

HUNGER IN OUR SCHOOLS 2017

Thursday, August 17th
2:00-2:45 PM Eastern



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WELCOME TO OUR PANELISTS

- **Brian Minter:** Associate Creative Director, Communications
- **Karen Wong:** Manager, Research and Evaluation, Center for Best Practices
- **Laura Hatch:** Director, National Partnerships



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AGENDA:

- OUR REPORT: Hunger in Our Schools
- OUR FINDINGS: What we learned
- OUR SOLUTIONS: Schools as nutrition hubs



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OUR REPORT

WHAT IS HUNGER IN OUR SCHOOLS?

This August, No Kid Hungry released **Hunger in Our Schools**, a combination of survey research and storytelling that shows how hunger and poverty affects children, their parents and their teachers.

We want to share this resource with you and help you find ways to use it in your own work.

WHAT IS HUNGER IN OUR SCHOOLS?

For the most part, **Hunger in Our Schools** is a communications tool, a way to interest media and engage our supporters.

Today we'll be sharing mostly research findings, in hopes they can help you in your work. But we'll also be sharing communications assets you're welcome to use as well.

OUR RESEARCH: BIG PICTURE

- Two surveys: families & educators
- The family survey consisted of a 20-minute survey with 500 low-income parents and 500 children, ages 13-18.
- This survey was supplemented with six (6) focus groups – half parents and half kids – from rural, urban and suburban communities across Maryland.
- The educators survey consisted of a 10-minute survey with 325 teachers and principals.

OUR RESEARCH: DETAILS

FAMILY SURVEY: Data from kids and parents came from a 20-minute online dyad survey with N=500 low-income parents at or below 185% of the federal poverty level and their children, aged 13-18, who attend public school in the United States. Margin of error was $\pm 4.4\%$. (If more than one eligible child was in the household one was selected at random.) The data was weighted and scaled to ensure a representative balance according to available government benchmarks for this population.

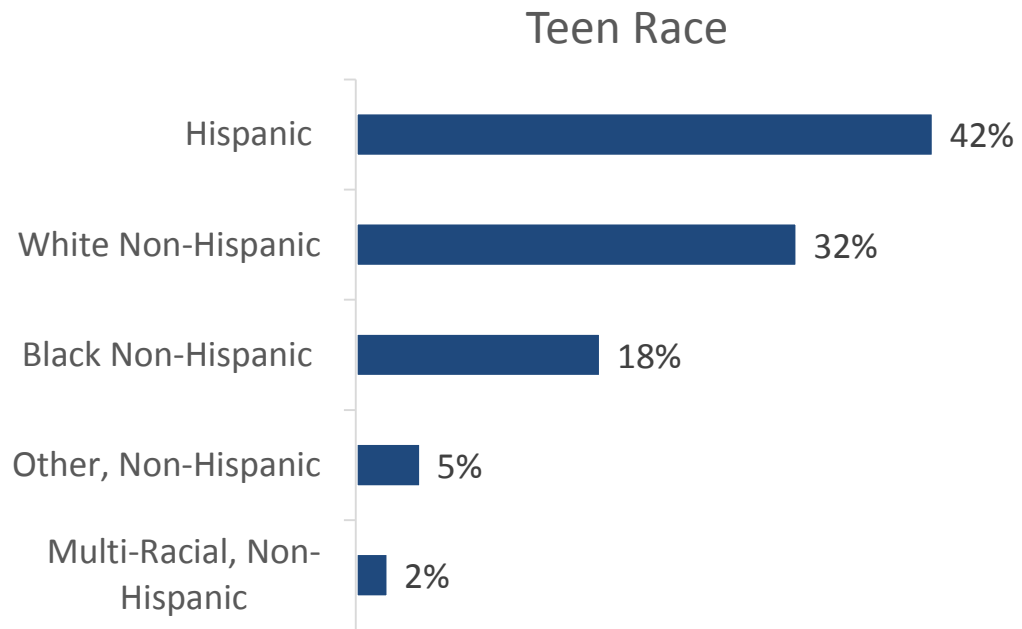
These results were supplemented with a series of six (6) focus groups with parents and children in communities across Maryland.

