



# Ending Childhood Hunger: The Big Picture

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Director  
No Kid Hungry Virginia

March 15, 2025





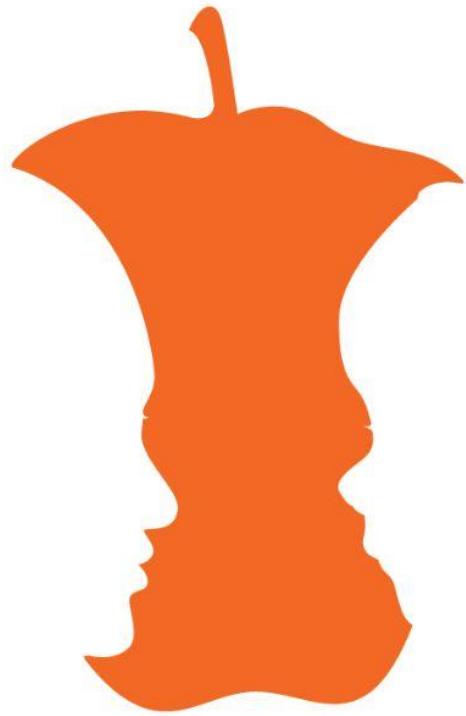
## Purpose and Agenda

**Purpose:** To understand and celebrate how the school nutrition profession is a key component of every community's childhood food security strategy.

**Agenda:**

- About No Kid Hungry Virginia
- August 2024 Virginia Hunger Survey
- Overview of School Meals and Summer Meals Data Trends
- Virginia Victories
- Uplifting Each Other

**Your mission:** To feel PROUD of your job.



**NO KID**  
**HUNGRY**®









**NO KID**  
**HUNGRY**<sup>®</sup>

VIRGINIA

# HOW WE'RE HELPING END CHILDHOOD HUNGER



## TRAINING & SUPPORT

We work with schools and communities to help them implement more effective meal programs - providing training, peer connections, data and research



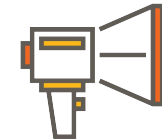
## GRANT FUNDING

We invest in new equipment and capacity-building needs so schools and community groups can grow their meal programs



## ADVOCACY & SYSTEMS CHANGE

We work to modernize outdated programs and ensure they better meet the needs of children and families



## OUTREACH & AWARENESS

We connect kids and families with food resources and put childhood hunger on the public stage to generate the public will needed to end the crisis

when the caffeine wears off but it's too late in the day for another coffee



[Image source](#)



Me after 1 minute of work



[Image source](#)

## Fruit and Vegetable Frenzy

Objective: Create a list of as many fruit and vegetables as you can...but only ones that start with the letters in the word **CAFETERIA**.

Here's How to Play:

- I am going to put 90 seconds on the clock.
- Use that time to write a list of all the fruits and vegetables that start with the letters **C, A, F, E, T, E, R, I, A**.
- Use your brain- NO CELL PHONES!
- At the end of the time, tally up your list.
- The person with the longest list WINS!

## HOW CLOSE DID YOU GET TO 41?

**C:** Cabbage, Cantaloupe, Carrots, Cauliflower, Celery, Cherry, Coconut, Collard Greens, Corn, Cranberry, Cucumber

**A:** Alfalfa Sprouts, Apple, Apricot, Artichoke, Asian Pear, Asparagus, Atemoya, Avocado

**F:** Fennel, Figs

**E:** Eggplant, Endive, Escarole

**T:** Tangelo, Tangerine, Tomatillo, Tomato, Turnip

**E:** Eggplant, Endive, Escarole

**R:** Radicchio, Radishes, Raisins, Raspberries, Red Cabbage, Rhubarb, Romaine Lettuce, Rutabaga

**I:** Iceberg Lettuce

**A:** Alfalfa Sprouts, Apple, Apricot, Artichoke, Asian Pear, Asparagus, Atemoya, Avocado



**WELL WHAT DO**



**WE DO NOW?**

memegenerator.net



## Five Reasons YOUR JOB MATTERS.

**Remember:** your mission is to leave this session feeling PROUD.



# 1. Families need help.



1 in 7

# AUGUST 2024: VIRGINIA HUNGER SURVEY



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Understanding how current food costs are impacting Virginians, especially families of public school students



Surveyed n = 1,278 adults in Virginia from August 15-21, 2024, including 316 respondents with students in K-12 public schools

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Respondents were recruited via dynamic online sampling and SMS to obtain a sample reflective of the population.

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Post-stratification performed on age, gender, race/ethnicity, education, region, and 2020 presidential vote.

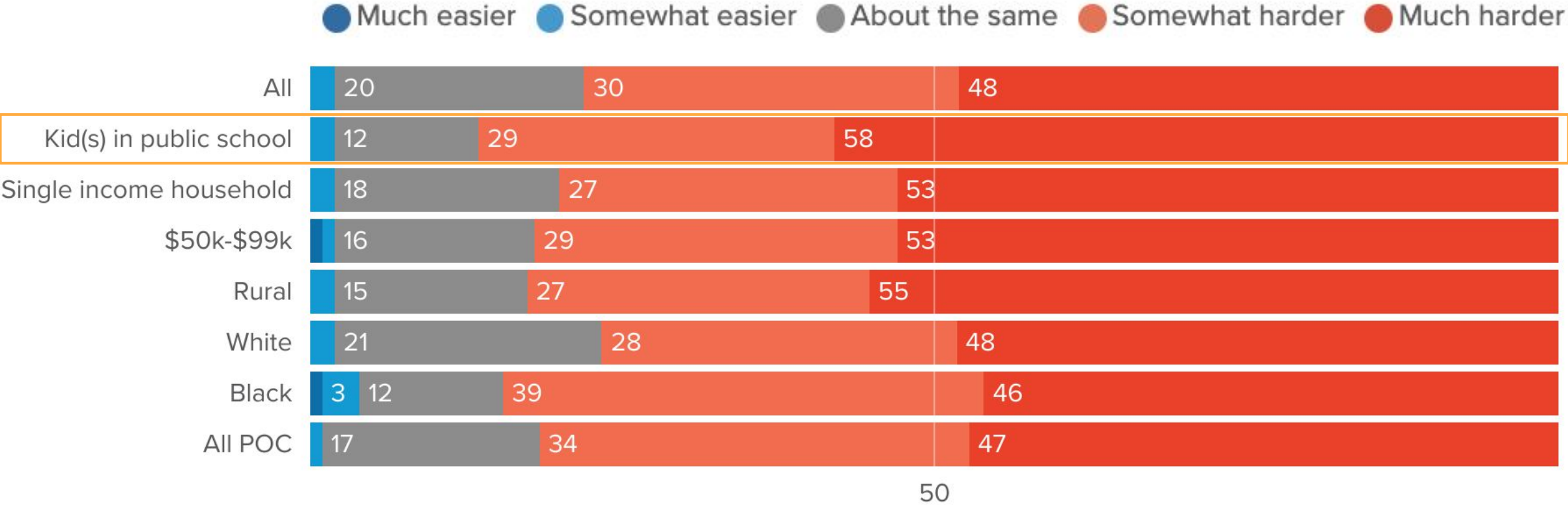
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The modeled margin of error is 3.0%

# 78% of Virginians say that food is harder to afford than it was just a year ago

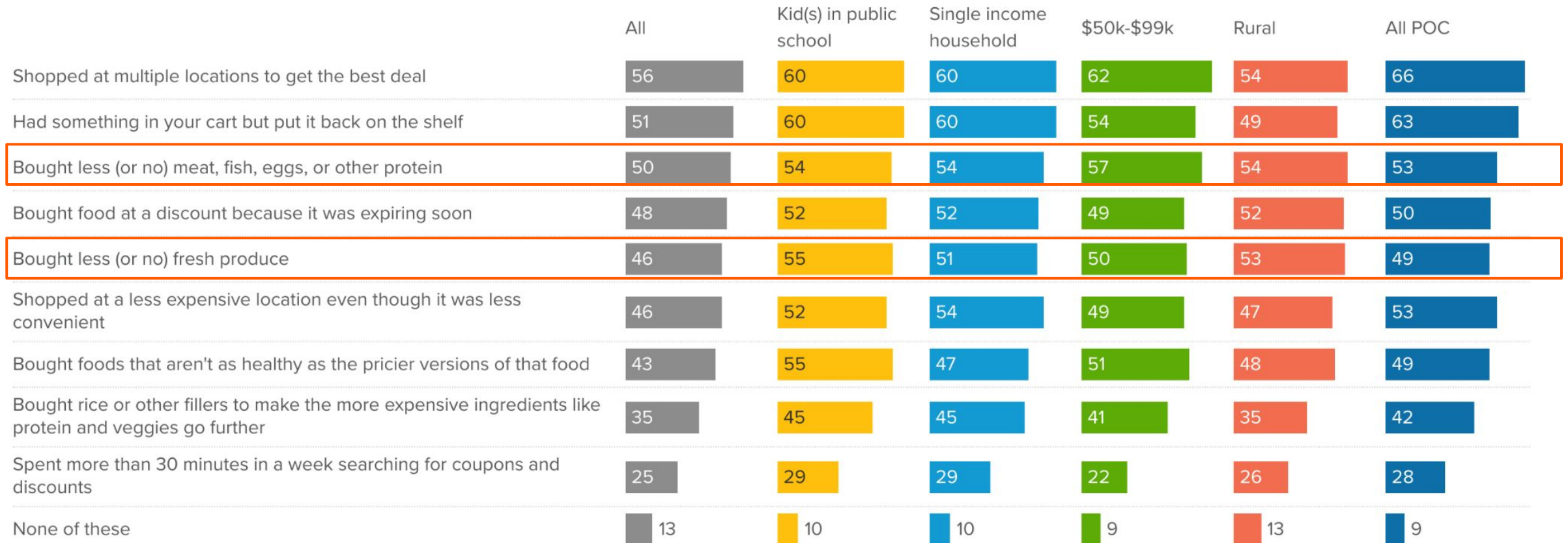
In the last 12 months, has it become easier or harder to afford groceries for your household?





