy groups, Dairy Councils and FRAC mean thousands more children are starting their school day with a healthy meal.

Learn more at www.njschoolbreakfast.org.

What can you do?

Use data and advocacy tools to:

- Make a presentation to your local school board
- Make a presentation to your PTA
- Meet with superintendent
- Recruit other advocates to champion school breakfast

For more information

To join a local coalition, contact Reginald Dorsey,
rdorsey@acnj.org.

For district-level data, advocacy tools and other
information visit:

www.njschoolbreakfast.org



Follow-Up: Let Us Know About Your Advocacy

Make plans to come to the APN General Meeting on
January 28, 10:00am-12:00pm
NJEA, 180 W. State Street, Trenton