EDUCATOR SURVEY: Data from educators came from a 10-minute online survey of N=325 teachers (K-12), administrators and school support staff in the United States. The margin of error was $\pm 5.4\%$. Additionally, an oversample was conducted in the state of Florida in Miami-Dade, Broward and Orange Counties (N=219). The total margin of error including the oversample was $\pm 4.2\%$. Only national data excluding the oversample is reported here.

All research was conducted in the spring of 2017 by **SalterMitchell**.

DEMOGRAPHICS: PARENTS AND TEENS

- All parents had household incomes below 185% of the federal poverty level
- All teens were between 13-18 years old and attending public school

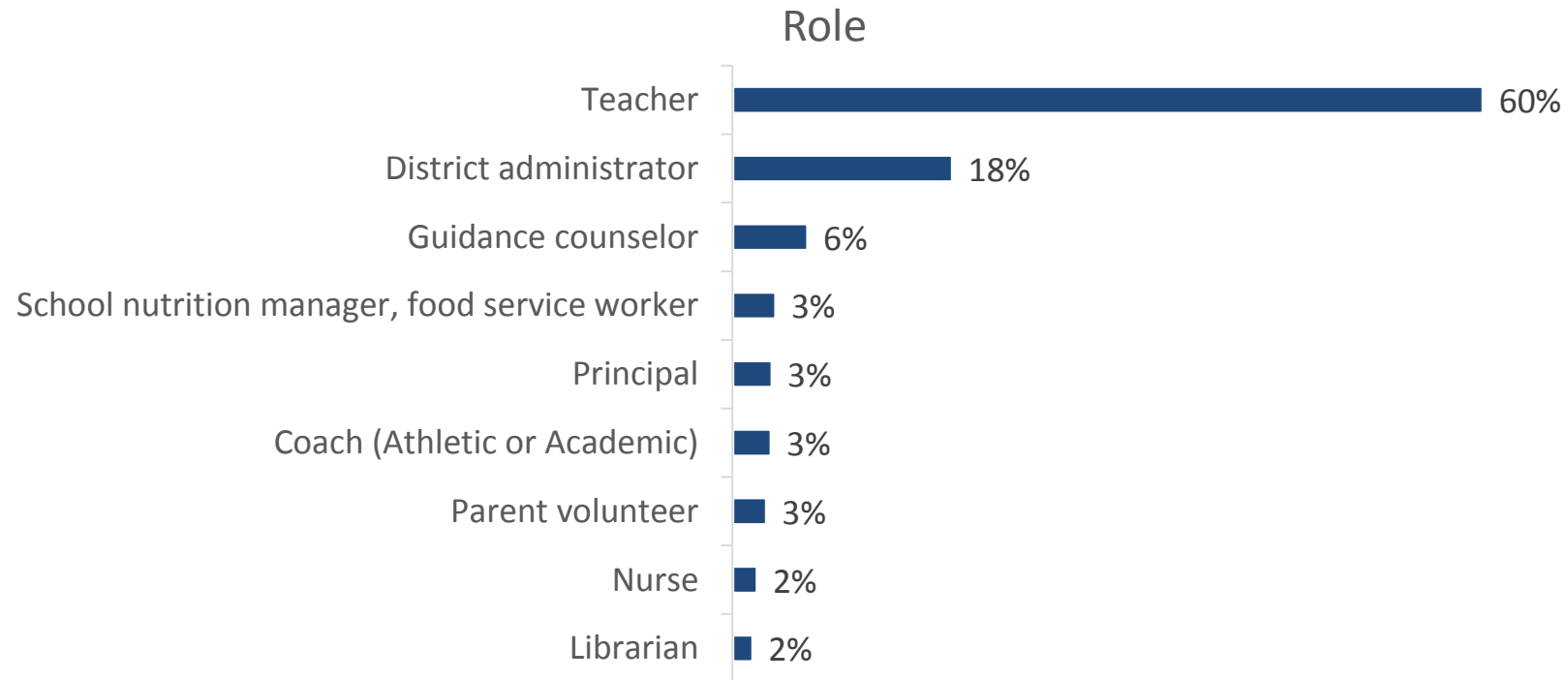


Grade Level

Grade	Number	Share
6 th -7 th	66	13%
8 th	79	16%
9 th	117	23%
10 th	81	16%
11 th	76	15%
12 th	80	16%

DEMOGRAPHICS: EDUCATORS

- 46% work with elementary grades, 33% with middle school grades, and 42% work with high school.
- 82% are school-level staff, 18% are district-level staff.