# Food costs impact how Virginians grocery shop

Select all that apply. In the past 12 months was there a time when, because of the cost of food, you:

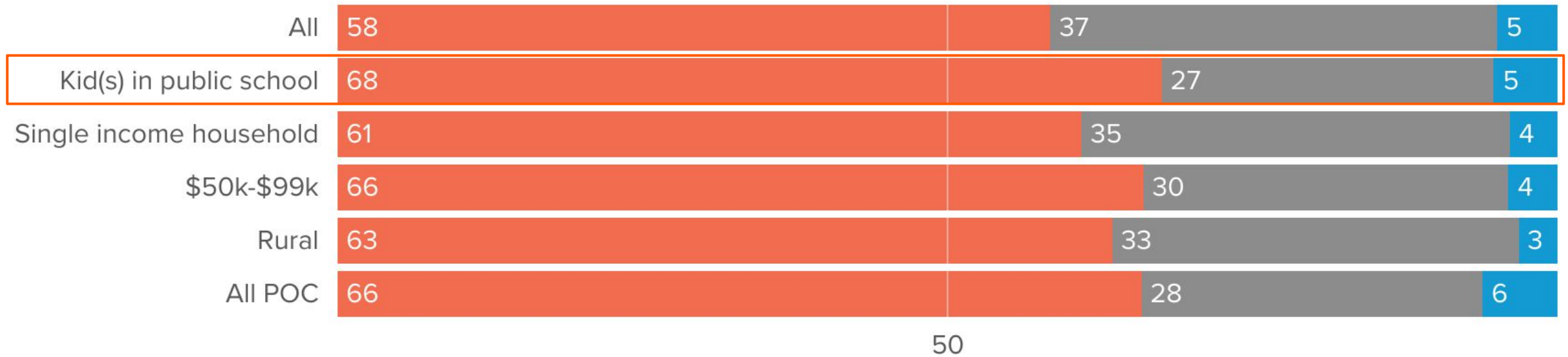


*Because of current food costs, Virginians are shopping in ways that get the most out of their grocery budget, oftentimes at the expense of healthy food choices.*

# The impact of food costs extends to mental health

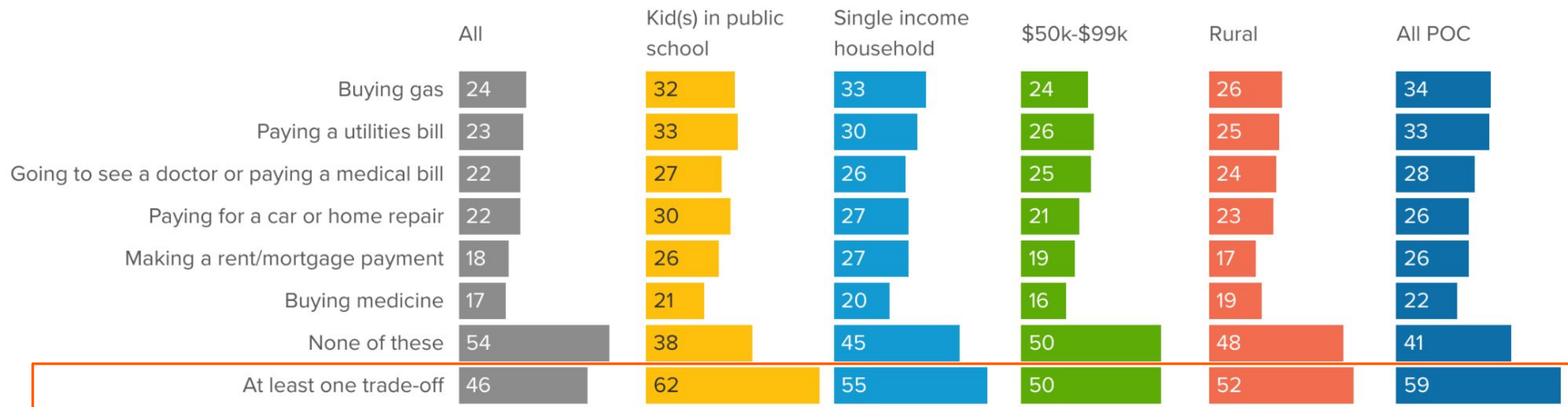
Compared to this time last year, are you feeling more stressed or less stressed by figuring out how to afford enough nutritious food for yourself or your household?

● More stressed ● About the same ● Less stressed



# Half of Virginians are having to make trade-offs because of the cost of food

Select all that apply. During the last 12 months, was there a time when you had to choose between purchasing food and:



*62% of public school families made a trade-off between food and at least one essential in the past 12 months. The most common trade-offs are paying for gas and paying utility bills.*

# Many Virginians are one unexpected expense away from experiencing hunger

If you were faced with the following, how worried would you be about your ability to buy groceries for your household?



# Recap: Survey Highlights

**AFFORDING GROCERIES IS GETTING HARDER** - Three-quarters (78%) of Virginians say it has become harder to afford groceries in the last 12 months, including half (48%) who say it's much harder. 83% say their incomes aren't keeping up with the rising cost of food. This is overwhelmingly true even for middle-income respondents: nearly nine in ten (89%) of those with annual household incomes between \$50k and \$100k say that the cost of food is rising faster than their income.

**THE COST OF FOOD IS IMPACTING VIRGINIANS' HEALTH** - Because of the cost of food, Virginians are making choices at the grocery store that negatively impact their health. In the past 12 months, 46% bought less or no fresh produce and half (50%) bought less or no protein. The negative impacts extend to mental health, too, with a majority (58%) saying they feel more stressed about figuring out how to afford groceries than they felt at this time just one year ago.

**MANY VIRGINIANS ARE CLOSE TO HUNGER, ESPECIALLY PUBLIC SCHOOL FAMILIES** - Many Virginians (41%) have experienced signs of food insecurity in the past year, including half (53%) of respondents with students in K-12 public school, and two-thirds (68%) of Virginians would worry about their ability to afford food if faced with an unexpected \$1500 expense.



# Imagine a world where you have an unlimited grocery budget. In what ways would that change how you approach grocery shopping, eating, or other areas of your life?

**KEY THEMES:** 1) Healthier eating, 2) Reduced stress, 3) Allocate \$ to other essentials, save for the future, and pay off debt

*I would be able to feed my family healthily with well balanced meals. We would be able live comfortably by paying off maxed out credit cards with the money not spent on groceries... It is impossible for any family making less than \$80,000 - \$90,000 to do more than survive on the bare minimum.*

*(White Dad, 18-34, Lee County)*

*I would approach shopping with ease and control. I would be more mindful of making nutritious meals with fresh vegetables. I wouldn't have to budget \$50 for a week of groceries and consider paying bills first.*

*(Black Mom, 18-34, Alexandria City)*

*I could invest more into spending time with my children and my wife, repairing my new home and saving for the future.*

*(White Dad, 18-34, Bedford County)*

*I would be buying meat and vegetables, and healthy foods. It's ridiculous how expensive everything is and I make decent money. My 13 year old can clean out \$175 in groceries in a week.*

*(White Mom, 35-49, Danville City)*



[Video link](#)



1. Families need help.

**2. School and summer meals are a solution.**

**THANK YOU.**



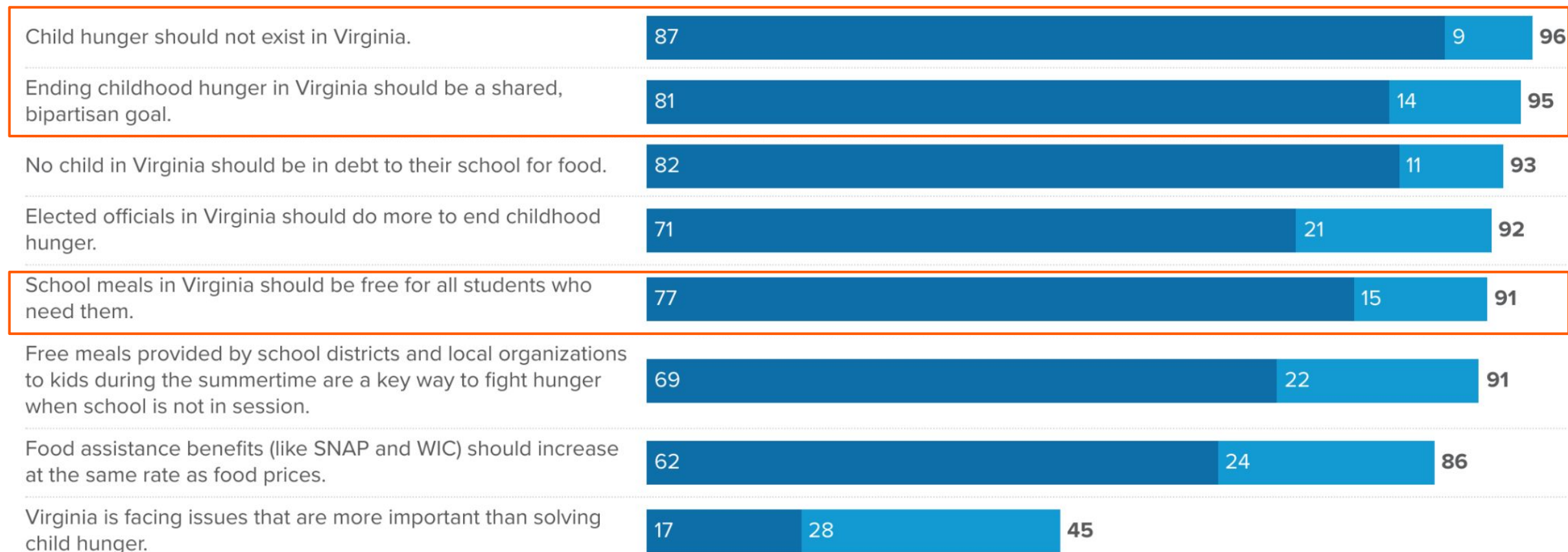


**FOOD**  
**IS**  
**THE MOST**  
**IMPORTANT**  
**SCHOOL**  
**SUPPLY**



# Virginians show strong demand for bipartisan action on addressing childhood hunger

● Strongly agree ● Somewhat agree







## VIRGINIA HUNGER SURVEY

# 95%

of Virginians agree: ending  
child hunger should be a  
bipartisan goal.

