



State of Nevada  
Governor's Council  
on Food Security

2015

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**Annual Report**

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# Executive Summary

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- ✦ *More than one in six persons in Nevada are considered food insecure.*
  - ✦ *8.6% of Nevada households have children who are food insecure.*

- *2012 Needs Assessment conducted by The Nevada Office of Food Security, Grants Management Unit*

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The Governor's Council on Food Security was established in March 2014 per Executive Order by Governor Brian Sandoval. From small, rural towns to inner-city neighborhoods, communities in Nevada possess an unrealized potential to strengthen sustenance and nutrition programs and ensure a robust and affordable food system for the entire state.

## 2015 State of the State Address: January 15, 2015

*"Our First Lady has long been a champion for our youth.*

*And in recent months, she has focused her abundant energies on hunger in our schools.*

*Responding to recommendations from the Food Security Task Force, my budget includes \$2 million to expand breakfast in the classroom—and legislation will be introduced to leverage federal spending in this area."*

*– Governor, Brian Sandoval*



# Historic Timeline of Food Security in Nevada



October 2011: Southern Nevada Food Council (SNFC) was established, providing a forum for all members of our food system to collaborate, network, examine systems and provide recommendations for change.



October 2011: The Washoe County Food Policy Council was established, providing a forum for all members of our food system to collaborate, network, examine systems and provide recommendations for change.



April 2012: Results of the Nevada Office of Food Security Community Needs Assessment are published, **showing 1 in 6 Nevadans to be food insecure**. A Food Security Steering Committee was created to oversee a strategic planning process and address policy issues.



August 2013: First Lady of Nevada, Kathleen T. Sandoval, hosted *A Place at the Table*, an event which engaged stakeholders in a broad community conversation about hunger issues in Nevada. A Food Summit was hosted which resulted in significant input from 165 participants and representatives on food systems, food security, and healthy communities.



February 12, 2014: Governor Sandoval Signs an Executive Order Creating the Governor's Council on Food Security



March 27, 2014: The first Governor's Council on Food Security met in Las Vegas, Nevada.

# Focus of the Council

Council members were surveyed on April 14, 2014 to identify what they felt were the two top priorities under the areas of **LEAD, FEED, GROW AND REACH**. The results of the survey were compiled and the following goals were determined to be the priorities of the Council.

## Broad Direction

### LEAD

- ✦ **Goal 1-** Establish the systems and positions necessary to implement a permanent, sustainable, accountable state leadership structure for food security to increase all Nevadans' understanding, value and support of food security solutions.
- ✦ **Goal 2-** Promote a policy agenda to increase food security in Nevada.

### FEED

- ✦ **Goal 1-** Maximize participation in each federal nutrition program available to the state.
- ✦ **Goal 2-** Establish and integrate an actual or virtual “one-stop-shop” system to increase access to food and other services for food insecure Nevadans.

### GROW

- ✦ **Goal 1-** Increase the number of servings of nutritious foods consumed by Nevadans – with emphasis on foods that are produced in Nevada.

### REACH

- ✦ **Goal 1-** Change the current models of purchase (commodities) and distribution of nutritious foods to increase economies of scale, and link frequency of deliveries, and availability of local food to the specific needs of communities throughout the state (rural, urban, and food deserts).
- ✦ **Goal 2-** Develop the technology to connect and share data among multiple state agencies, regional food banks, community agencies, and faith-based organizations for efficient and effective targeting of services and populations.

## First Year Focus

Initially it was determined that the Council would develop subcommittees to address each of the above priorities/goals in **LEAD, FEED, GROW AND REACH**.

Technical assistance provided by Share Our Strength resulted in the suggestion to focus on the programs that would be pivotal to work depending on the time of year. During the council meeting on July 30, 2014, the members agreed to this recommendation and voted to have the council initially focus on school breakfast and lunch. It was also decided to narrow the focus around school breakfast and lunch to **legislation, policy, education, and outreach**.

# Council Recommendations



8.6% of Nevada households have children who are food insecure.



Students who ate school breakfast attended an average of 1.5 more days of school than their meal-skipping peers, and their math scores averaged 17.5% higher.



Students with increased attendance and scores were 20% more likely to continue on and graduate high school.

Sources: 2012 Needs Assessment conducted by The Nevada Office of Food Security, Grants Management Unit  
Share Our Strength, "Ending Childhood Hunger: A Social Impact Analysis," <http://www.nokidhungry.org/pdfs/school-breakfast-white-paper.pdf>

## Legislation

### Dialogue

The Governor's Council on Food Security discussed implementing legislation mandating the "Breakfast After the Bell" program. They suggested adding breakfast and lunch program participation rates to the Nevada Report Card to increase overall participation. Additional policy, to support legislation, would require the inclusion of food security and related wraparound services in all school performance plans for free or reduced lunch schools or schools receiving the lowest ratings on the performance framework. A hunger partnerships was suggested between The National Conference of State Legislatures work with the Council on Food Security within the framework of its Hunger Partnership, which brings public and private sectors together in providing nutrition assistance to those in need. Furthering this goal, a Bill request would be developed and submitted to the Governor.