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OUR FINDINGS

KIDS AREN'T GETTING ENOUGH TO EAT

- 59% of parents admit that, in the last year, the food they bought didn't last and they didn't have money to buy more.
- 23% of low-income parents have been forced to cut the size of their children's meals because of lack of money.
- Almost half (48%) say they can't afford enough food each month to meet their family's needs.
- 34% of parents say they struggle to provide nutritious/balanced meals because they can't afford it.

THE STRESS OF HUNGER IS REAL AND CONSTANT

- 62% of low-income parents worry about food for their children running out before they have money to buy more.
- 35% of kids have the same fear.
- 55% of children know their parents are worried about being able to afford enough food for the entire family.

KIDS UNDERSTAND THE TOLL HUNGER CAN TAKE

- 42% of kids from low-income families feel sadness about not having enough to eat.
- Almost the same amount (41%) feel anger.
- 27% of children from low-income families believe hunger will have a negative impact on their future.

LOW-INCOME FAMILIES ARE STRUGGLING

- 64% of low-income parents say it would be difficult to feed their children if they encountered an unexpected expense, like a \$1,500 car repair or medical bill.
- 92% of families we surveyed who rely on food programs are working families – at least one adult in the house works full-time, part-time or multiple jobs

TEACHERS SEE HUNGER

- Three out of four of educators (76%) see students who regularly come to school hungry because they are not getting enough to eat at home.
- 46% of these see hungry students arrive nearly every day.
- 92% of teachers are concerned about how hunger impacts their students' ability to succeed.

... AND RECOGNIZE THE TOLL IT TAKES ON KIDS

When their students don't get enough to eat:

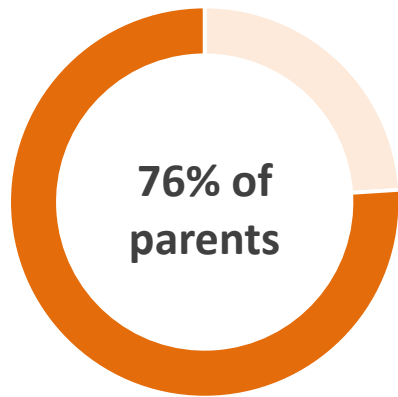
- 80% of teachers see them lose the ability to concentrate.
- 76% see poor academic performance.
- 62% see behavioral and discipline problems.
- 47% see sicker and less healthy students.

TEACHERS DO WHAT THEY CAN

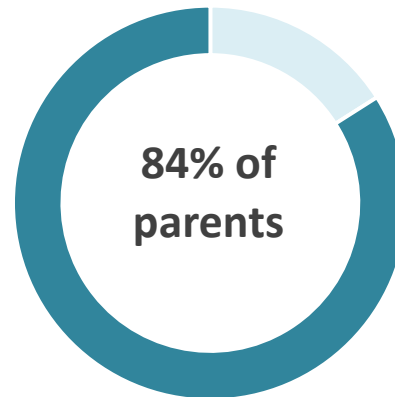
- 59% of teachers regularly buy food for students who are not getting enough to eat at home.
- Most teachers spend \$300 of their own money each year buying food for students. That's about \$35 a month during the school year.

