



From Hungry to Healthy

November 8, 2014

Courtney Corbett – Midwest Dairy Council
Monica Palmer – Feeding Missouri
Kevin Gorsage – DESE



COMING TOGETHER TO NOURISH OUR NATION



49 MILLION PEOPLE  **are food insecure**



1 in 6 adults



1 in 5 children

increased risk of health and development issues



1 in 10 senior citizens

The FEEDING AMERICA Network

203

community food banks

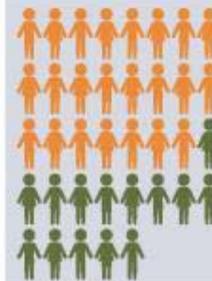


61,000

food pantries, soup kitchens & emergency shelters


3.8 of food distributed annually
BILLION POUNDS


9 meals supplied for each dollar donated



37 MILLION AMERICANS served annually

14 MILLION children

DAIRY IN
The FEEDING AMERICA Network

Dairy makes up only **5%** of food donations

Milk is one of the **top 5** foods preferred by food banks and pantries

People receive less than **ONE GALLON** of milk per person per year 

Donate milk to families in need at MilkLife.com/Give

FEEDING AMERICA



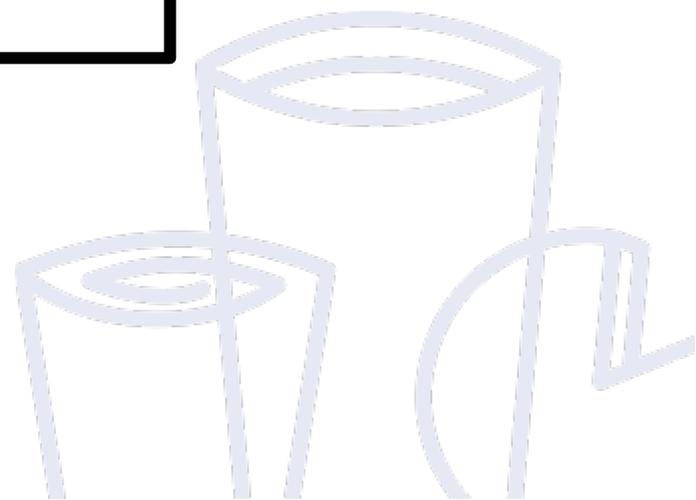
Join the **Great American Milk Drive** to help get fresh, nutritious milk to hungry families.

Midwest Dairy COUNCIL

Hunger in America - 2014



Click logo for video



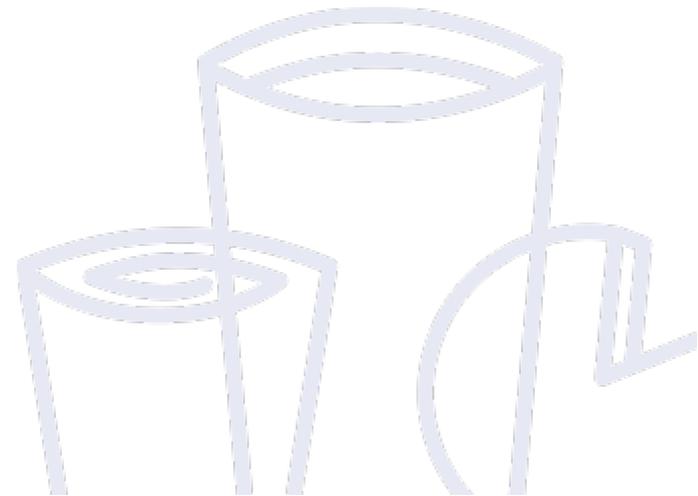


What is “food security”?

- The USDA says that “food security” exists when all people in the household have access to enough food for an active, healthy life at all times.

Not just enough food every day, but the right kinds of food to keep us active and healthy.

- “Low food security” or “food insecurity” occurs when there’s a reduced **access to nutritious food**





Rates of Food Insecurity

Who is food insecure in the US?

Nearly 50 million Americans

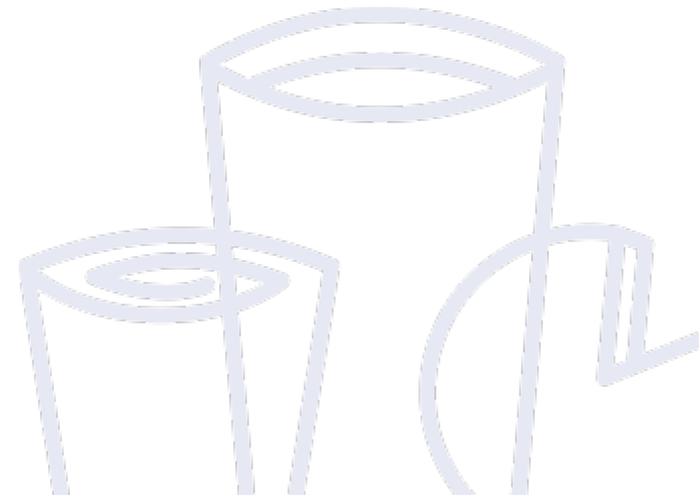
(1 in 6)