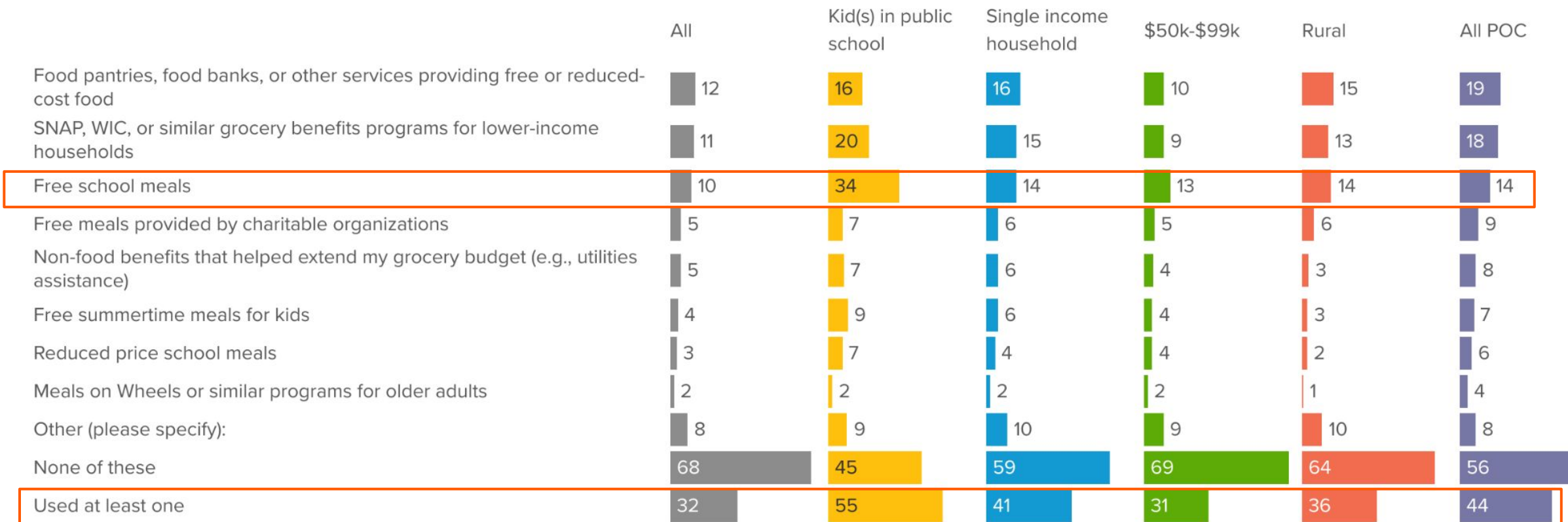


LEARN MORE



# 1 in 3 Virginians are using at least one program to extend their food budget

Select all that apply. In the past 12 months, I extended my household food budget with the help of:



*Half of families of public school children use at least one program. The most used programs are grocery benefits like SNAP, food pantries, and free school meals.*

# Please provide a brief description of whether and how you used school meals and/or summertime meals for kids to help stretch your food budget.

*By getting free lunch and breakfast for my kids at school, I was able to buy more groceries, so it could last longer towards the next payday, rather than running out before it.*

*(White Mom, 35-49,  
Rockingham County)*

*School meals make it easier on grocery bills, as I don't have to worry about buying food my kids like/eat. I get to shift my grocery budget for lunch, to healthier or more quality options for dinner.*

*(Hispanic Dad, 18-34,  
Prince William County)*

*Typically, I'm not eligible for any benefits because of my income. On paper, I make a lot of money; however, with medical bills/debt, my husband's health, and his inability to work, we struggle with keeping the appropriate amount of food in our home on a monthly basis.*

*(Black Mom, 18-34,  
Petersburg County)*

*I use school meals during the week by making sure my scholars are at school in time for breakfast. Then they eat a school provided lunch later in the day. I would like to participate in the summer meals but pickup was during work hours.*

*(Mom, 35-49,  
Norfolk City County)*



# **GOOD NEWS FOR KIDS IN VIRGINIA!**



# BREAKFAST



# Start the Day Strong with School Breakfast

Too many children come to school each day having not eaten a healthy meal—or having eaten nothing at all.

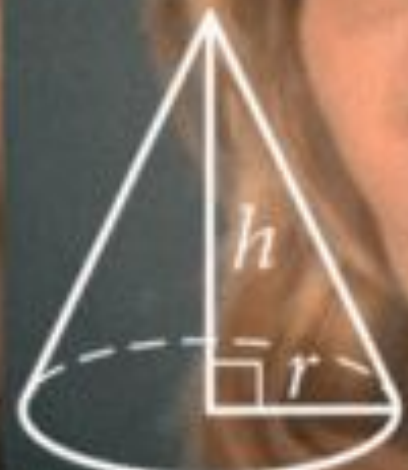

To help schools provide kids the fuel they need to learn, **you break down the barriers**—like stigma, a late school bus, or even when and where the meal is served—**that prevent kids from accessing the meals they deserve.**





$A = \pi r^2$   
 $C = 2\pi r$

$V = \frac{1}{3} \pi r^2 h$





$V = \pi r^2 h$

	30°	45°	60°
sin	$\frac{1}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{\sqrt{3}}{2}$
cos	$\frac{\sqrt{3}}{2}$	$\frac{\sqrt{2}}{2}$	$\frac{1}{2}$
tan	$\frac{\sqrt{3}}{3}$	1	$\sqrt{3}$

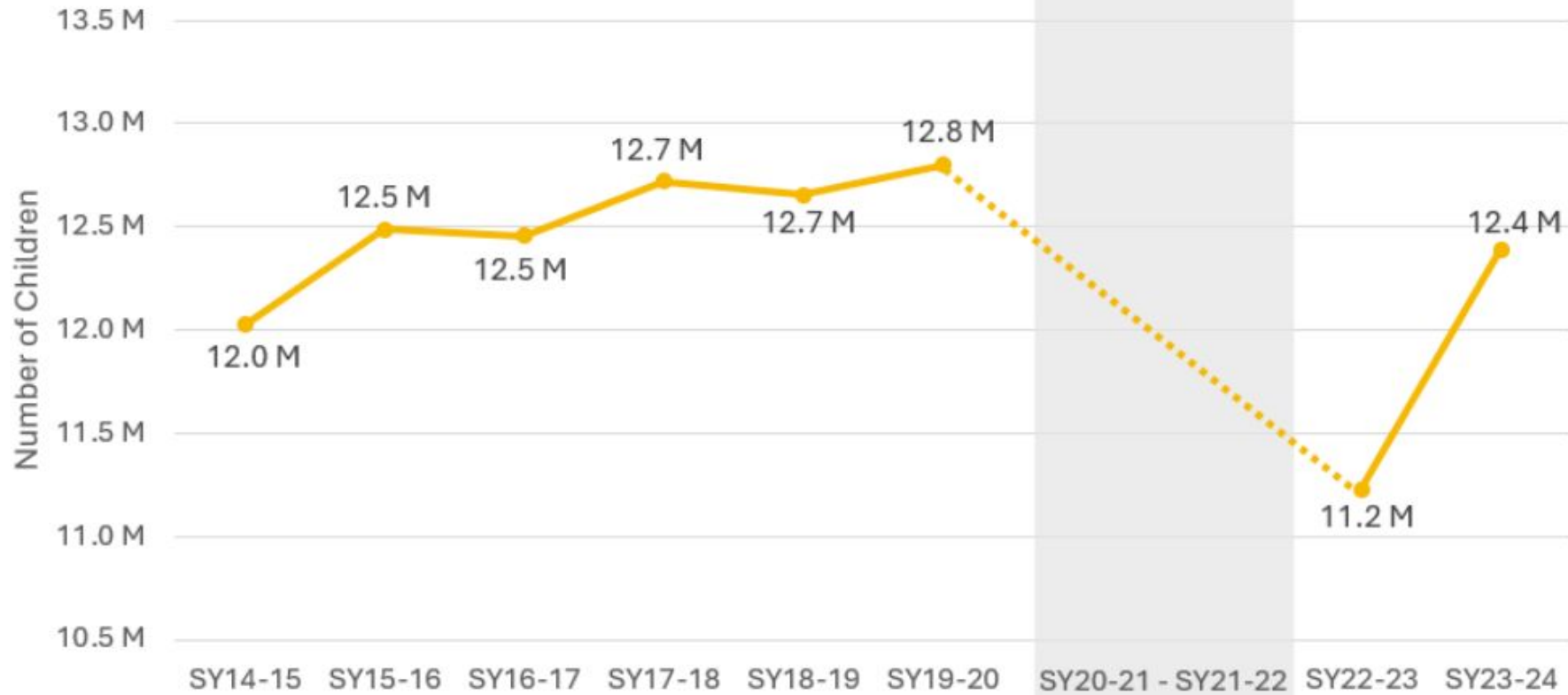



$\int \sin x dx = -\cos x + C$   
 $\int \frac{dx}{\cos^2 x} = \operatorname{tg} x + C$   
 $\int \operatorname{tg} x dx = -\ln|\cos x| + C$   
 $\int \frac{dx}{\sin x} = \ln\left|\operatorname{tg} \frac{x}{2}\right| + C$   
 $\int \frac{dx}{a^2 + x^2} = \frac{1}{a} \operatorname{arctg} \frac{x}{a} + C$   
 $\int \frac{dx}{x} = \frac{1}{a} \ln|x - a| + C$



$ax^2 + bx + c = 0$   
 $a\left(x^2 + \frac{b}{a}x + \frac{c}{a}\right) = 0$   
 $x^2 + 2\frac{b}{2a}x + \left(\frac{b}{2a}\right)^2 - \left(\frac{b}{2a}\right)^2 + \frac{c}{a} = 0$   
 $\left(x + \frac{b}{2a}\right)^2 - \frac{b^2 - 4ac}{4a^2} = 0$

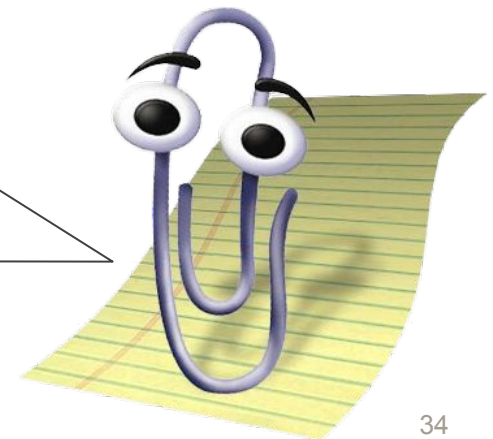
## Participation in Free and Reduced-Price School Breakfast



The number of kids eating school breakfast and school lunch declined significantly in school year 2022-23.

But data from school year 2023-24 shows free and reduced-price meal participation is recovering at the national level, with 21.2 million children eating school lunch and 12.4 million children eating school breakfast.

But this trend is not consistent at the state level.