PARENTS SAY SCHOOL MEALS ARE IMPORTANT

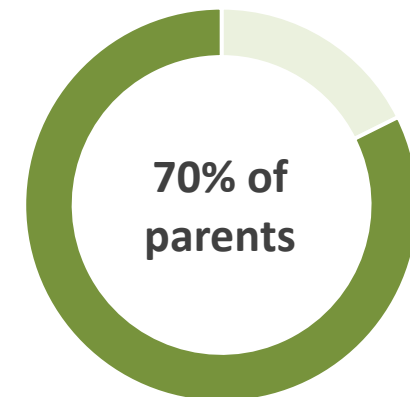
- More than 7 in 10 parents find it important that their teenager has the option to eat school meals.



feel school breakfast is important



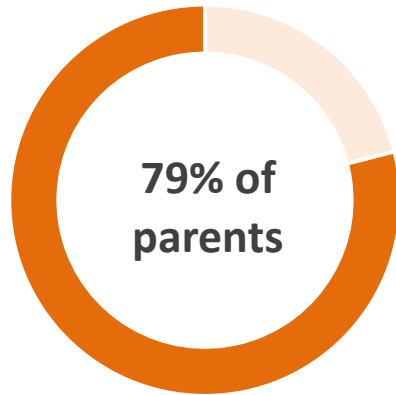
feel school lunch is important



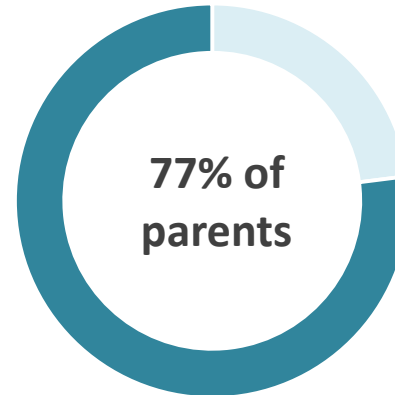
feel afterschool meals/ snacks at school are important

PARENT ARE SATISFIED WITH SCHOOL MEALS

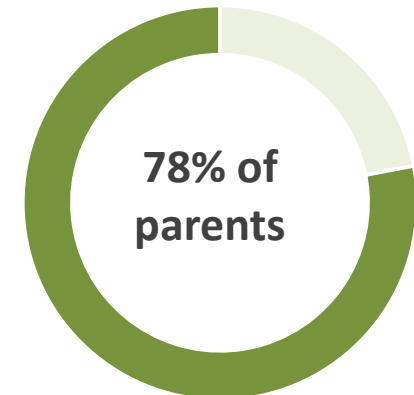
- More than 3 in 4 parents say they are satisfied with school meal programs their teen receives.



are satisfied with school breakfast



are satisfied with school lunch



are satisfied with afterschool meals/
snacks at school

PARENTS FEEL SCHOOL MEAL QUALITY CAN BE IMPROVED

- In spite of satisfaction with the school meal programs, parents feel there is room for improvement in school meal quality and portions.
 - 64% felt that their teenager doesn't like the taste of school meals.
 - 55% felt that school meals aren't adequately filling for their child.
 - 47% of parents felt that school meals are not as healthy as those at home.