16 million children

(nearly 1 in 5)

16

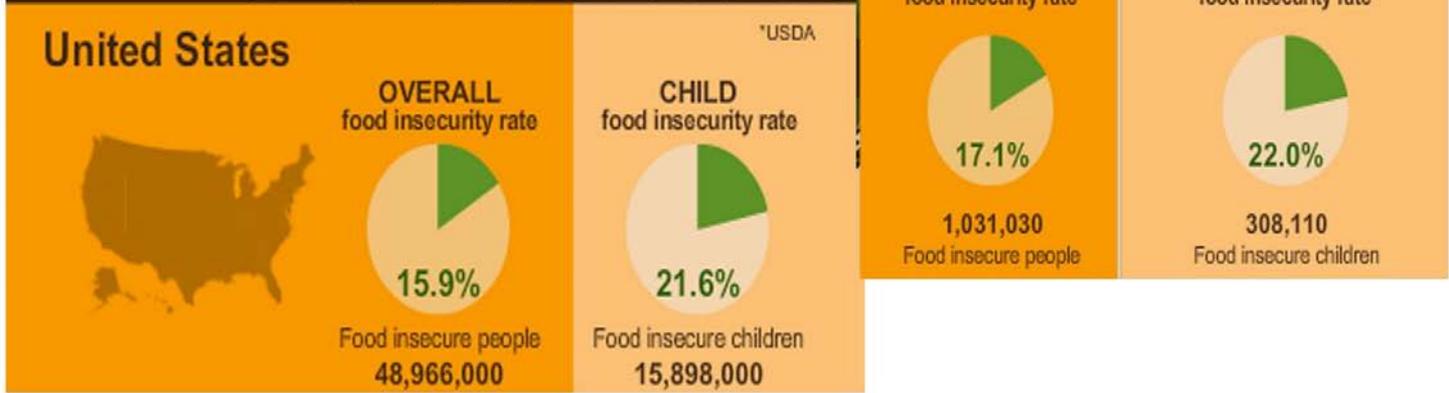
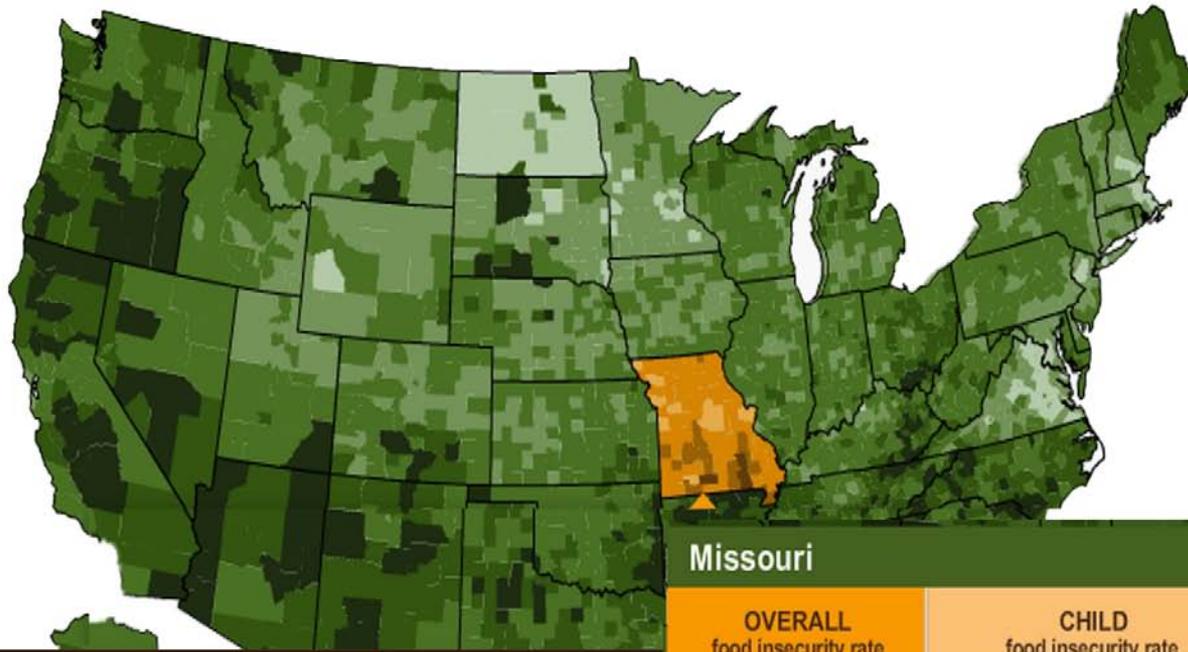
million kids





Feeding Missouri
Current state of child hunger in Missouri
Monica Palmer

Missouri is ABOVE the national average for food insecurity.



Proper nutrition is vital to the growth and development of children.

While almost all (**94 percent**) of client households with school-aged children (ages 5-18) report participating in the National School Lunch Program, only **46 percent** report participating in the School Breakfast Program.