## 2023-24 Free and Reduced-Price (F/R) School Meal Participation by State

State	Number of F/R Students Eating Lunch (thousands)	Lunch Change from Pre-Pandemic (thousands)	Number of F/R Students Eating Breakfast (thousands)	Breakfast Change from Pre-Pandemic (thousands)
Alabama	441	37	264	29
Alaska	31	-11	17	-5
Arizona	419	-58	216	-50
Arkansas <sup>1</sup>	225	-25	262	99
California <sup>1</sup>	2,248	-348	1,299	-219
Colorado <sup>1</sup>	206	-24	109	-24
Connecticut <sup>1</sup>	198	2	111	9
Delaware	56	-19	35	-6
Dist. of Columbia <sup>1</sup>	42	-8	33	1
Florida	1,518	27	737	-24
Georgia <sup>1</sup>	861	-68	537	-14
Hawaii	60	-3	24	-3
Idaho	71	-28	34	-17
Illinois	745	-66	397	-24
Indiana	485	29	267	27
Iowa	194	-1	93	7
Kansas	188	5	100	-1
Kentucky	434	-35	291	-9
Louisiana <sup>1</sup>	443	-31	265	-17
Maine <sup>1</sup>	44	-22	30	-7
Maryland <sup>1</sup>	318	-26	191	2
Massachusetts <sup>1</sup>	368	17	210	20
Michigan <sup>1</sup>	631	16	388	34
Minnesota <sup>1</sup>	299	-14	165	7
Mississippi	262	-38	167	-20
Missouri	305	-83	200	-30

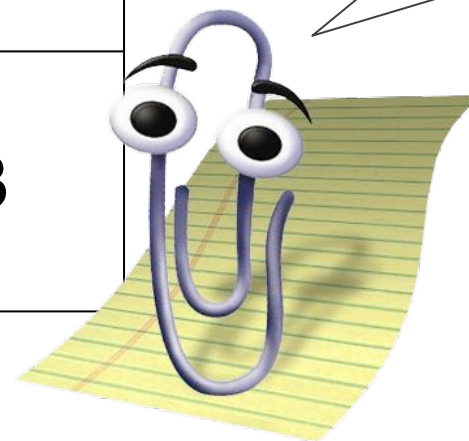
State	Number of F/R Students Eating Lunch (thousands)	Lunch Change from Pre-Pandemic (thousands)	Number of F/R Students Eating Breakfast (thousands)	Breakfast Change from Pre-Pandemic (thousands)
Montana	47	-7	28	-2
Nebraska	138	6	65	6
Nevada <sup>1</sup>	173	-15	97	-17
New Hampshire <sup>1</sup>	26	-11	12	-3
New Jersey <sup>1</sup>	419	-29	278	31
New Mexico <sup>1</sup>	152	-39	111	-12
New York <sup>1</sup>	1,401	-50	754	9
North Carolina	676	-30	416	23
North Dakota <sup>1</sup>	32	-7	18	0
Ohio <sup>1</sup>	601	-76	360	-16
Oklahoma	295	9	167	-24
Oregon <sup>1</sup>	169	-47	89	-23
Pennsylvania <sup>1</sup>	708	-12	422	50
Rhode Island	42	-11	24	-3
South Carolina	425	40	255	28
South Dakota	42	-6	21	-2
Tennessee	446	-81	286	-36
Texas <sup>1</sup>	2,752	-61	1,666	-91
Utah	137	-13	50	-14
Vermont <sup>1</sup>	27	-2	18	1
Virginia <sup>1</sup>	512	29	335	51
Washington <sup>1</sup>	310	-27	160	-8
West Virginia	142	-26	118	-2
Wisconsin	277	-32	155	-2
Wyoming	22	-1	10	-2

	<b>Breakfast ADP</b>	<b>Lunch ADP</b>
<b>SY 19-20</b>	<b>342,438</b>	<b>657,545</b>
<b>SY 23-24</b>	<b>381,288</b>	<b>674,028</b>
<b>Change</b>	<b>+32,850</b>	<b>+16,483</b>

Please know that Virginia is a national leader. Only a handful of states have experienced school meal participation recovery or growth since the pandemic.

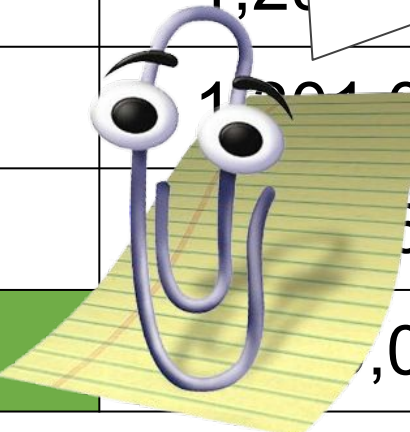
What's driving our increases?

- Increased CEP enrollment
- Expansion of Breakfast After the Bell
- Connection with decreasing chronic absenteeism
- YOU!



	<b>Breakfast ADP</b>	<b>YoY Change</b>	<b>Enrollment</b>	<b>Breakfast %</b>
SY12-13	246,570		1,210,000	20.4%
SY13-14	246,802	+232		
SY14-15	256,411	+9,609		
SY15-16	280,591	+24,180		
SY16-17	299,961	+19,370		
SY17-18	320,777	+20,816		
SY18-19	325,872	+5,095	1,201,000	27.1%
SY19-20	342,438	+16,566	1,298,049	26.3%
SY22-23	349,583	+13,758	1,250,508	27.9%
SY23-24	381,288	+25,092	1,247,047	30.5%

Do you see how school year 23-24 is the largest single year-over-year increase in breakfast participation in the last 10+ years, with over 25,000 additional students eating breakfast on the average day?



246,570 → 381,288 =

**134,718 more students**

**eating breakfast each DAY**



134,718 \* 180 days =

**24.2 MILLION MORE**

**breakfasts served last year**



# **GOOD NEWS FOR KIDS IN VIRGINIA!**



## Virginia is a CEP leader.

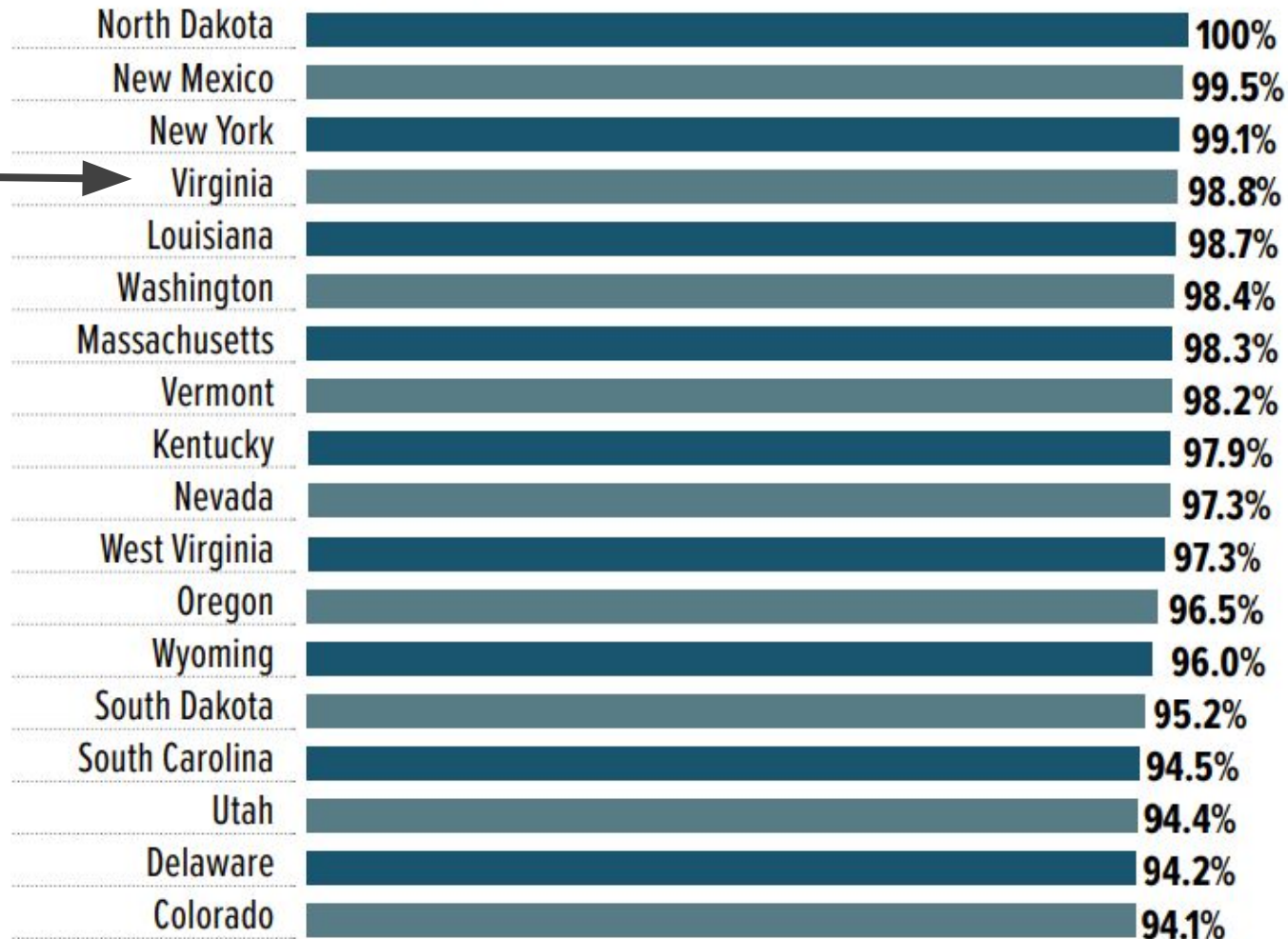
- In school year 24-25, **96 of Virginia's 131 public school divisions** are participating in the Community Eligibility Provision (CEP) at ALL their schools.

Another 24 school divisions participate at a portion of schools.

Through CEP alone, over **711,000 students** have access to free breakfast and lunch.

- Overall, roughly two thirds of Virginia's 1.2 million public school students have access to free school meals.