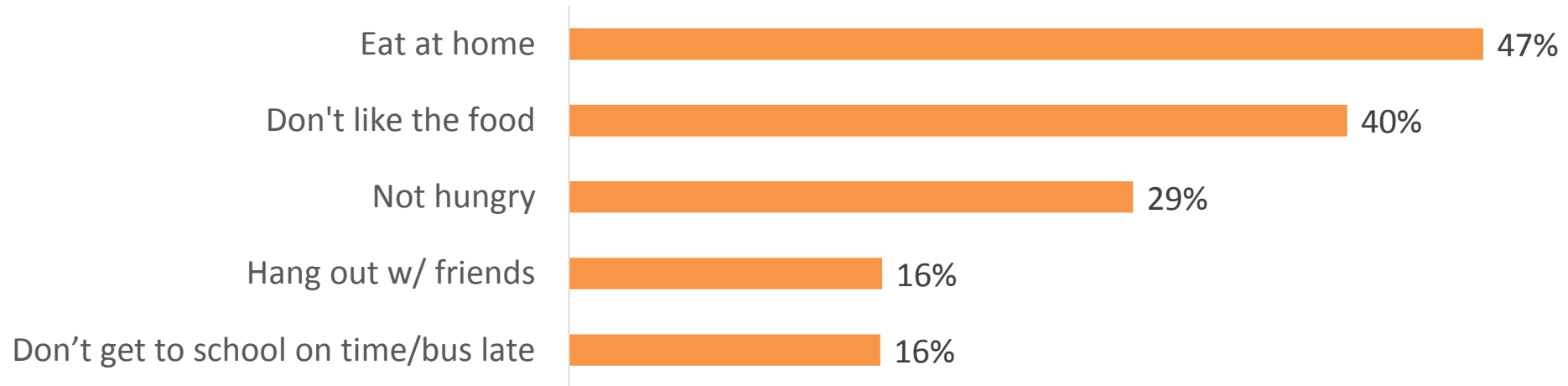
SCHOOL MEAL PARTICIPATION

- 62% of parents say their teen eats school breakfast. However, only 31% of parents say their teen eats it every day (24% of teens says so).
- Only 27% of parents say their teens eat afterschool meals/snacks at school (23% of teens say so). Only 6% of parents say their teen eat it every day.

	At least once (1-5 days/week)	Always (5 days/week)
Eats school breakfast	62% (parent report); 60% (teen report)	31% (parent report); 24% (teen report)
Eats school lunch	81% (parent report); 82% (teen report)	53% (parent report); 46% (teen report)
Eats afterschool meal/snack at school	27% (parent report); 23% (teen report)	6% (parent report); 5% (teen report)

SCHOOL BREAKFAST PARTICIPATION

- These are the most common reasons teens don't always eat school breakfast:



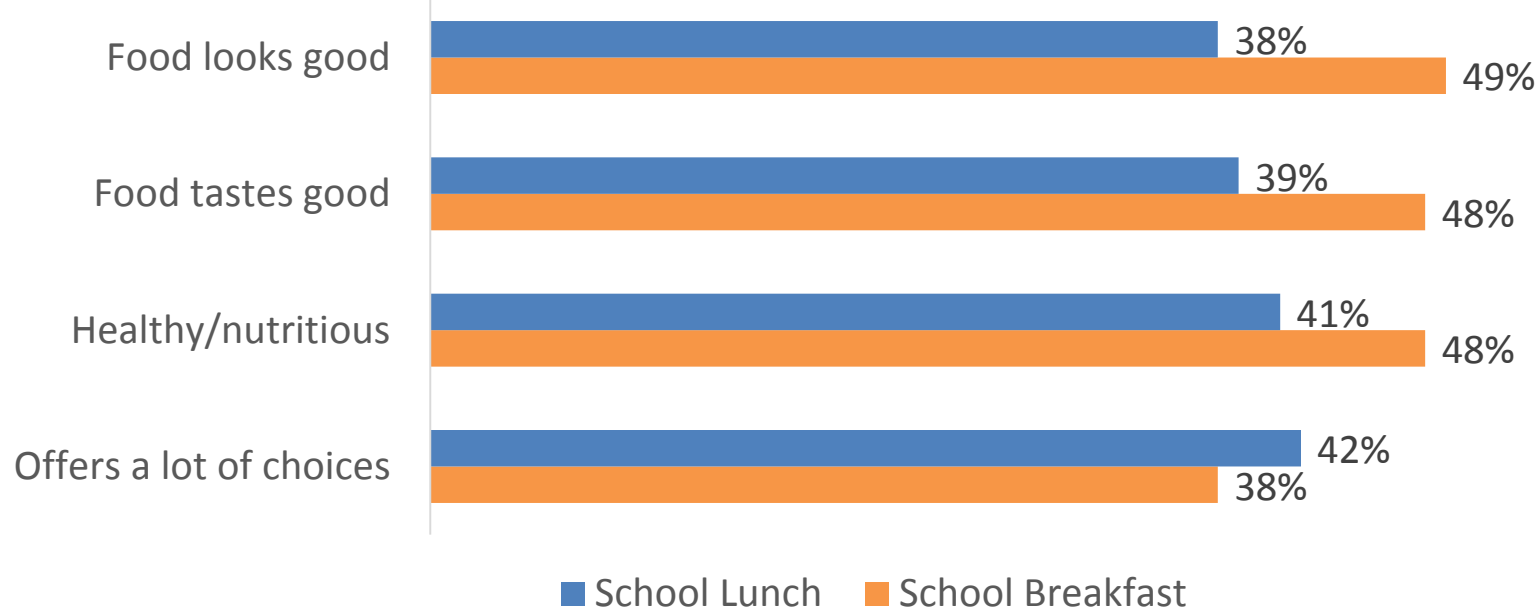
- Stigma was not frequently reported. 88% of teens eating school breakfast say they are rarely or never treated differently.