Schools can help by promoting breakfast at school as a reliable source of nutritious food to promote learning and health.

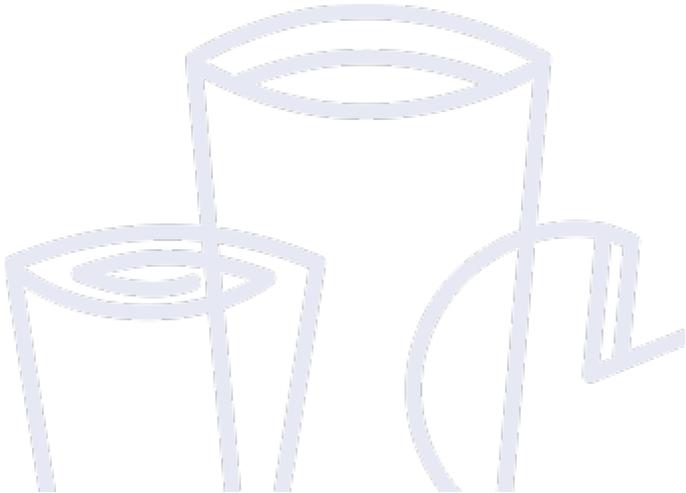




What is Food Security?

- **Food Security:** all people in the household have access to enough food for an active, healthy life at all times.
- **Low food security:** reduced quality, variety, or desirability of diet. Little or no indication of reduced food intake.
- **Very low food security:** multiple indications of disrupted eating patterns and reduced food intake.







Map the Meal Gap

- Feeding America first published the Map the Meal Gap project in early 2011 to learn more about the face of hunger at the local level.
- Due to generous support of the Howard G. Buffett Foundation and Nielsen.
- In August 2011, with the support of the ConAgra Foods Foundation, child food insecurity data was added to the project.
- Inter-active maps reflect 2009 - 2012 data, and will be updated every year with new data.
- <http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>





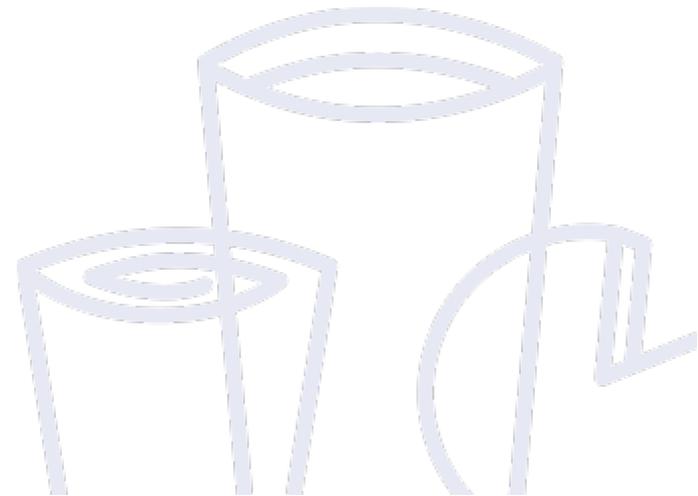
Finding your County

Feeding America Map the Meal Gap

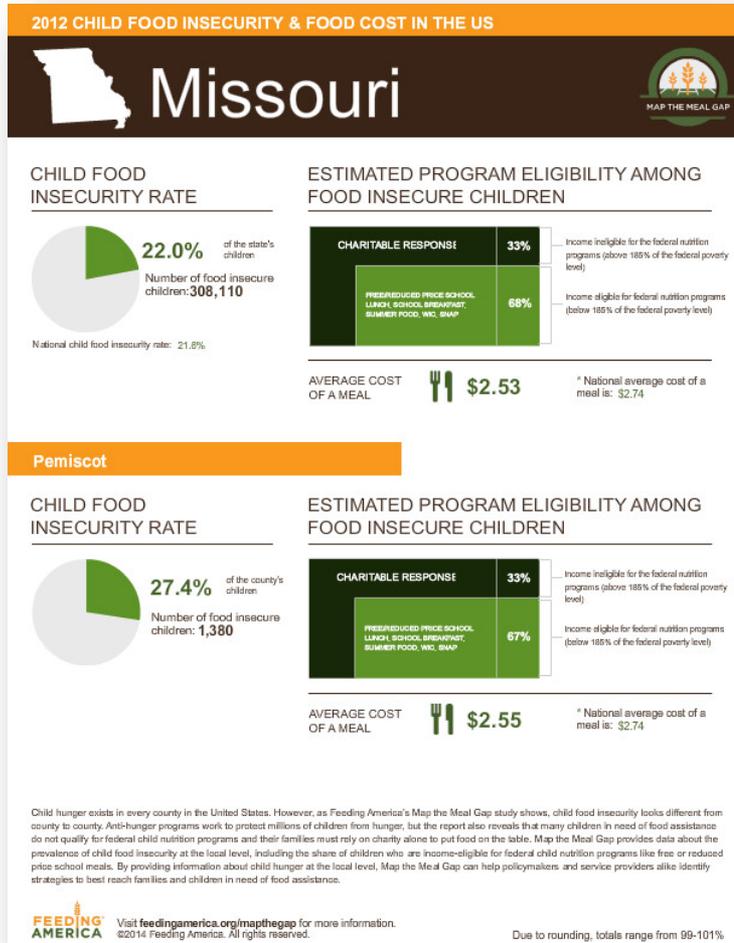
<http://feedingamerica.org/hunger-in-america/hunger-studies/map-the-meal-gap.aspx>

