

ABOUT SHARE OUR STRENGTH

Share Our Strength®, a national nonprofit, is ending childhood hunger in America by connecting children with the nutritious food they need to lead healthy, active lives. Through its No Kid Hungry® Campaign—a national effort to end childhood hunger in America by 2015—Share Our Strength ensures children in need are enrolled in federal nutrition programs, invests in community organizations fighting hunger, teaches families how to cook healthy meals on a budget and builds public-private partnerships to end hunger, both nationally and at the state level. Visit www.Strength.org for more information.

ABOUT TEXAS HUNGER INITIATIVE

The Texas Hunger Initiative (THI) is a capacity-building project that seeks to develop and implement strategies to alleviate hunger through policy, education, community organizing and community development. THI is convening federal, state and local government stakeholders with non-governmental organizations, churches and local providers to develop a plan for an efficient use and delivery of current resources to hungry individuals and families. THI is a project of the Baylor University School of Social Work. Visit www.texashunger.org for more information.



NO KID HUNGRY
TEXAS CAMPAIGN
Year One Priorities

NOKIDHUNGRY



TEXAS NO KID HUNGRY® CAMPAIGN:
OUR PLAN TO END CHILDHOOD HUNGER

More than 16 million American children don’t have reliable access to the nutritious food they need to lead healthy, active lives, including more than 1.8 million at risk of hunger right here in Texas.ⁱ

Texas children are not hungry because of a lack of food and nutrition programs. They are food insecure – and could be at risk of obesity – because they face poverty and do not participate in community or school nutrition programs during the school year or over the summer. More than one in four Texas children are considered food insecure – the fifth highest percentage in the country.ⁱⁱ

More than 2.4 million students across the State of Texas ate a free or reduced-price school lunch during the 2009-2010 school year – an important indicator of need. Yet only a fraction of these students, fewer than 1.4 million (56%), received free or reduced-price school breakfast. In addition, only 9.2 out of every 100 kids who ate a free or reduced-price school lunch in School Year 2009-2010 participated in summer meal programs.ⁱⁱⁱ

THE CORE GOALS OF THE TEXAS NO KID HUNGRY® CAMPAIGN are to:

- Improve access to public and private programs that provide food to families and their children who need and are not receiving it
- Strengthen community infrastructure and systems for getting healthy food to children
- Increase outreach to families about available programs, healthy food choices and how to get the most from limited resources

ⁱ Economic Research Report No. 125: *Household Food Security in the United States, 2010*; Feeding America: *Child Food Insecurity in the United States: 2009*
ⁱⁱ Feeding America: *Child Food Insecurity in the United States: 2009*
ⁱⁱⁱ Food Research and Action Center (FRAC) *School Breakfast Report Card 2009-2010*; Food Research and Action Center (FRAC) *Hunger Doesn't Take a Vacation 2011*
^{iv} Food Research and Action Center (FRAC) *School Breakfast Report Card 2009-2010*
^v Food Research and Action Center (FRAC) *Hunger Doesn't Take a Vacation 2011*; Data from the Texas Department of Agriculture

BASELINE | YEAR ONE OBJECTIVES | CORE STRATEGIES

School Breakfast Programs

Only 56 low-income students participated in school breakfast for every 100 who ate a free or reduced-price lunch at school ^{iv}	Increase participation in the School Breakfast Program by 6 percent (82,000 students) more than the 2009-2010 participation level.	<ul style="list-style-type: none">• Create a resource toolkit for superintendents, principals and teachers dispelling common myths and highlighting the advantages of Breakfast in the Classroom• Identify 10 Texas school districts in which 75 percent or more of children qualify for free and reduced-price meals and work with them to implement Breakfast in the Classroom• Meet with the superintendents, nutrition directors, key principals and teachers in each identified district to provide technical assistance in implementing Breakfast in the Classroom
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Summer Meals

Less than 10 percent of kids who ate a free or reduced-price school lunch participated in summer meals programs; In summer 2010, Texas organizations and agencies served more than 21 million meals. ^v	Increase participation in summer meals programs by 2 million meals served (9%)	<ul style="list-style-type: none">• Identify summer meals site sponsors that are willing to expand their program to include additional sites• Recruit faith-based groups and community-based organizations to serve as additional sponsor sites• Host summer meals summits to recruit, connect and train new sites with current sponsors in areas where there is a high concentration of eligible students• Develop and implement an outreach and marketing plan to increase awareness about summer meals among families and communities
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PROGRAM AREA