MOST TEENS SAY BREAKFAST IS SERVED IN THE CAFETERIA

- 78% of teens say breakfast is served in the **cafeteria**
- 6% say breakfast is served **in the classroom**
- 5% say breakfast isn't served
- 3% say it's served at a stand and can be taken to eat somewhere **outside of the classroom**
- 3% say it's served at a stand where it can be taken to **eat in the classroom**
- 4% are not sure
- 1% say somewhere else

TEENS FEEL SCHOOL BREAKFAST QUALITY CAN BE IMPROVED

- Teens feel more positively about school breakfast quality than parents do about school meals generally.
- Also, school breakfast eaters tend to have more positive feelings about breakfast quality, compared to how school lunch eaters feel about lunch quality.
- Still, teens feel there is room for improvement in school meal quality. Below is the percentage of teens who agree with these statements:

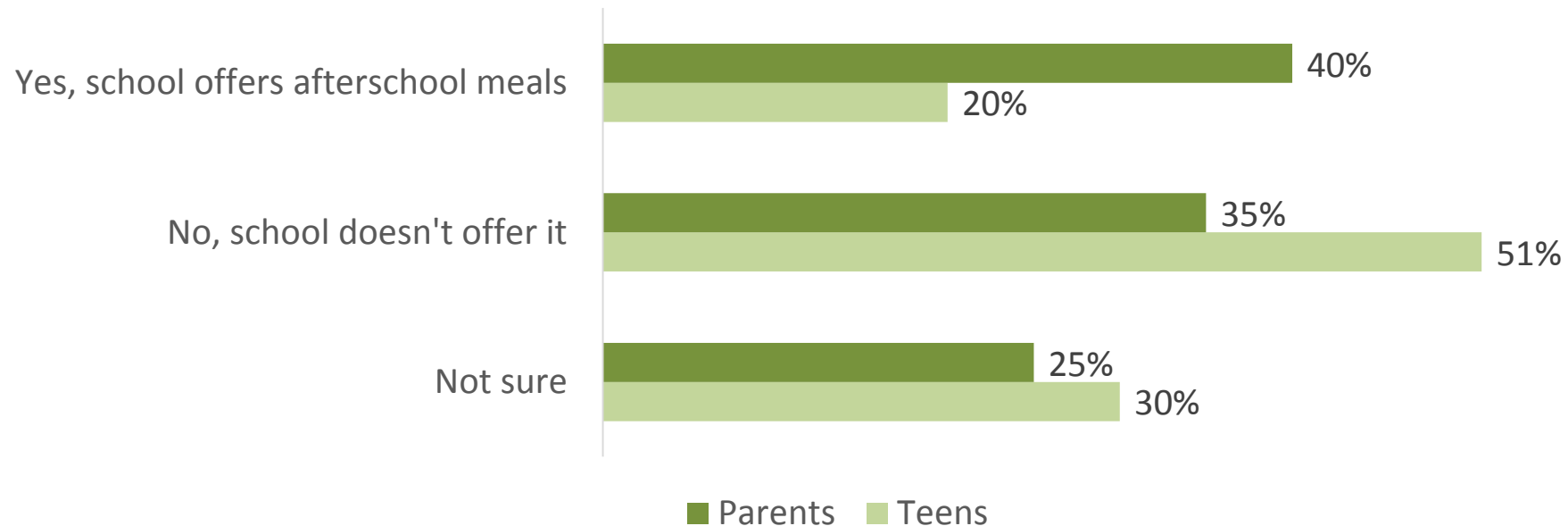


TEENS INDICATE OTHER OPPORTUNITIES TO IMPROVE BREAKFAST

- More than half of teens who eat school breakfast feel that food waste is an issue and that there is inadequate time to eat.
 - 58% said a lot of food is wasted at school breakfast (vs 63% who say food is wasted at lunch).
 - Only 55% of teens said they had enough time to eat school breakfast
- Moreover, only 39% of teens who eat school breakfast feel full afterwards.