Map the meal Gap –

- View data
 - Zoom in on Missouri
 - Click on desired county
- You can also print or save data



Sample Missouri Counties



Sample Missouri Counties



2012 CHILD FOOD INSECURITY & FOOD COST IN THE US

Missouri

CHILD FOOD INSECURITY RATE

22.0% of the state's children

Number of food insecure children: **308,110**

National child food insecurity rate: 21.8%

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE CHILDREN

CHARITABLE RESPONSE	33%	Income ineligible for the federal nutrition programs (above 185% of the federal poverty level)
FREE/REDUCED PRICE SCHOOL LUNCH, SCHOOL BREAKFAST, SUMMER FOOD, WIC, SNAP	68%	Income eligible for federal nutrition programs (below 185% of the federal poverty level)

AVERAGE COST OF A MEAL **\$2.53**

* National average cost of a meal is: \$2.74

Scott

CHILD FOOD INSECURITY RATE

21.7% of the county's children

Number of food insecure children: **2,120**

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE CHILDREN

CHARITABLE RESPONSE	18%	Income ineligible for the federal nutrition programs (above 185% of the federal poverty level)
FREE/REDUCED PRICE SCHOOL LUNCH, SCHOOL BREAKFAST, SUMMER FOOD, WIC, SNAP	82%	Income eligible for federal nutrition programs (below 185% of the federal poverty level)

AVERAGE COST OF A MEAL **\$2.97**

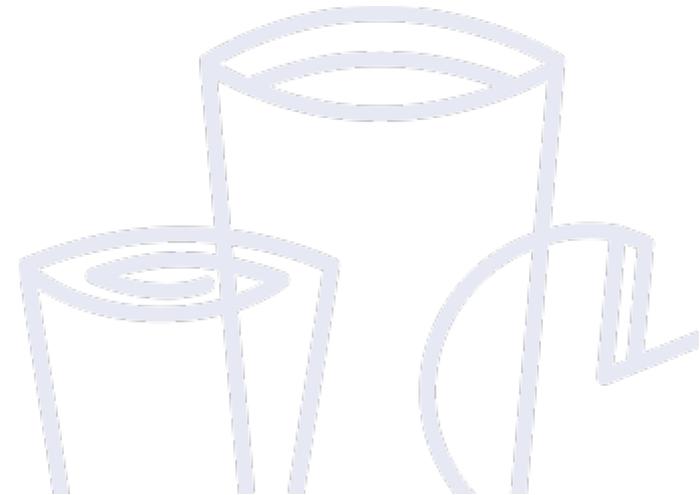
* National average cost of a meal is: \$2.74

Child hunger exists in every county in the United States. However, as Feeding America's Map the Meal Gap study shows, child food insecurity looks different from county to county. Anti-hunger programs work to protect millions of children from hunger, but the report also reveals that many children in need of food assistance do not qualify for federal child nutrition programs and their families must rely on charity alone to put food on the table. Map the Meal Gap provides data about the prevalence of child food insecurity at the local level, including the share of children who are income-eligible for federal child nutrition programs like free or reduced price school meals. By providing information about child hunger at the local level, Map the Meal Gap can help policymakers and service providers alike identify strategies to best reach families and children in need of food assistance.

Visit feedingamerica.org/mapthegap for more information.
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Due to rounding, totals range from 99-101%

Scott County



Sample Missouri Counties

2012 CHILD FOOD INSECURITY & FOOD COST IN THE US



Missouri



CHILD FOOD INSECURITY RATE



22.0% of the state's children

Number of food insecure children: **308,110**

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ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE CHILDREN

CHARITABLE RESPONSE	33%	Income ineligible for the federal nutrition programs (above 185% of the federal poverty level)
FREE/REDUCED PRICE SCHOOL LUNCH, SCHOOL BREAKFAST, SUMMER FOOD, WIC, SNAP	66%	Income eligible for federal nutrition programs (below 185% of the federal poverty level)

AVERAGE COST OF A MEAL



\$2.53

* National average cost of a meal is: \$2.74

St. Louis city

CHILD FOOD INSECURITY RATE



23.0% of the county's children

Number of food insecure children: **15,730**

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE CHILDREN

CHARITABLE RESPONSE	42%	Income ineligible for the federal nutrition programs (above 185% of the federal poverty level)
FREE/REDUCED PRICE SCHOOL LUNCH, SCHOOL BREAKFAST, SUMMER FOOD, WIC, SNAP	58%	Income eligible for federal nutrition programs (below 185% of the federal poverty level)