**GRAPH 3:** Percentage of Eligible Schools Adopting Community Eligibility in School Year 2023–2024



# Division that serve no-cost meals at ALL schools (based on CEP eligibility)

Accomack	Colonial Beach	Halifax	Newport News	Russell
Alleghany Highlands	Colonial Heights	Hampton	Norfolk	Scott
Amelia	Craig	Harrisonburg	Northampton	Shenandoah
Amherst	Culpeper	Henry	Northumberland	Smyth
Appomattox	Cumberland	Hopewell	Norton	Southampton
Augusta	Danville	King & Queen	Nottoway	Staunton
Bath	Dickenson	Lancaster	Orange	Suffolk
Bland	Dinwiddie	Lee	Page	Surry
Bristol	Essex	Louisa	Patrick	Sussex
Brunswick	Floyd	Lunenburg	Petersburg	Tazewell
Buchanan	Fluvanna	Lynchburg	Pittsylvania	Warren
Buckingham	Franklin City	Madison	Portsmouth	Washington
Buena Vista	Franklin Co.	Manassas City	Prince Edward	Waynesboro
Campbell	Fredericksburg	Manassas Park City	Pulaski	Westmoreland
Caroline	Galax	Martinsville	Rappahannock	West Point
Carroll	Gloucester	Mathews	Richmond City	Winchester
Charles City	Grayson	Mecklenburg	Richmond Co.	Wise
Charlotte	Greene	Middlesex	Roanoke City	Wythe
Charlottesville	Greensville	Nelson	Rockbridge	

# Divisions that serve no-cost meals at a portion of schools (based on CEP eligibility)

Albemarle

Alexandria

Arlington

Bedford

Botetourt

Chesapeake

Chesterfield

Fairfax

Fauquier

Frederick

Hanover

Henrico

Isle of Wight

King George

Loudoun

Montgomery

Prince William

Roanoke Co.

Rockingham

Salem

Spotsylvania

Stafford

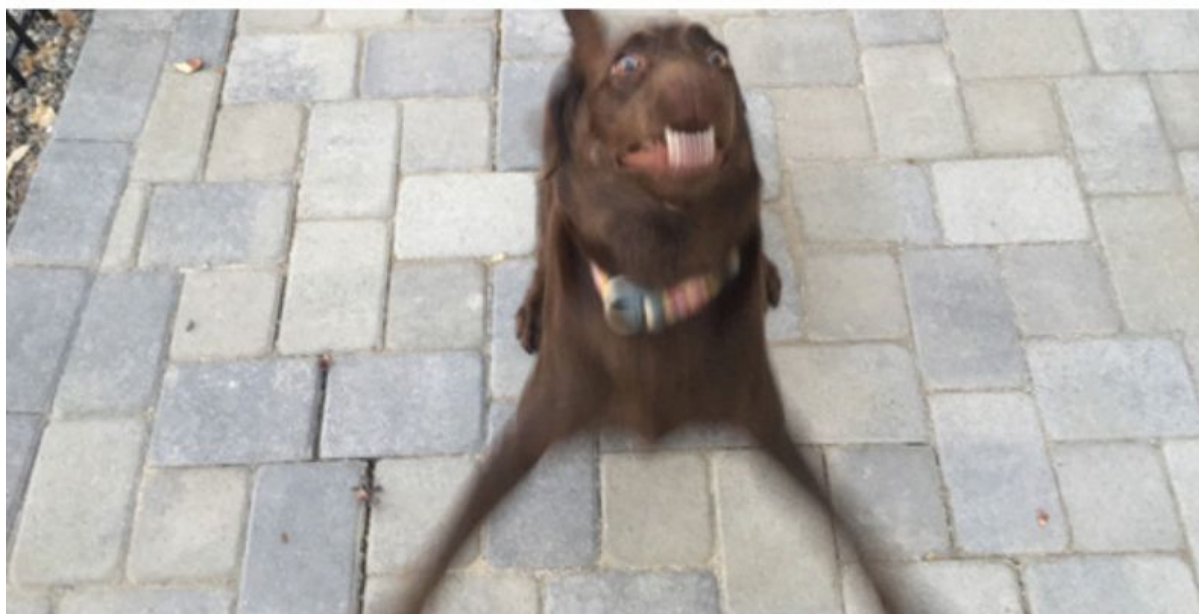
Virginia Beach

Williamsburg-James City





When I ask my dog if she wants to go for a walk...





**Sometimes I can't  
sleep because I'm so  
excited for breakfast.**

**-JORDYNN, AGE 4**





# **GOOD NEWS FOR KIDS IN VIRGINIA!**



**SUMMMER**



**“I did not have any summertime meal options and our food supply was very strained.**

**My husband and I made things we could stretch with leftovers or ate smaller portions so that our kids were able to eat and be satisfied.”**

# Ending Summer Hunger

Summer has long been the hungriest time of year for our country's children with students missing out on the meals they receive during the school year.

- 🎯 **More than 30 million** school-aged kids qualify for free or reduced-price school meals.
- 🎯 But only 1 in 7 kids who receive those meals during the school year have historically accessed free meals in the summer months.

Recent legislation provides a **once-in-a-generation** opportunity to end summer hunger.



## Historic Changes to Child Nutrition Programs in 2023

In December 2022, Congress approved the Consolidated Appropriations Act of 2023, one of the most consequential changes to federal nutrition programs in years. There were two significant adjustments made to summer meals access:

First, some rural communities are now allowed to operate **non-congregate meal service**, allowing kids to take meals offsite, rather than mandating that meals be consumed during a certain time at a specific location.

Second, a **national Summer EBT program** was established, providing qualifying families with \$40/month to purchase groceries for their kids when school is out of session.

## Rural Non-Congregate in Virginia: Room to Grow

- In summer 2024, Virginia had **51 counties/independent cities** with at least one non-congregate meals site.

This is an **82% increase** of counties with RNC meal access over 2023, when there were only 28 counties.

- However, 109 of our 131 counties (83%) are designated completely as rural, or a pocket of the county is designated as rural.
- This means that there are roughly **58 counties that are leaving this new, historic federal flexibility on the table.**

Nearly three-fourths of these gap counties have child food insecurity rates above the state average, and 9 counties experience persistent child poverty.



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Co  
ins

# Kids in rural communities got more access to summer meals; Advocates say more kids should have the same option

mer

HOME

AND

RADIO IQ | By [Roxy Todd](#)

Published August 7, 2023 at 5:54 AM EDT



AC  
TC

















# **GOOD NEWS FOR KIDS IN VIRGINIA!**



**THANK YOU.**



- 
1. Families need help.
  2. School and summer meals are a solution.
  3. **YOU are a solution.**

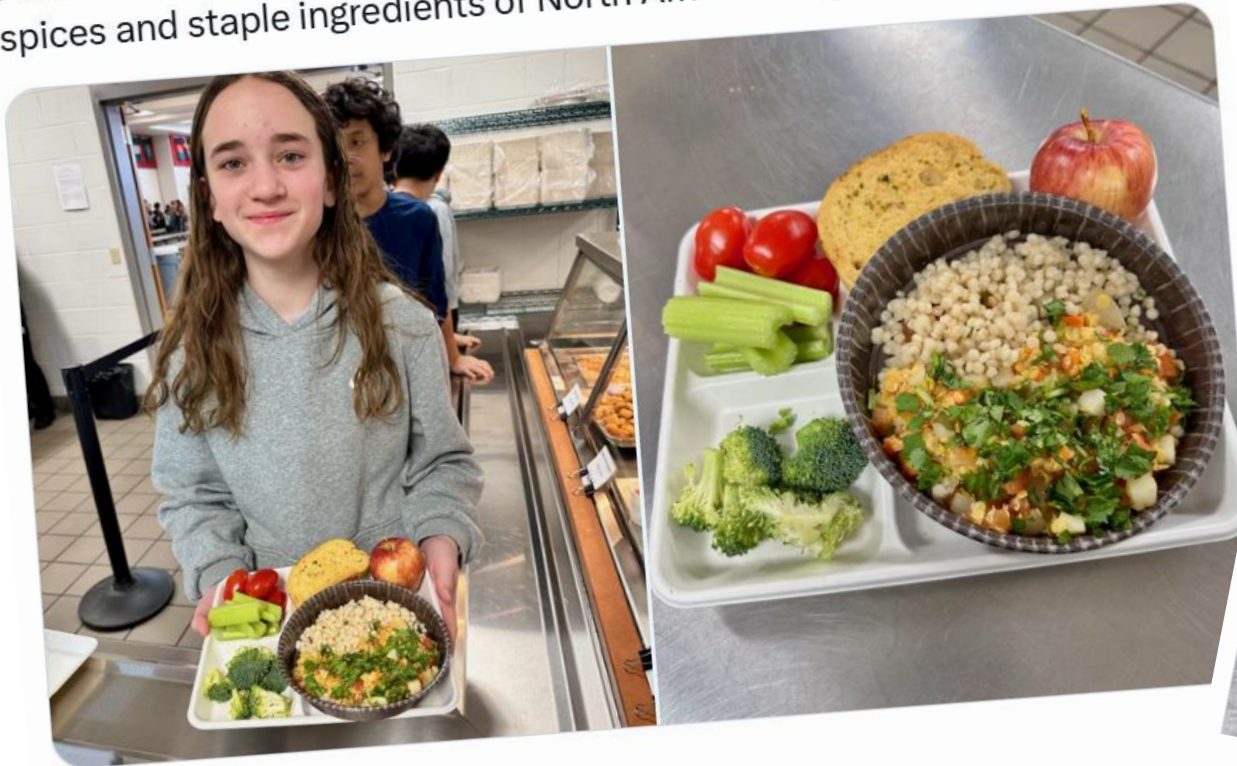


**LCPS School Nutrition**  
@LCPSCafe



Say hello to our latest featured recipe: North African Lentils with Couscous! 🍴

Packed with bold flavors, this hearty vegetarian recipe brings the rich spices and staple ingredients of North Africa straight to your tray!



10:18 AM · Mar 11, 2025 · 7 Views



**PWCS Nutrition**  
@PWCSNutrition

Our team was busy recipe testing, recipe refining, and recipe taste-testing today! Look for Bean and Cheese Pupusas, [#ScratchMade](#) Curtido, and Baked Plantains on the 2024-25 [#SchoolLunch](#) menu! We also taste-tested Yuca Fries today! Yum! Yum! [#NoKidHungry](#) [#RecipeTesting](#) [#PWCSLunch](#)





🔄 You reposted



**MCPSVANutrition** @MCPSVANutrition · Feb 7



It has been a little quiet over here, but work is happening. Check out some of the tasty meals the students have been eating since coming back from winter break.