### Recommendations

- ★ The Office of the Governor would submit a bill that provided a funded mandate that schools with 70% free or reduced lunch population serve Breakfast in the Classroom in the elementary schools and implement Breakfast After the Bell in middle and high schools.

## **SB503**

### **Provides for the creation and implementation of the “Breakfast After the Bell” program**

An ACT relating to education; providing for the creation and implementation of the Breakfast After the Bell Program; requiring public schools with a certain percentage of pupils from low-income families to participate in the Program; establishing the disbursements that may be made to a participating school prescribing the manner in which money received under the Program may be used by a participating school requiring the Department to prepare an annual report with respect to the implementation and effectiveness of the Program and to submit the report annually to the Governor and the Legislature; and providing other matters properly relating thereto.

#### *Policy*

#### *Dialogue*

The Governor’s Council on Food Security discussed increasing the number of eligible schools implementing the Community Eligibility Provision (CEP) in order to expand school lunch and breakfast participation. Utilizing Provision II or CEP would eliminate the stigma associated with applying for free/reduced school breakfast and lunch programs and lead to a general increase in participation. They also noted smaller school districts and those in rural areas are challenged with higher food costs in addition to the higher costs when purchasing in smaller quantities.

They would encourage and facilitate participation in the school breakfast program by including Breakfast in the Classroom as an allowed activity during instructional time, as loss of instructional time is a barrier to implementing Breakfast in the Classroom. Routine tasks such as roll call and morning announcements could be conducted during this time when children are eating breakfast.

The Council discussed utilizing peer parent advocates to engage the community and further educating school counselors by providing digital media training video for counselors and parents which could be made possible by the Nevada Department of Agriculture. The Superintendent of the Nevada Department of Education indicated that there is a licensure renewal requirement for teachers and counselors, and he could propose the inclusion of educational materials to the Commission on Professional Standards.

#### *Recommendations*

- ✦ The Superintendent of the Nevada Department of Education mandate that Breakfast in the Classroom be considered instructional time.
- ✦ Require the Department of Education to report breakfast and lunch participation rates as part of the school accountability reports.
- ✦ The Nevada Department of Agriculture, Food and Nutrition Services will collaborate with the Department of Welfare and Social Services and the Nevada Department of Education, Child and Family Services to ensure all available direct certification opportunities are fully implemented and that any direct certified projects that extend direct certification of eligible children to federal nutrition programs will be applied for and implemented.

In 2014, 44% of Nevada’s students were eligible for either Free Breakfast or Lunch. Participation rates for lunch are more than double than those for breakfast. Only 37% of students eligible for free breakfast actually utilized the program and 25% of students eligible for reduced breakfast price participate. In 2015 we are working towards a 10% increase in participation rates knowing that there is still room for growth for full participation.

## *Education*

### *Dialogue*

The Governor’s Council on Food Security reviewed the results of the California Project LEAN and Connecticut’s Best Practices in Education describe why parents participate, what motivates them to get involved in their children’s education, barriers to parent participation, and optimal methods of communicating with parents.

A review of Connecticut’s Best Practices in Education showed the following indicators for success:

- ✦ Having a clear and common focus
- ✦ Developing high standards and expectations
- ✦ Having strong school leadership
- ✦ Developing supportive environments
- ✦ Fostering parent/community involvement
- ✦ Monitoring accountability and assessment
- ✦ Encouraging nutrition education at all levels in a clear and consistent message
- ✦ Providing professional development for school staff
- ✦ Allowing flexibility in schedules to maximize the use of time



The Council engaged the Governor in challenges in the schools and providing incentives for parents to get involved, involving youth in their schools, and the importance of delivering a consistent message and education among all sectors, including nonprofits.



## Recommendations

- ✦ Implement a School Breakfast Challenge, beginning in January.
- ✦ Develop a system in which educators can earn Continuing Education Units (CEUs) on nutrition education.
- ✦ Utilize the Department of Agriculture's Public Information Officer to develop promotion campaigns.
- ✦ The Nevada Department of Agriculture funded a PSA to promote awareness about the Governor's Council on Food Security, along with the Buy Nevada promotions. The PSA emphasized the growing need of hungry Nevadans, to include children and seniors. There are many efforts addressing hunger, such as food pantries and other community efforts.
- ✦ Ensure a consistent nutrition message among all agencies.

## Outreach

### Dialogue



During the initial conversations about outreach, all Council members agreed that outreach requires a twofold approach, both to stakeholders within the school system and to students and parents.