AVERAGE COST OF A MEAL



\$2.71

* National average cost of a meal is: \$2.74

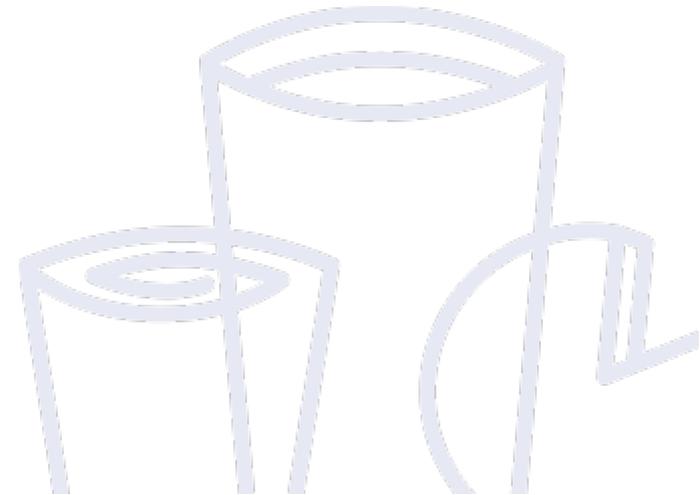
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St. Louis City



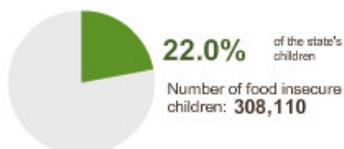


2012 CHILD FOOD INSECURITY & FOOD COST IN THE US

Missouri

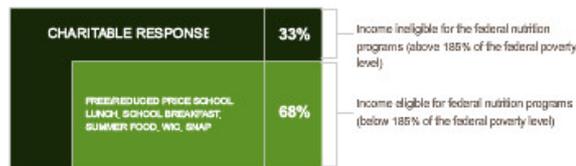


CHILD FOOD INSECURITY RATE



National child food insecurity rate: 21.6%

ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE CHILDREN

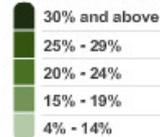


TOP counties with the highest child food insecurity rates

- Ripley
- Carter
- Reynolds
- Douglas
- Schuyler



Child Food Insecurity Rates



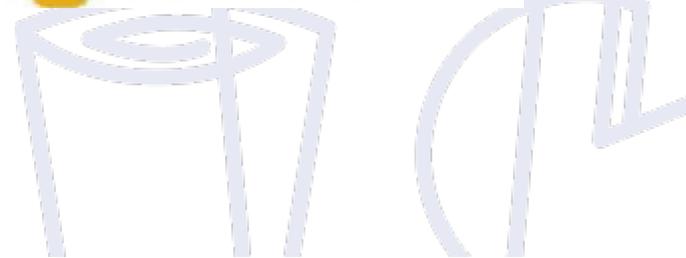
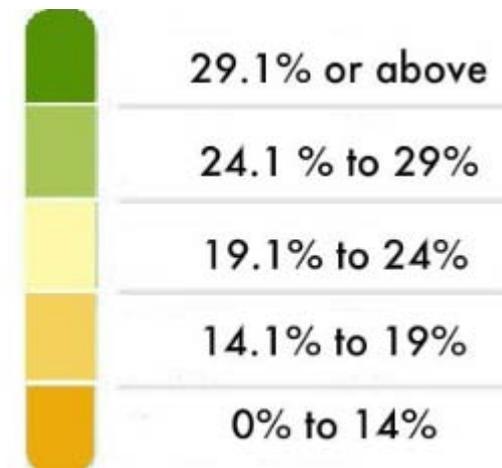
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Due to rounding, totals range from 99-101%

National child food insecurity rate: **21.6%**





**School Breakfast:
Kevin Gorsage
DESE – Nutrition Services**



DESE programs for The SBP

- State Mandate
 - All Schools with 35 percent or more free and reduced-price certified students in the preceding school year are required to participate in the School Breakfast Program.
- Severe Need Reimbursement
 - Schools may qualify for higher “severe need” reimbursements if a specified percentage of their lunches are served free or at a reduced price. Severe need payments are up to 23 cents higher than the normal reimbursements for free and reduced-price breakfasts.
- Additional State Funding
 - The state provides supplemental hardship grant funding for SBP, subject to appropriation. Any school that participates in SBP can apply and grants are awarded to schools with the highest need.



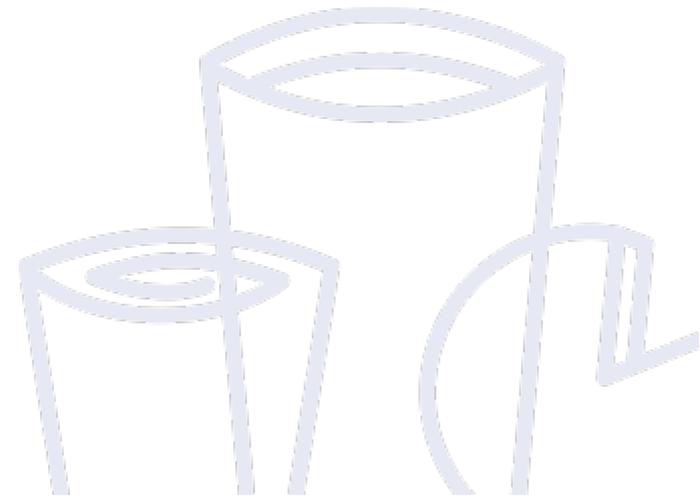
Missouri School Breakfast Report

Find a copy of the
No Kid Hungry 2013 School
Breakfast Report here:

<http://bit.do/NKH-School-Breakfast-Report-2013> //



Melissa Bailey/New Haven Independent





The Breakfast Gap in Missouri

School Breakfast

MISSOURI
55.5%



- Missouri ranks 14th in the U.S for breakfast participation with 55.5% of F/RP children who eat lunch also eat breakfast.