💬 1 🔄 1 ❤️ 1 📊 35 📌



**Petersburg City Public Schools** @pcps\_va · Jan 28



🌟 Lunch Update from our School Nutrition Program! 🌟

Today at Walnut Hill & Pleasants Lane Elementary, our students savored a delicious meal of Grilled Mediterranean Chicken paired with all-spice veggies and turmeric rice! 🍗🥦🍌 Here's to healthy, tasty lunches! 😊



💬 🔄 ❤️ 📊 51 📌 📶





We are thrilled to recognize our 2025 VA School Breakfast Awardees. First, we're celebrating Carroll County High School. They are especially proud of their beautiful breakfast carts, which have increased participation by 150 students each day! #NSBW25 #breakfast #schoolmeals



10:01 AM · Mar 11, 2025 · 6 Views



Dr. Clint Mitchell @mitchemm13 · 1h

Thank you @dramygriffin. Love to see more school divisions support the work of @nokidhungry @NoKidHungryVA to get 100% of these models across the commonwealth.



Amy Griffin @dramygriffin · Apr 9

Dr. Clint Mitchell challenges division leaders to get VA to 100% in all three areas — Breakfast in the Classroom, Grab and Go, and 2nd Chance Breakfast. All remove barriers and improve student attendance! #VASSLeadership @mitchemm13



768/photo/1





**PWCS Nutrition**  
@PWCSNutrition

Food provides so many opportunities for education and connection! Today, 2nd graders at @MNEStheBest had the opportunity to meet @ShannonTeaches, the Author of the book, "I Love Strawberries," and tomorrow we will be making #SmoothieBike Strawberry Smoothies with these students!



**Stafford School Nutrition**  
@scpsnutrition

During breakfast at @brooke\_point, students participated in Trivia Tuesday! Students attempted to answer questions such as "What are the 5 food groups?". Students who answered correctly won a prize! What a great way to encourage students to start their day with a nutritious meal



• Aug 15, 2023 • 39 Views





You reposted

**LCPS School Nutrition** @LCPSCafe · Jan 24

Did you catch the warm scent of baked cinnamon apples in the cafeteria for this month's Taste It Tuesday/Fear Factor Friday? We featured local Pink Lady apples in a cozy recipe perfect for this chilly weather! 🍏 ✨



🔄 1

❤️ 2

📊 144



You reposted



**Louisa County Public Schools** @LCPSchools · Dec 5, 2024

TJES cafeteria manager Dana Cahill was trying to think of a unique way to encourage kids to eat healthy. So guess what? She wrote and published her very own book!

Be sure to tune in to @29NewsWVIR tonight to learn more about her book, "Hey! Don't Forget Your Fruit!"



🔄 1

❤️ 2

📊 159







**APS Nutrition**  
@APSlunchrocks



🍅 Taste autumn's sweetness! Locally-grown persimmons are in our cafeterias for Farm to School Week. 🍂 Discover this honey-sweet, vitamin-packed fruit and support our community farmers. Try one today!  
#VAFarmToSchool #SchoolLunch @VDOESCNP @APSVirginia

# Persimmons

## Did You Know?

These orange fruits are cousins of ebony wood!

In Japan, persimmons are the national fruit, called "kaki"

Bonus: Brew caffeine-free tea from persimmon leaves for a healthy sip

Try a locally grown persimmon today and taste the magic of fall!



#VAFarmToSchool

🔄 You reposted



**Fauquier County School Nutriti...** @FCPS1Nutriti... · Nov 18, 2024

🍌🍍🍌🍍 Students at @CMBpirates are enjoying tropical banana pineapple parfaits for breakfast! Made with bananas from our friends at @FIT4FCPS1 and topped with homemade granola from our incredible School Nutrition Team, they're a great way to start the school day! 🍌🍍🍌



🔄 2



📊 125







**hcschoolscafe**  
Tundra Beats • Sun Is Shining



**hcschoolscafe** ★ ICYMI ★  
The 2023 Student/Parent Food Show was a huge success!

Big thanks to all the families and administrators who came by to sample tasty new products and recipes, learn about school nutrition, and connect with our FNS team.

#hamptoncityschools #schoolnutrition #schoolfoodservice #foodshow #communityengagement

2w

You reposted



**MElderDCPSNutrition** @MarionElder2u · Nov 20, 2024  
We served our Thanksgiving Dinner to students & staff today. From the many smiles, empty trays & numerous compliments, the students & staff enjoyed their meals!! Healthy, Nutritious and Delicious! Our "why"...the children! ❤️❤️ A SPECIAL THANK YOU to my awesome, dedicated team!



1

2

34



**Henrico Schools** @HenricoSchools · Jan 10  
FREE MEAL PICKUPS FRIDAY: @HCPSFamily is again partnering with @FeedMoreInc to offer free meal packages to families in need from 3-6 p.m. Friday at Brookland MS, Wilder MS and J.R. Tucker HS. Water is also available for pickup as supplies last.



HCPS' Division of Family and Community Engagement is again partnering with Feed More to offer free meal packages to families in need. Drive-through distribution is first come, first served until supplies run out. Water is also available for pickup as supplies last.







**Brunswick County Public Schools** @bcpsva · 10h



📷 As we enter the new year, our Child Nutrition Services team is ready to fuel student success with nutritious meals and smiling faces! 📷 They are committed to providing balanced, delicious options that help our students thrive both in and out of the classroom. #BrunswickStrong



the VBScratch reposted  
ston\_vb · Oct 6  
ound presenting this award to Pam Jones in the  
s such a warm & friendly person to encounter ordering  
. Her love shines through every day!!! Thank you, Pam,  
VBCPS @Sarah\_AllardVB @vbschools #IMAD



22

777







You reposted

**Cumberland Schools #WeAreCuCPS** @CuCPS · Oct 22, 2024  
Thank you to our magnificent school nutrition team for all they do to prepare fabulous meals for our students & staff! #WeAreCuCPS @VDOE\_News @NoKidHungryVA



1



3

63



You reposted

**Alexandria City Public Schools** @ACPSk12 · Oct 15, 2024  
Shout out to our more than 150 amazing @ACPSNutrition staff who provide high-quality, nutritious meals to students. 🍴🥗 Their tasty and culturally-inclusive food, served with a smile, supports student growth and academic success! 😊 #NSLW24 #ACPSIsTheBest



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6



5

783



Breakfast prepares students for success

As we kick off March with National School Breakfast Week, we've got something

# Virginia Beach, WJCC

FOOD INSECURITY

Too many can't



OPINION

# How summer meal programs are reaching more kids in rural communities

*In Henry County, teams served 58,000 meals in June 2023 compared to 22,107 meals at traditional summer meal sites the year before.*

## feeds minds and bell

SARAH STEELY

to afford groceries compared

and the results were startling. Seventy-eight percent of people say it's harder

lunch at Stamford High School on Sept. 8, 2020, in Stamford, Connecticut.

We can't ignore that food insecurity is a byproduct of pov-


New River Valley school districts receive grant for free breakfast program

262

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**THANK YOU.**

- 
1. Families need help.
  2. School and summer meals are a solution.
  3. YOU are a solution.
  - 4. You are not alone.**



**I HAVE NO IDEA**

**WHAT I'M DOING**



School Meals Design Guide:  
**SchoolMealsDesign.org**

# Food and Nutrition Services

FNS directors from across the country were selected to join an Innovation Cohort. They provided guidance on the tools that they have used and would be useful to them in engaging their communities.

- Tiffany Blackwell, Algiers Charter Schools Association
- Simeon Murphey, Lincoln County School District
- Shannon Solomon, Aurora Public Schools
- Brian Wieher, Kansas City Public Schools
- Brenda Jellison, West Contra Costa Unified School District
- Kaitlin Tauriainan, Ashwaubenon School District

We are also grateful for the insights and recommendations of food and nutrition services colleagues throughout the country who are part of the No Kid Hungry network.

## IDEO

A firm specializing in human-centered design, provided guidance on the initial prototype. Their Design Thinking for Educators and School Retool projects informed this effort.

[ideo.com](https://www.ideo.com)

## Other Inspiration

[Liberatory design](#), [equity-centered community design](#), and [service design](#) are other design approaches that influenced this work and we greatly admire [School Retool](#) and [FoodCorps' Our Cafeteria Project](#).

Thank you to our colleagues at No Kid Hungry — in design, campaigns, research, training — who provided invaluable guidance throughout.



# All Resources



## Activating Students

Welcome students into meal program design



## Engaging Caregivers

Make space for caregivers to share perspectives and passions



## Connecting with Community

Expand the story of school meals to build a network of allies




## Human-Centered Design 101

Explore basic tools used in the human-centered design process, from start to finish

1 **Meal Program Introduction and Request for Feedback for Caregivers**  
Customize the slides included here to provide an overview of your school meal program to parents, share what you have learned from students, and ask for feedback.




2 **Our mission is to nourish children so that they may learn and grow** (Adapt as needed)  
Doing this effectively means learning more about what students, caregivers, and communities want from the meal program.  
Here we provide an overview of the current meal program and request your feedback.



3 **School meals are critical for students and families** (Adapt as needed)  
Insert quotes from district on how food played a role in students' lives.



4 **70% of parents said COVID-19 made them realize that more kids rely on school meals than they thought**



5 **Overview of District Food Services**

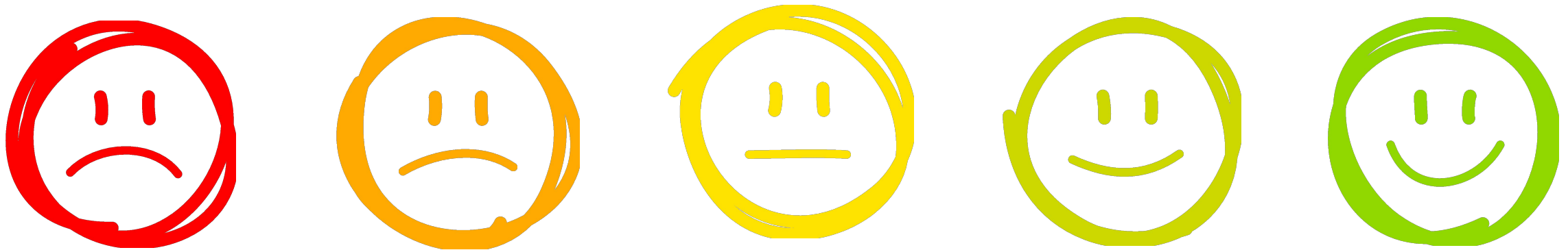
- Our program serves [insert number] students
- [insert percentage] of our district qualifies for free and reduced priced meals
- We serve nutritious [insert breakfast, lunch, afternoon, and weekend meals]
- Our mission is [insert mission of district] (insert second line here)
- Our budget currently is [insert \$ amount]
- We receive [insert amount] in reimbursement from USDA for

# Meal Program Introduction and Request for Feedback For Caregivers

Customize the slides included here to provide an overview of your school meal program to parents, share what you have learned from students, and ask for feedback



# Spectrum: How did this meal make you feel?



*Tip:* There is some evidence that asking people which item they like *better* vs. having them weigh in on a single taste, flavor, etc. can be better for building more adventurous eaters. Try adapting this visual to include only the green options, or the yellow as the lowest possibility.