The outreach efforts should include the following:

- ✦ Develop and release a white paper on school meal participation
- ✦ Organize a school meal summit
- ✦ Application Assistance for SNAP
- ✦ On-sight/local advocacy
- ✦ Support for non-income eligible households
- ✦ Partnerships in parent education
- ✦ Focus SNAP Ed programs to theme of breakfast

## *Recommendations*

- ✦ Combine outreach efforts with strategies covering the domains of education and policy.
- ✦ Outreach to stakeholders (particularly elected leaders and educators) to raise awareness of current participation rates and identify actions that we as a community can do to promote policies that will improve participation.
- ✦ Outreach to students and parents with solutions to overcome past participation challenges and maintain increased participation over time, thus changing a specific behavior across a sizable population.

## *Ongoing: Best Practices*

### *Dialogue*

The Council discussed the importance of reviewing what other evidence-based strategies have been implemented in regards to School Breakfast and Lunch participation and how we can implement those strategies when addressing the areas of legislative change, policy change, education and outreach and the need to review the baseline data in regards to School Breakfast and Lunch participation in order for performance goals to be established.

### *Recommendation*

- ✦ Develop performance measurements for school breakfast and lunch to ensure we are meeting established milestones in the State of Nevada/Food Security Strategies Plan/Feed matrix.

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## **PERFORMANCE MEASURES**

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Measures 1 – 4: Review 2014 participation rates and compare them to the number of eligible students. Aim to increase free and reduced breakfast and lunch participation by 10%.

Measures 5 – 6: Increase the number of participating schools in the free or reduced breakfast and lunch programs by 10%.

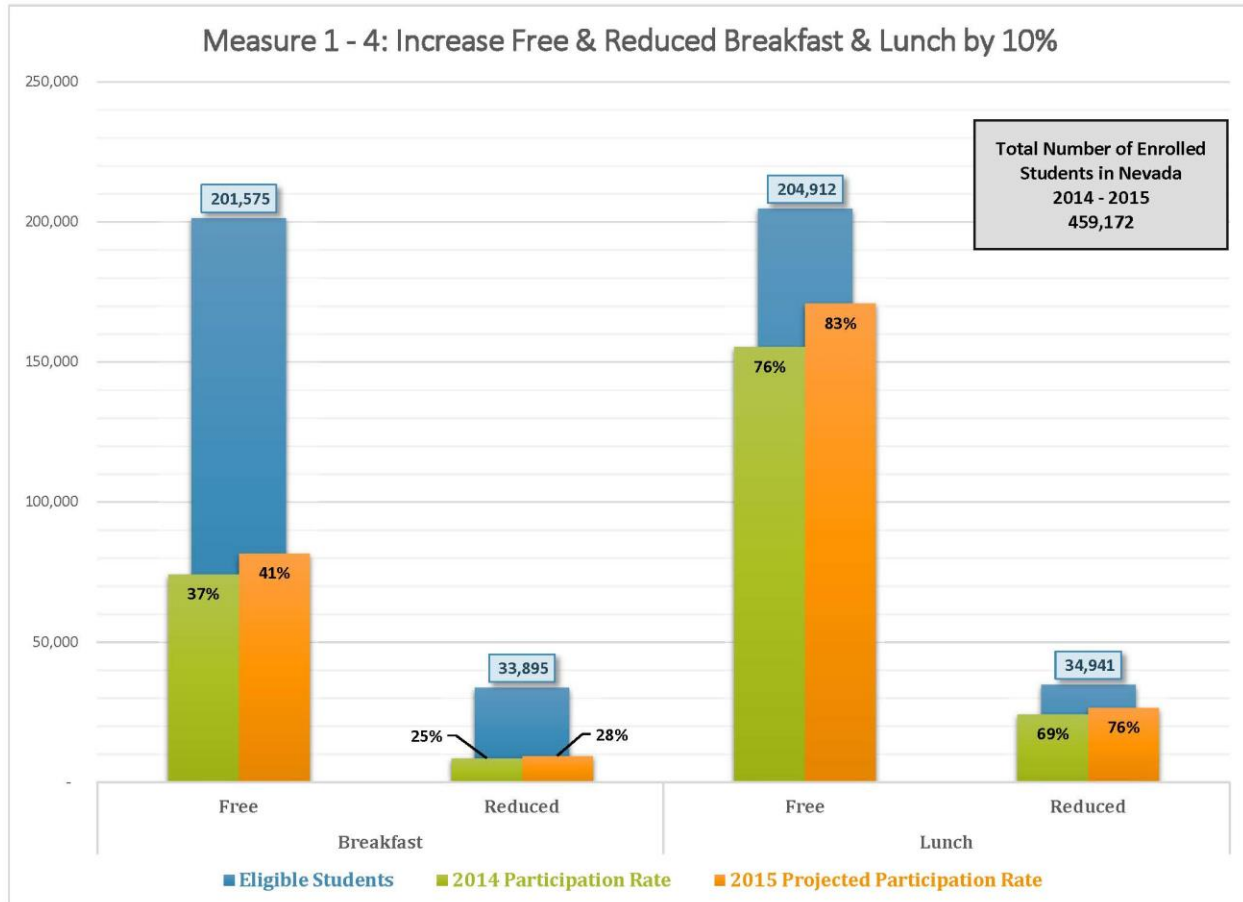
Measure 7: Increase school participation in Community Eligibility Provision (CEP) program by 10%.