AFTERSCHOOL MEALS/SNACKS PARTICIPATION

- Parents and teens had different responses on whether afterschool meals/snacks are offered at their school, suggesting that more can be done to increase awareness of the availability of afterschool meals/snacks .



AFTERSCHOOL MEALS/SNACKS PARTICIPATION

- A near majority of parents (64%) say that an afterschool meals/snacks at school would be helpful.
- However, only about one in three (30%) teens who don't have afterschool meals/snacks at their school say they'd be likely to participate. That doesn't mean that afterschool meals shouldn't be offered but that more can be done to make afterschool meals/snacks at school available, accessible, and appealing.
- The most common reasons teens gave for not always participating in afterschool meals/snacks at school are that a snack/meal is not offered (29%), they are not hungry (15%), or they don't like the food (15%):

SUMMER MEALS PARTICIPATION

- 20% of parents report their teen has eaten a summer meal at their school (21% of teens indicate this).
- 41% of parents said it was important to them that their teenager had the option to have summer meals at their school.
- 33% of teens felt that it was important.

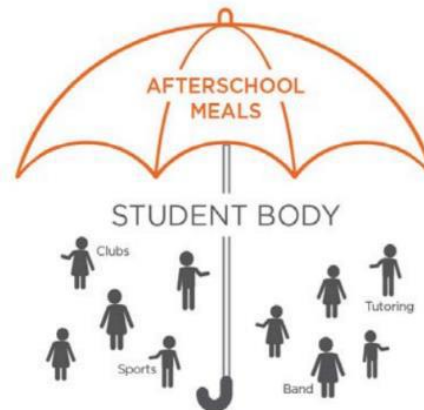
EDUCATOR RESPONSES SHOWS A GAP IN ACCESS TO SCHOOL MEALS

- Two in three educators (64%) say most or a lot of children in their schools rely on school meals as a significant source of nutrition
- Slightly less than half (47%) say their school operates Breakfast After the Bell.
- 38% of educators say their school operates a summer meal site; 47% say it is an open site (18% of all respondents)

EDUCATOR RESPONSES SHOWS A GAP IN ACCESS TO SCHOOL MEALS

- 73% of educators say their school offers afterschool enrichment activities. However, only 49% say their school offers afterschool snacks or meals.
- For educators in schools that do offer afterschool meals or snacks:
 - 21% say their school operates the umbrella model (10% of all respondents)
 - 8% say they operate supper in the classroom (4% of all respondents)

A MODEL THAT WORKS





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OUR SOLUTIONS

SCHOOLS AS NUTRITION HUBS

- Schools operating as Nutrition Hubs operate all available federal child nutrition programs – school breakfast, lunch, supper, and summer meals. This strategy:
 - Increases access to nutritious meals by providing three meals a day to students in need.
 - Provides school food service departments with a financial management solution: increasing revenue, optimizing staff time, and maximizing operational efficiencies.



BENEFITS OF OPERATING NUTRITION HUBS

- **Improved access**
- **Improved education**
- **Improved school community**
- **Improved operational efficiency**
- **Improved financial success**



KEYS TO SUCCESS

- **Identify champions.** Start small and build from there.
- **Maintain flexibility.** Customize solutions for each location.
- **Use data to drive decisions.** Engage staff in this process.
- **Find synergies.** Maximize efficiencies across operations, including staff.





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RESOURCES

RESOURCES YOU CAN USE

Hunger in Our Schools

- Full report: tiny.cc/HIOS
- Microsite: hungerinourschools.org
- Social media toolkit: tiny.cc/HIOSkit (infographics, quotes & videos)

Schools as Nutrition Hubs

- Brief: tiny.cc/nutritionhubs_brief
- Report: tiny.cc/nutritionhubs_report