TOP STATE
70.2%



Why Does Breakfast Matter

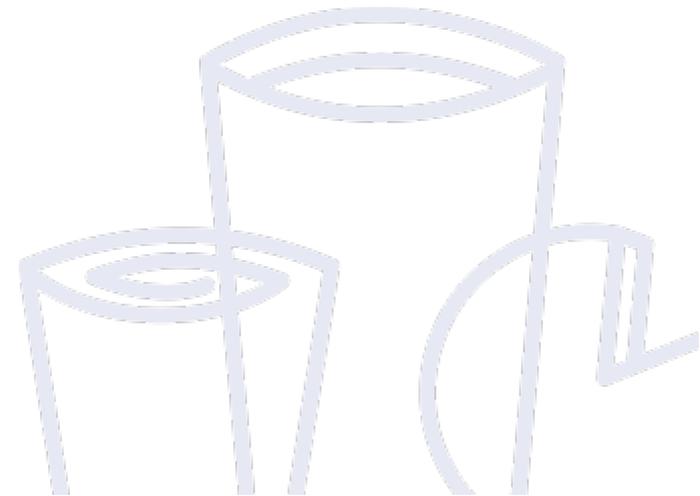


Health:

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

They are more likely to experience headaches, stomachaches, colds, ear infections and fatigue

Children who face hunger are more susceptible to obesity and its harmful health consequences as children and as adults



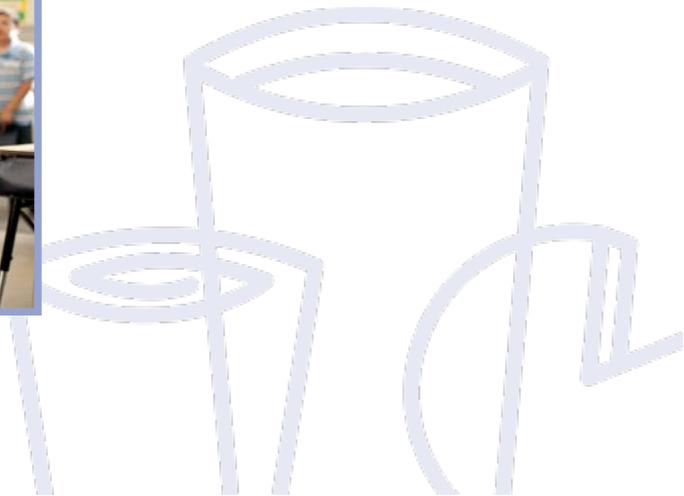
Why Does Breakfast Matter



Social and Emotional Well-Being:

Children who regularly do not get enough nutritious foods have significantly higher levels of behavioral, emotional and academic problems

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



Why Does Breakfast Matter



Academic:

- ❑ Lack of enough food impairs a child's ability to concentrate, experience high school absentee rates, more suspensions and behavioral referrals, and lower academic performance on achievement test





KIDS WHO EAT SCHOOL BREAKFAST...

MISS LESS SCHOOL



They attend an average of
1.5 more days
per year

DO BETTER IN MATH:



They average
17.5% higher
math test scores

MORE ATTENDANCE



HIGHER MATH SCORES =

20% more likely to
graduate high school

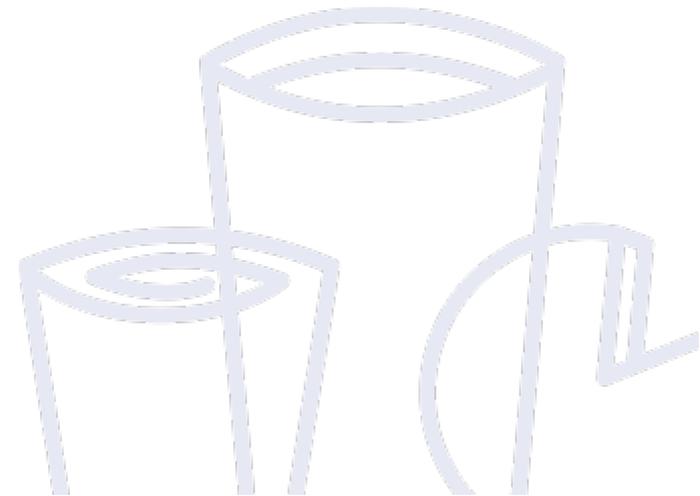




Increasing school breakfast participation requires the investment of schools to employ proven alternative breakfast models:

Reduce Hunger – Expand Breakfast

- Breakfast in the Classroom
- Grab n' Go
- 2nd Chance Breakfast





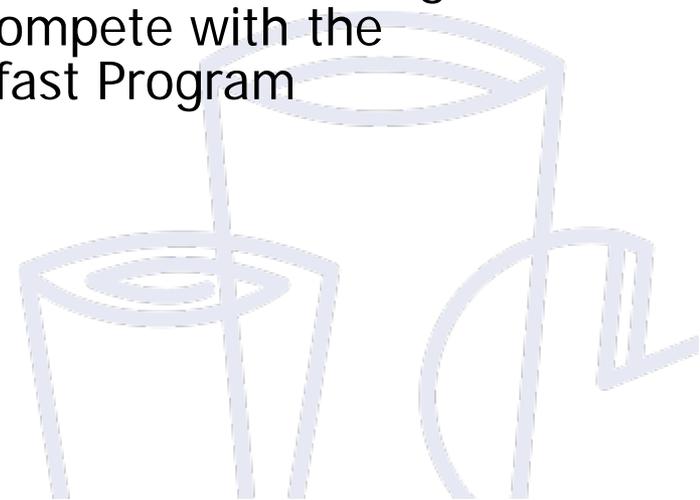
Barriers to Alternative Breakfast

Administrative Support

- Insufficient time
- Tight bus schedules
- Lack of funding for supervision
- Lack of administrative support
- Custodial issues

Nutrition Environment

- Cafeteria logistics
- Students prefer to socialize
- Stigma felt by students
- Breakfast offers limited healthy option
- Other foods and beverages that compete with the Breakfast Program



Missouri's School Breakfast Challenge!

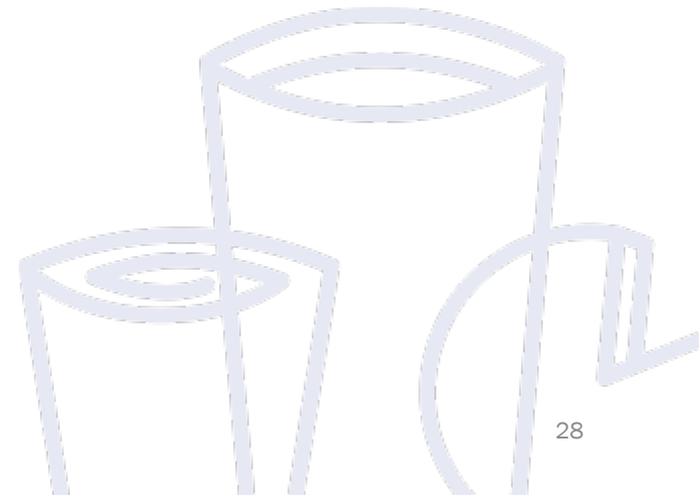
Missouri
EDUCATION



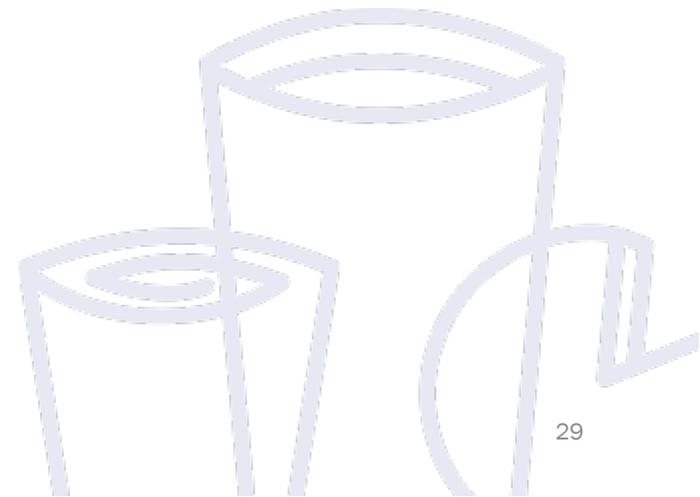


School Breakfast Challenge

- 2013-2014 School Year
- 5 different tiers based on school population
- Schools were eligible for cash prizes if they had a 20 percent increase from the 2012-2013 School Year to the 2013-2014 School Year
 - Five gold awards of \$3,000
 - Five silver awards of \$2,000
 - Five bronze awards of \$1,000



How did the winners increase breakfast participation?