Measure 8: Increase school participation in Provision II by 10%.

Measure 9: Increase school participation in the Breakfast After the Bell Program by 10%.

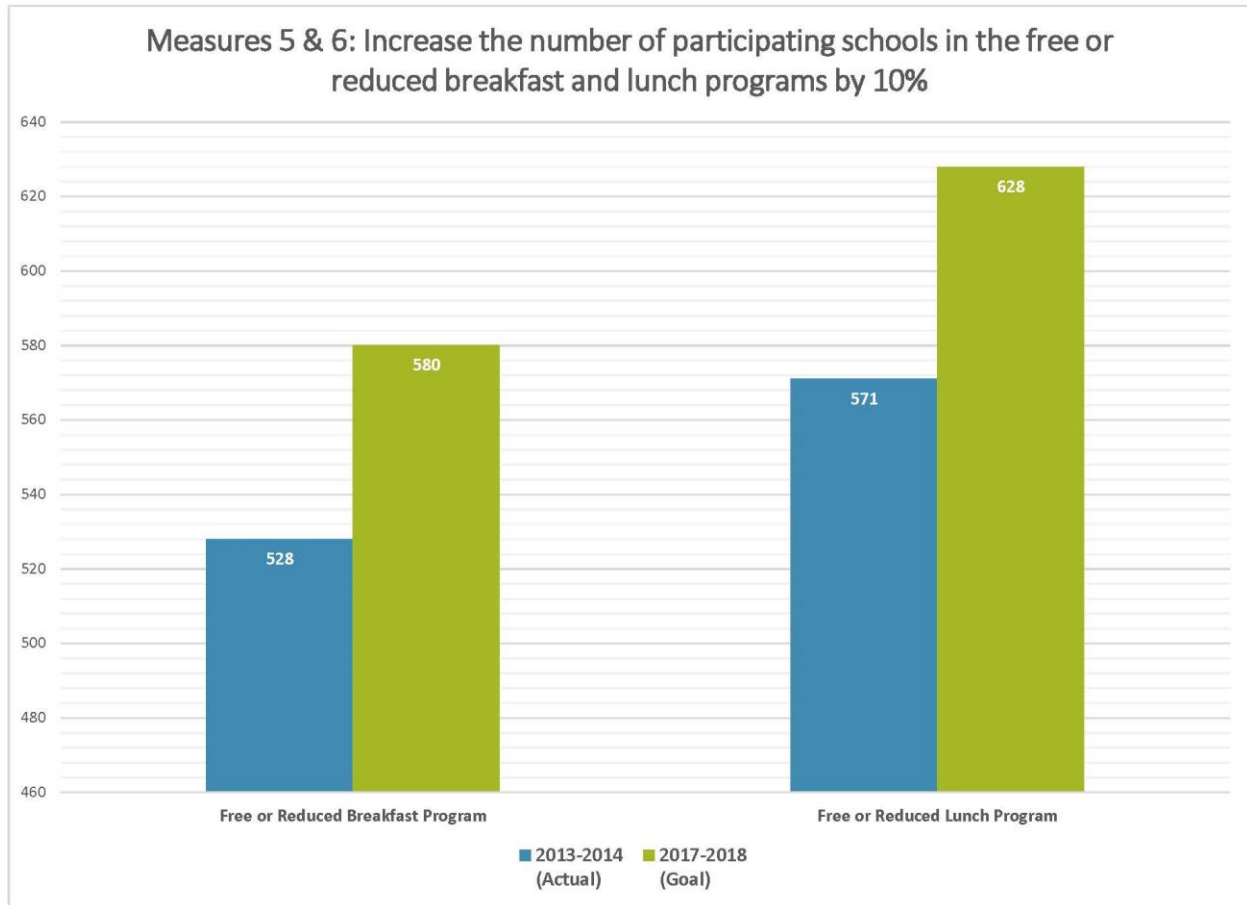
Measure 10: Increase school participation in the State of Nevada Special Milk Program by 20%.