# Youth Engagement Report and Student Feedback Toolkit





**WHAT DO TEENS REALLY THINK ABOUT  
SCHOOL MEALS?**





no kid hungry youth engagement report



Images

Pdf

News

Videos

Shopping

Books

Maps

Flights

Finance

About 11,800,000 results (0.57 seconds)



No Kid Hungry

<https://stories.nokidhungry.org/youth-engagement-r...>

### what do teens really think about school meals?

Eighty-three percent of **teens** said they would be more likely to eat school meals if they were available throughout the school day to help them decrease **hunger**.



No Kid Hungry

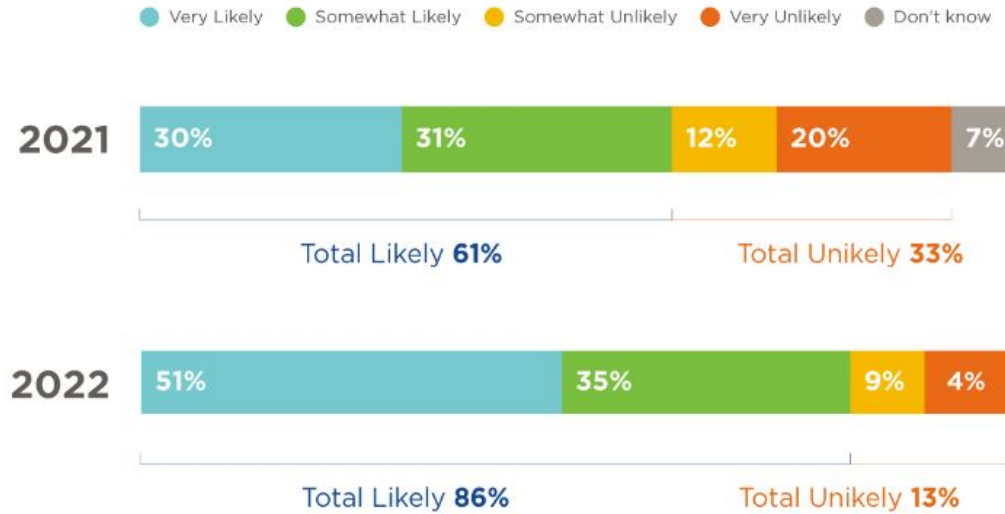
<https://www.nokidhungry.org/youth>

### Youth Engagement

Are you a college student? You can become a **No Kid Hungry youth** ambassador and work with a local nonprofit organization to work towards ending childhood hunger.

## Four in five teens likely to eat school meals

Regardless of whether you have eaten school meals in the past or not, how likely are you to eat school meals?



*Note: Survey results for 2022 do not equal 100% due to rounding.*

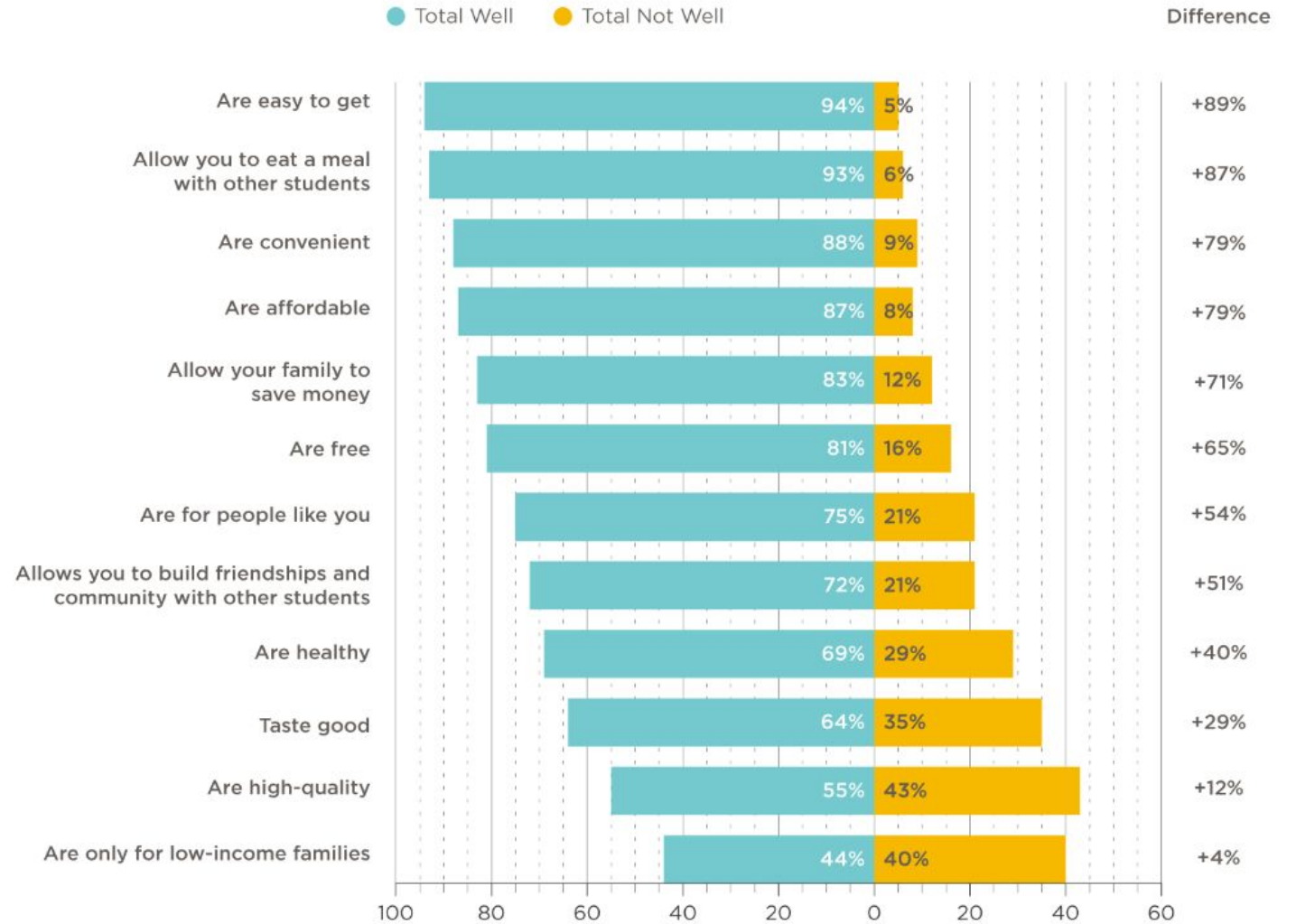
**59% OF TEENS SAID THEY ATE SCHOOL MEALS EVERY DAY BEFORE THE PANDEMIC.**

**72% OF TEENS SAID SCHOOL MEALS GAVE THEM A CHANCE TO BUILD FRIENDSHIPS AND COMMUNITY WITH OTHER STUDENTS.**

# Motivating Factors for Teens

Here are some descriptions of school meals. Please indicate if you think this describes school meals very well, somewhat well, not too well, or not well at all.

**STUDENTS SAY SCHOOL MEALS ARE EASY TO GET, LET THEM EAT WITH OTHER STUDENTS, ARE CONVENIENT AND AFFORDABLE.**





# 87%

of teenagers (ages 12-18) would be more likely to participate in school meals if they knew their school gathered feedback from students about how to improve them