Independence School District

- “Culture change- non-breakfast eaters are no longer held on the bus until the first bell. The choice to stay on the bus and visit with friends over getting off of the bus and eating breakfast was a problem. Once students no longer had the choice of staying on the bus and socializing they started taking that time to partake in breakfast. The best practice for this was presented to principals 3 years ago- 100% of the schools were following that practice last year.”
- “Cooperative effort & acceptance of building administrators of breakfast in the classroom.”
 - Michele Crumbaugh- Nutrition Services Director for Independence School District



Francis Howell School District

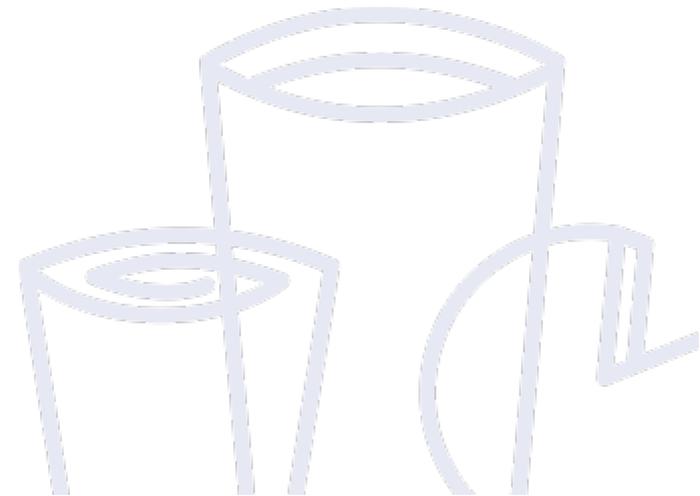
- “We have conducted surveys and visited with Principal Advisory Groups in the High Schools to get older student's feed back, and are currently involved with a Student Advisory Group to start up Breakfast Carts in all secondary schools.”
- “Two years ago we began a program called "The Breakfast Buzz" in our elementary schools. This is a program where I go to the schools and have a short (15-20 min.) session with each grade level. We talk about the importance of breakfast, what are good breakfast foods, and I read them a story that brings the two together. We also talk about good and bad choices, and the effects of both.”
- “We also met with all Principals to ensure that they were on board, and encouraging students to eat breakfast.”
- “Most of our Middle Schools are signed up and have recieved Bronze level awards for the Alliance for a Healthier Generation, which has further encouraged breakfast participation within those schools. We are now working on getting our elementary schools signed up as well.
 - Karin Mann- Food Service Manager/District Chef



Overcome the Barriers

Quicker option for students

Students take the breakfast to the classroom, creating potentially more instruction time





Alternative Model Friendly Foods

- Breakfast Cereal Varieties
- French Toast sticks
- Parfaits
- Waffle Sticks
- Breakfast Sandwiches
- Yogurt Chex Mix
- String Cheese
- Granola
- Graham Crackers





Why it Makes Sense?

Food Insecurity

About 1 in 5 students are food insecure in our schools
School meals may be their only meals

Behavior and Academics

Reduces behavioral issues
Tests scores increase (Ex. Math scores up 17%)
Student attendance increase

Financial

Increase Participation = Federal/State Reimbursement Dollars
Improve sustainability to the meal programs



Alternate breakfast options?



Do you need more information on alternate breakfast models and grant opportunities?

Would like to observe an alternate breakfast model in motion?

Contact a school who has implemented an alternate breakfast model



Grant Opportunities – What can the funds be used for in our schools?

Help reduce or eliminate start costs

What can the grants be used to for:

Purchase Equipment

Carts, hot or cold insulated bags, hot boxes for satellite schools, etc.

Materials

Trash cans, garbage bags, etc.

Marketing

Promoting breakfast

Classroom contests

BE CREATIVE!!



Things to think about...



Are enough students getting a balanced breakfast?

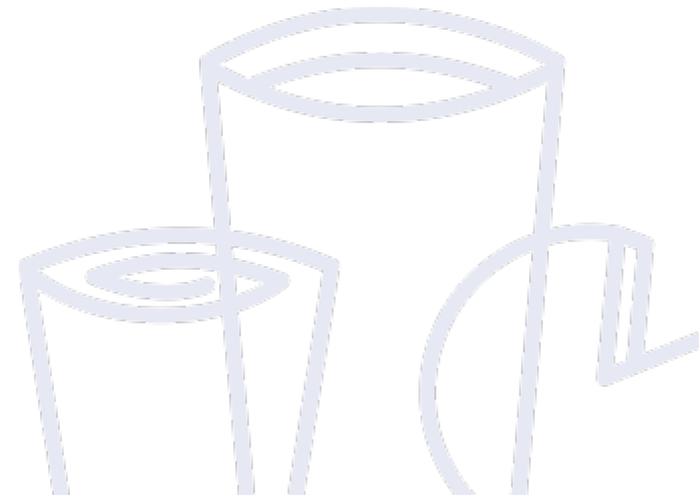
What is your current breakfast participation %?

Encourage schools to implement alternative breakfast models-

Grab n' Go, Breakfast in the Classroom

2nd Chance Breakfast

Breakfast on the Bus





What you can do?

Help students understand the importance of breakfast

Connect with your local food bank to explore the idea of a school pantry

Connect your local food pantry for referrals to provide families





Taking on Food Insecurity

Schools are continually becoming one of the most important platforms for addressing childhood hunger, food security and wellness

Go to: www.fueluptoplay60.com



Building Support from Education, Health & Government Partners



Endorsed by Governors across
the country including
Governor Nixon





Click picture for video

Thank you!

**Courtney Corbett
Midwest Dairy Council**

**Monica Palmer
Feeding Missouri**

Kevin Gorsage - DESE