**Measures 1 - 4: Review 2014 participation rates and compare them to the number of eligible students. Aim to increase free and reduced breakfast and lunch participation by 10%.**



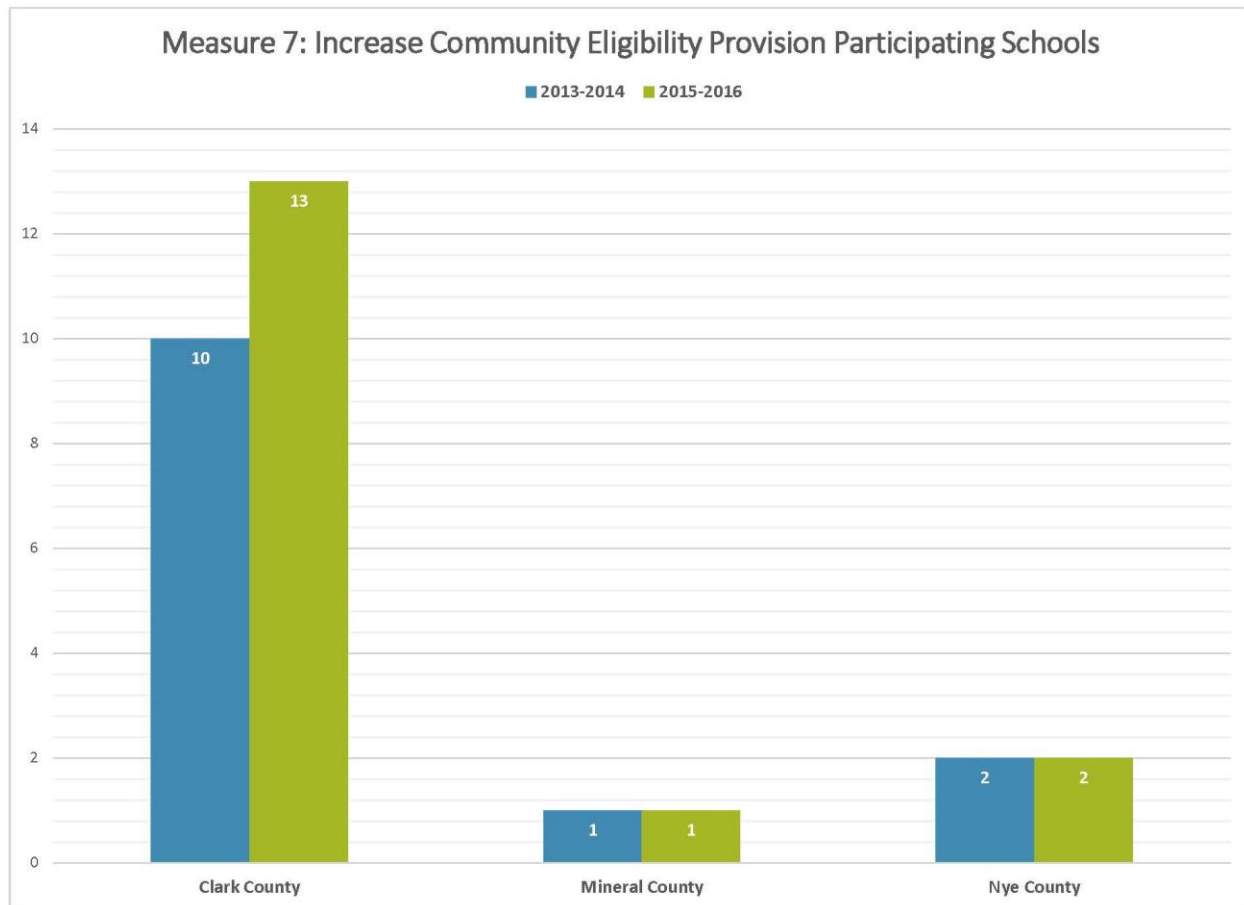
In 2014-2015, there were 459,172 students enrolled in Nevada schools. In 2014, 37% of the 201,575 students eligible participated in free breakfast and 25% of the 33,895 students eligible participated in reduced breakfast. In 2014, 76% of the 204,912 students eligible participated in free lunch and 69% of the 34,941 students eligible participated in reduced lunch. The aim of the council is to increase free and reduced breakfast and lunch participation by 10% between 2014 and 2015.

## Measures 5 – 6: Increase the number of participating schools in the free or reduced breakfast and lunch programs by 10%.