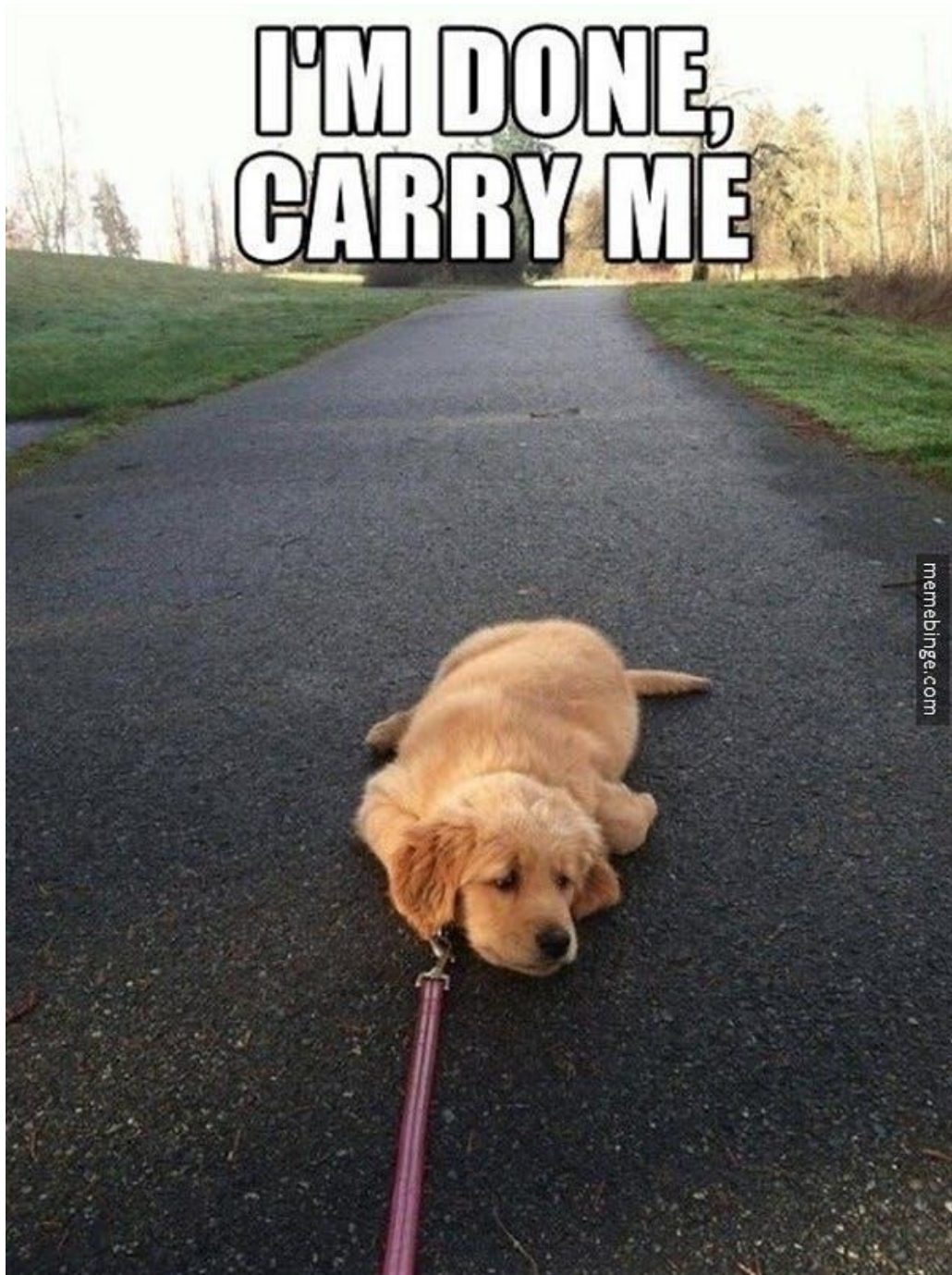
# Student Feedback Toolkit

**Tools for Conducting Surveys and Listening Sessions for School Meals with High School-Aged Students**





**I'M DONE,  
CARRY ME**



**So what about YOU?**

**What is an action that you or your school have taken to get kids excited about school meals? What are you proud of?**



**THANK YOU.**

When life hits u hard out of nowhere



**WHO CAN DO IT?**


**YOU CAN DO IT!**



# **GOOD NEWS FOR KIDS IN VIRGINIA!**





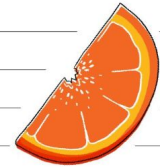
- 
1. Families need help.
  2. School and summer meals are a solution.
  3. YOU are a solution.
  4. You are not alone.
  - 5. School nutrition changes lives.**



Fruit makes you feel strong. When you eat healthy, you have energy to play soccer.

JOSIELYN, 3RD GRADE

MOST LIKELY TO BE TEAM CAPTAIN







**“I am a single mother and there have been various times where I have benefitted from the assistance of the various nutrition programs who provide healthy and nutritious food for my child. As a parent, this a great comfort for me.”**

**– Laurel Budd, Stafford County Mom and Teacher**





something that I will never forget.

[Video link](#)

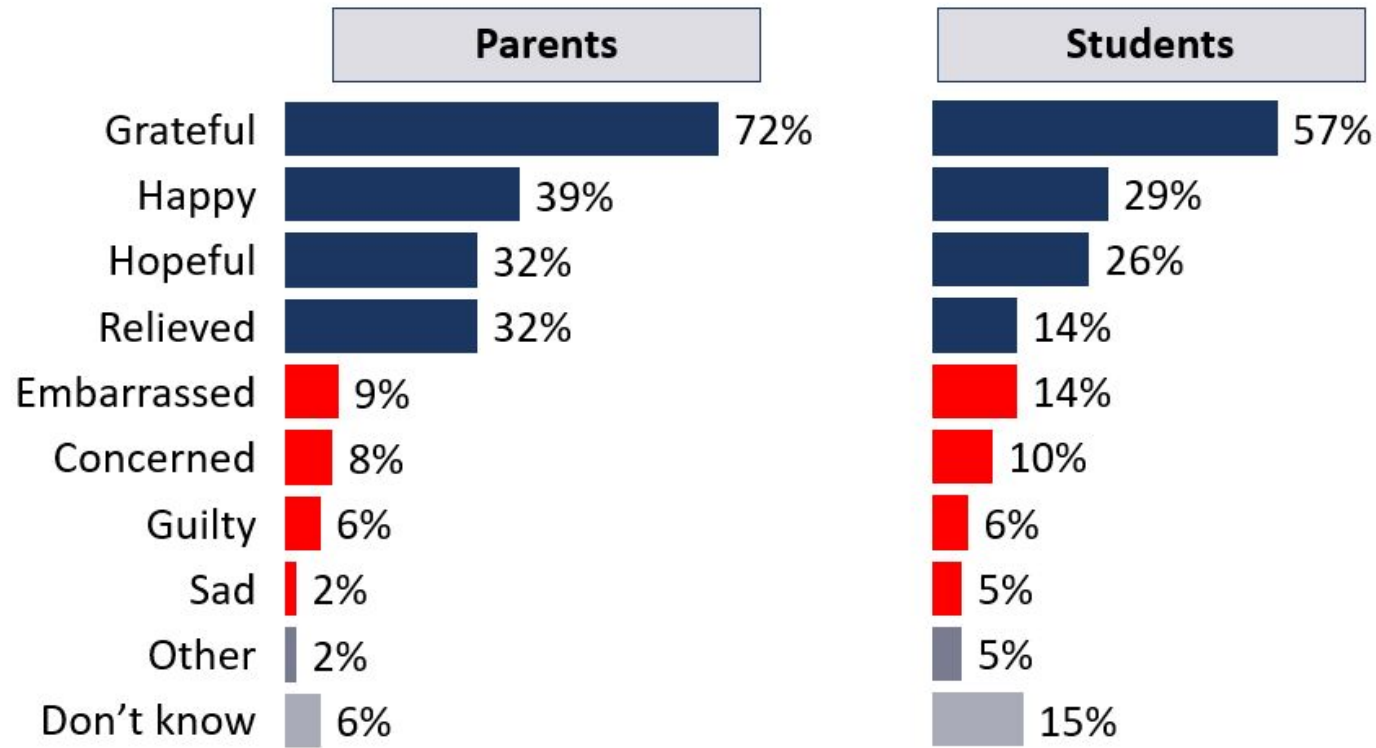


THAT'S WHY I'M TEAMING UP

[Video link](#)

# Both parents and students more commonly associate positive emotions with school meals.

People may have a wide variety of feelings about school meals, even if they are eligible to get them. Here is a list of emotions people may feel about getting school meals. Which of the following best describe how you feel about getting school meals? You can select up to 3.  
(Multiple Responses Accepted)



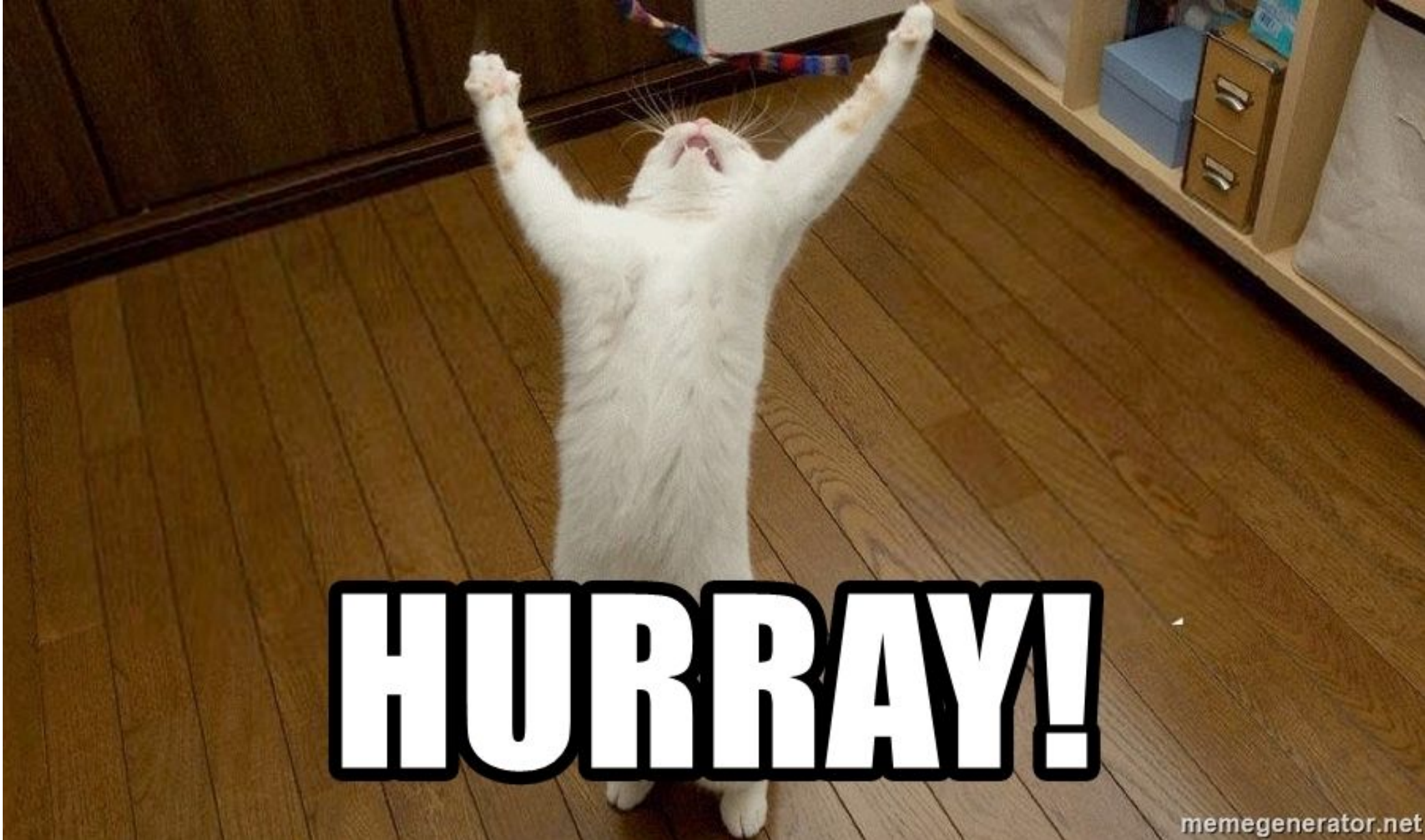
**THANK YOU.**






## Just to recap...

1. Families need help.
2. School and summer meals are a solution.
3. YOU are a solution.
4. You are not alone.
5. School nutrition changes lives.



A close-up shot of Jack Sparrow on the deck of a ship. He is wearing his signature black tricorn hat and has a serious expression. The background shows the ship's rigging and a view of the sea under a cloudy sky. A hand holding a dark sphere is visible on the right side of the frame.

**Now...Bring me that horizon**



# **GOOD NEWS FOR KIDS IN VIRGINIA!**





**ME, LEAVING  
WORK ON FRIDAY!**







THANK YOU

**Sarah Steely**

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**(570) 854-5023**