

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](http://www.Strength.org) for more information.

ABOUT CALIFORNIA FOOD POLICY ADVOCATES California Food Policy Advocates (CPFA) is a statewide nutrition policy and advocacy organization whose mission is to improve the health and well-being of low-income Californians by increasing their access to nutritious, affordable food. CPFA, which has operated a Los Angeles office since 1997, focuses strategically on increasing access to the federal nutrition programs, expanding participation in those programs, and improving their nutrition quality, to prevent both food insecurity and childhood obesity. Visit [www.BreakfastFirst.org](http://www.BreakfastFirst.org) for more information.



NO KID HUNGRY  
**LOS ANGELES CAMPAIGN**  
 Year One Priorities

NOKIDHUNGRY



SHARE OUR  
**STRENGTH**  
 NO KID HUNGRY

LEAD SPONSOR



**OUR PLAN TO END CHILDHOOD HUNGER IN LOS ANGELES**

More than 17 million American children don't have reliable access to the nutritious food they need to lead healthy, active lives, including more than 1 million at risk of hunger right here in Los Angeles County.

Los Angeles children are not hungry because there is a lack of food or because of a lack of food and nutrition programs. They are food insecure - or at risk of obesity - because they face poverty and don't participate in the nutrition programs in school, at child care centers and in their communities.

Across Los Angeles County, more than 1 million children and teens qualify for free and reduced-price school meals - an important indicator of need, yet approximately 300,000 (30 percent) don't participate in the breakfast program.

More than 55,000 (50 percent) infants and toddlers are in family child care homes that don't participate in the Child Care Food Program (CCFP), the federal nutrition program that subsidizes healthy meals for low-income children. More than 125,000 more attend family day care centers that are eligible for and could but don't participate in CCFP. And, 80 percent of preschool children are in care settings that don't meet all of the national nutrition standards called for by the Dietary Guidelines for Americans.

**THE CORE GOALS OF THE LOS ANGELES NO KID HUNGRY CAMPAIGN** to end childhood hunger are to:

- » Hold city, county and state legislators accountable for finding solutions to food insecurity, hunger and obesity.
- » Work with Los Angeles County schools to adopt models of breakfast services that maximize participation.
- » Work with CCFP sponsors, child care homes and centers to assist with the enrollment process, ensuring child care providers receive the meal reimbursements and training necessary to make meals appealing and healthy.

**BASELINE**

**YEAR ONE OBJECTIVES**

**CORE STRATEGIES**

**School Breakfast Program**

Less than half of low-income lunch participants eat breakfast at school.

Increase participation in school breakfast by 10 percent (30,000) among low-income lunch participants.

Provide technical assistance to elementary schools with significant concentrations of low-income students to offer breakfast in the classroom.

Offer breakfast after the school day starts and/or during the passing period in middle and high schools. Encourage local policymakers and education leaders to participate in hearings and events to learn more about how to promote school breakfast.

**Child Care Nutrition Program**

Less than half (6,284) of licensed child care centers and homes participate in CCFP; Less than 20 percent of meals served meet the Dietary Guidelines for Americans.

60 percent of child care homes and centers will enroll in CCFP in Los Angeles County; Initiate nutrition training programs for child care homes and centers.

Win commitments from community leaders to dramatically increase family day care homes and centers' participation in CCFP in Los Angeles County.

Family day care homes and centers will participate in a training initiative to provide the skills and tools to improve food and beverages served in care.

PROGRAM AREA