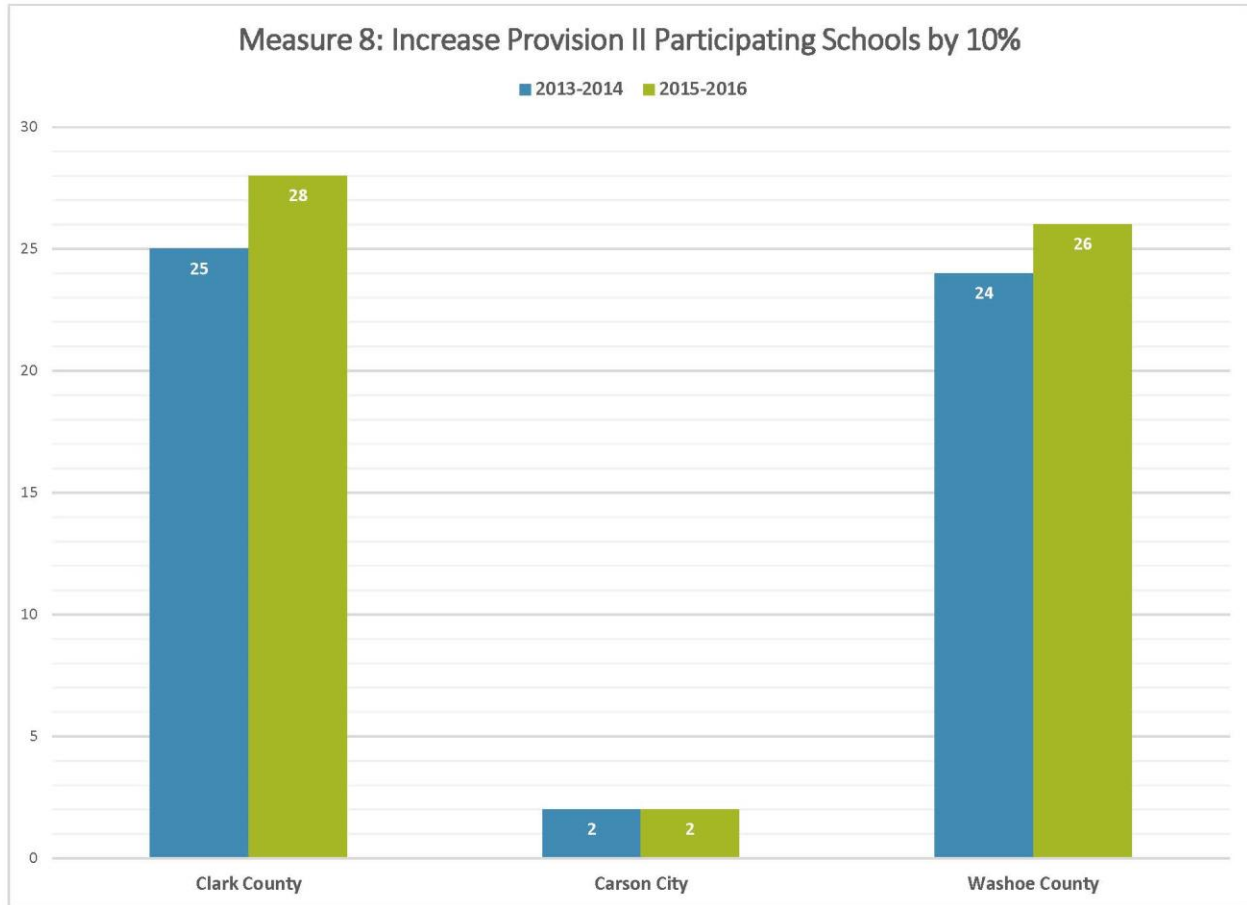
In 2013-2014, there were 528 schools participating in free and reduced breakfast programs and 571 schools participating in free or reduced lunch programs. The aim of the council is to increase schools' free and reduced breakfast and lunch participation by 10% between 2014 and 2015.

## Measure 7: Increase school participation in Community Eligibility Provision (CEP) program by 10%.



In 2013-2014, there were 10 schools in Clark County, one school in Mineral County, and two schools in Nye County participating in the Community Eligibility Provision Program (CEP). The aim of the council is to increase schools' overall CEP participation by 10% between 2014 and 2015.

## Measure 8: Increase school participation in Provision II by 10%.

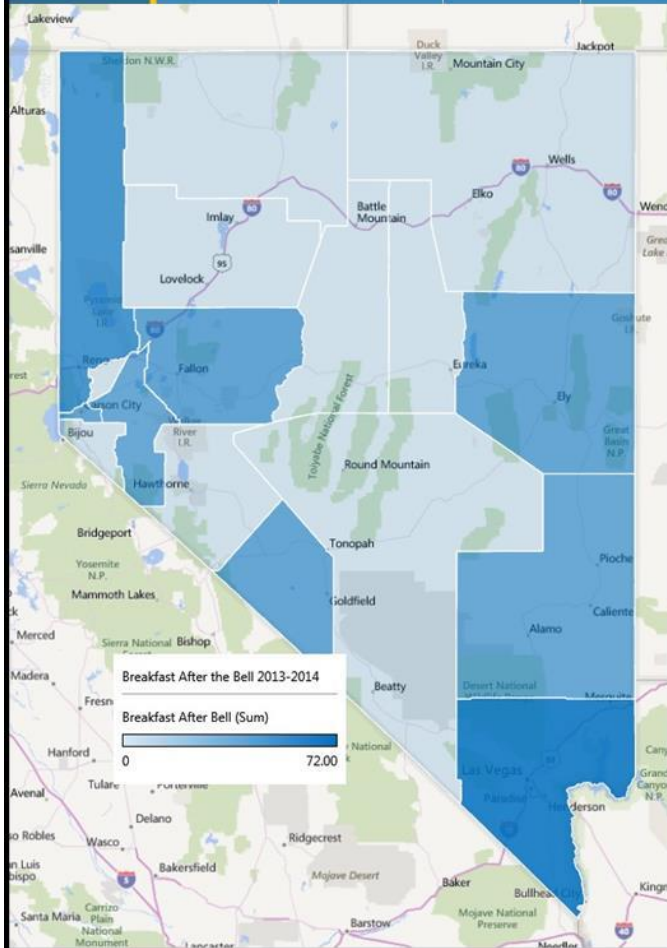


In 2013-2014, there were 25 schools in Clark County, 2 schools in Carson City County, and 24 schools in Washoe County participating in Provision II. The aim of the council is to increase schools' overall Provision II participation by 10% between 2014 and 2015.

## Measure 9: Increase school participation in the Breakfast After the Bell Program by 10%.

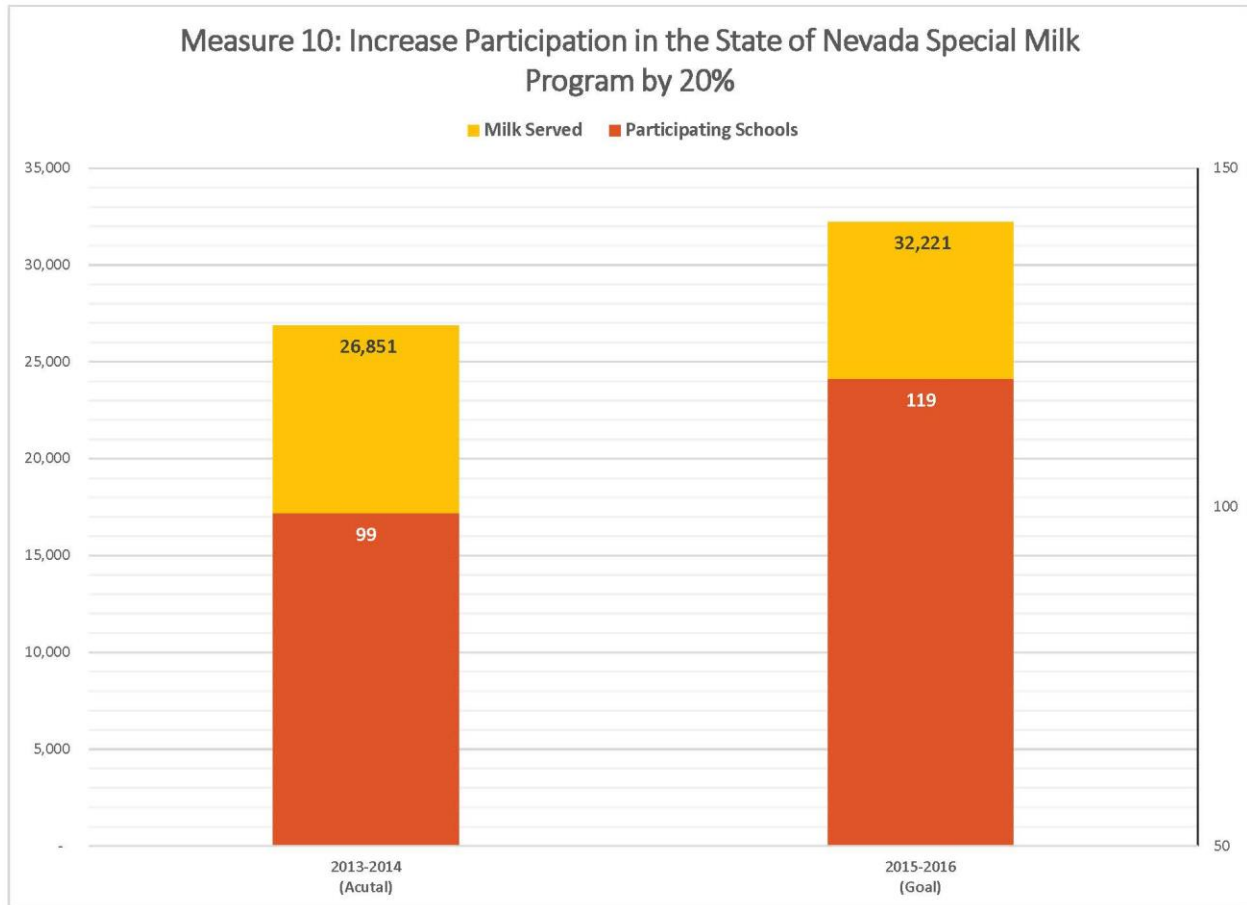
### Measure 9: Increase Breakfast After the Bell Program Participating Schools by 10%

	Carson City	Churchill County	Clark County	Esmeralda County	Lincoln County	Lyon County	Washoe County	White Pine County
2013-2014 (Actual)	2	3	72	2	1	1	24	2
2015-2016 (Goal)	2	3	79	2	1	1	26	2



In 2013-2014, there were 2 schools in Carson City County, 3 schools in Churchill County, 72 schools in Clark County, 2 schools in Esmeralda County, 1 school in Lincoln County, 1 school in Lyon County, 24 schools in Washoe County, and 2 schools in White Pine County participating in the Breakfast After the Bell Program. The aim of the council is to increase schools' overall Breakfast After the Bell participation by 10% between 2014 and 2015.

## Measure 10: Increase school participation in the State of Nevada Special Milk Program by 20%.



In 2013-2014, there were 26,851 milks served through the State of Nevada Special Milk Program by 99 schools. The aim of the council is to increase both the schools' participation and the number of milks served by 20% between 2014 and 2015.



# Members: The Governor's Council on Food Security

**Kathleen Sandoval**

First Lady, Chair

**Christy McGill**

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Healthy Communities Coalition  
Vice Chair

**Steve Fisher**

Administrator  
Nevada Division of Welfare and Supportive  
Services

**Sarah Adler**

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**Jim Barbee**

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**Cherie Jamason**

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Food Bank of Northern Nevada

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**Kevin Hooks**

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Vice President  
Supernap

**Guy Hillyer**

Executive Vice President  
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**Wendy Baroli**

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Girl Farms

**David Weaver**

Vice President of Sales  
US Foods

# Acknowledgement from the Chair: First Lady of Nevada Kathleen T. Sandoval



As is the case with all major public policy challenges, the process of developing solutions to the serious problem of food insecurity will not be an easy one. Nor will it require the attention and action of a single agency or organization. Rather, meaningful progress in the fight against hunger can only be possible through a collective realization and appreciation of all that is at stake for our communities, namely, the health and welfare of our children and most vulnerable citizens, and by extension, a strong, secure and successful future for Nevada. Only a broad, collective understanding of these realities will ensure that appropriate measures will be implemented in the policy realm. And that will require recognition on the part of public sector agencies, private sector business and industries, educators, stakeholders, community activists, health care providers, and others, that we must all work together. It will require a firm commitment to a robust exchange of ideas, to challenging the status quo, to achieving the results that our constituents need, expect, and deserve.

I am grateful that the seeds of that recognition have been planted, cultivated, and are beginning to blossom. This report reflects countless hours of hard work and significant investments of time, energy, and financial resources in examining and exploring the intricacies of a problem that impacts far more of our fellow Nevadans than most of us realize. We have taken the critical first steps in what will, no doubt, be a long journey, but a journey that is without a doubt worth pursuing. We must remain committed to moving forward on behalf of Nevada's families, and to reinforcing our collective will to ensure that we achieve nothing less than full success in this effort. I am deeply encouraged by the progress that has been made, the knowledge that has been gained, and I am inspired by all who have committed to join in this fight. The work in which we are engaged today will impact generations of Nevadans for years to come.

I wish to extend my sincerest gratitude and appreciation to the many dedicated individuals who have worked to plan, coordinate, and support the many activities, events, discussions and campaigns that have taken place in Nevada to raise awareness about the problem of food insecurity. We have made true progress together, and I have been, and am, inspired to have been a part of this effort with so many committed, hard-working leaders. But there is a great work that remains for us to do. We have only just begun to address the important issue of hunger in Nevada, and I look forward to continuing this journey and to building upon our successes as we prepare to reach even greater heights for the future of this great state we call home.

With deepest thanks,

Kathleen T. Sandoval  
Chairperson, Governor's Council on Food Security  
First Lady of the State of Nevada

# Special Thanks

**We extend our special thanks to the following individuals.**

Angela Owings, Department of Health and Human Services  
Diane Dye Hansen, Nevada Division of Public and Behavioral Health  
Ericka Sorensen, Nevada Division of Public and Behavioral Health  
Erin Hasty, Nevada Division of Public and Behavioral Health  
Laurie Olson, Department of Health & Human Services  
Mary Wherry, Nevada Division of Public and Behavioral Health  
Matt Beltrami, Share Our Strength  
Matt Morris, Nevada Office of the Governor  
Michelle Walker, Nevada Division of Public and Behavioral Health  
Steve Fisher, Nevada Division of Welfare and Supportive Services  
Timothy K. Taycher, Nevada Division of Public and Behavioral Health  
Tom Nelson, Share Our Strength