



Start  
School  
Later.net<sup>®</sup>

Healthy Hours

health, safety and equity in education

# Annual Report

Start School Later, Inc.

**FY2017**

Start School Later, Inc./Healthy Hours is a registered 501(c)(3) nonprofit organization comprising health professionals, sleep scientists, educators, parents, students, and other concerned citizens working to ensure that all public schools can set hours compatible with health, safety, equity, and learning.

577

media mentions  
in FY17

21

states with school  
districts moving to  
later starts in 2017-  
2018



*effective*

# Letter from the President

What a year this has been for Start School Later (SSL)!



Besides heightening efforts to raise awareness about sleep and school start times, this year we did something completely off the charts by co-sponsoring a national conference on Adolescent Sleep, Health, and School Start Times.

Held at Washington DC's J.W. Marriott Hotel in April, this highly successful inaugural conference brought together sleep scientists, school leaders, teachers, counselors, policymakers, health professionals, economists, and community advocates from 33 U.S. states, Canada, the United Kingdom, Australia, and Singapore. Equally exciting, we raised money to fund "travel scholarships" that allowed ten school and community leaders from around the USA to participate in the conference.

This past year "Start School Later" also became a registered U.S. Trademark. In FY2017 we grew to nearly 100 local, state, and student-led chapters in 26 states and DC and played a major role in successful efforts to delay bell times in CT, IL, ME, MD, WA, TN, WA, PA, and MI.

Other highlights included rolling out Sleep 101, an award-winning online sleep education program developed and administered by our education arm, Healthy Hours, and the Sleep Health Institute at Boston's Brigham and Women's Hospital. Meanwhile, we contributed to the National Highway Traffic Safety Administration's Drowsy Driving Report, *Asleep at the Wheel: A National Compendium of Efforts to Eliminate Drowsy Driving* and sponsored SB328, a bill currently being considered by the California State Legislature that would prevent state middle and high schools from requiring attendance before 8:30 a.m.

None of this would have been possible without the tireless commitment of hundreds of volunteers or the generous in-kind, pro-bono, and financial support from donors who understand the challenge in ensuring sleep-friendly school hours. I can't thank these dedicated donors and volunteers enough for the role each has played in bringing us to this point. And I hope they inspire you, as they do me, to continue to support efforts as we take them to the next level.

With all best wishes and enormous gratitude,

Terra Ziporyn Snider, PhD, Board President

A promotional banner for a national conference. On the left, a small image shows a young woman with long brown hair resting her head on her hand while looking at papers. To the right, a blue banner contains the conference title and a circular logo with a heart and a pulse line. Below the banner, white text lists the topics and sponsors. On the right side of the banner, there is a 'REGISTER NOW!' call to action with details about the location and date, and a note that space is limited. At the bottom, a list of sponsors is provided.

**ADOLESCENT SLEEP, HEALTH, AND SCHOOL START TIMES**  
THE NATIONAL CONFERENCE

**An Interactive Conference**  
**Bringing Together:**

- Education Policy Makers
- Leading Sleep Experts
- Administrators/Teachers/Staff
- Health Care Professionals
- Community Advocates
- Transportation Experts

**Networking, State-of-the-Science, Implementation Strategies**

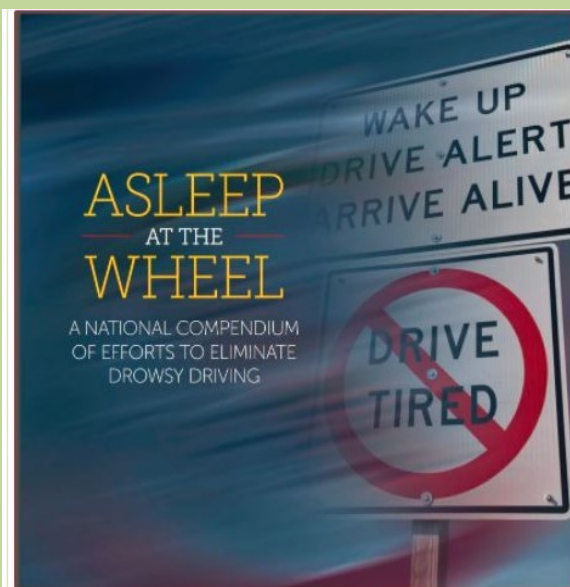
**REGISTER NOW!**

**Space is Limited**

WASHINGTON DC  
**APRIL 27-28, 2017**

**FOR MORE INFORMATION VISIT:**  
[www.schoolstarttimeconference.org](http://www.schoolstarttimeconference.org)

**SPONSORED BY:**  
RAND Corporation, Yale Dept. of Pediatrics, Robert Wood Johnson Foundation, Start School Later Inc.



Start School Later, Inc. joined other public and private stakeholders in contributing to this NHTSA report on coordinated national efforts to eliminate drowsy driving. (3/20/17)





Requiring students to be in class before 8:30 a.m. makes it virtually impossible for most middle and high school students to get healthy sleep—and takes a huge toll on health and wellbeing. Before the 1970s most schools started the day between 8:30 and 9 a.m., but today teens must wake at 5 or 6 a.m. to get to school on time. Meanwhile, the school day ends in the early afternoon, sometimes even before 2 p.m. These schedules are out-of-sync with the sleep needs and patterns of adolescents, whose brains and bodies are still growing, and create a huge sleep debt every week of the school year.

## National Staff FY2017

Terra Ziporyn Snider, PhD, Executive Director, Co-Founder

Maribel Cabrera Ibrahim, MEM, Operations Director, Co-Founder

Kari Oakes, PA-C, Research/Development Co-Director

Ann Gallagher, MAT, MS, Research/Development Co-Director

Stacy Simera, MSSA, LISW-S, SAP, Communications Director

Heather Macintosh, BA, Donor Relations Manager

Lynn Keefe, MD, FAAP, Health Policy Director

Phyllis Payne, MPH, Implementation Director

Jenny Cooper Silberman, RN, MPH, Outreach Director

Debbie Owensby Moore, MS, Chapter Director

Melissa Stanton, MPH, Legislative Director

# 70

% drop in teen car crashes when Jackson Hole, WY shifted start times to 8:55 a.m.



"Organizations such as Start School Later, Inc. are working toward ensuring that students get the sleep they need to be happy, healthy, and safer drivers."—National Highway Traffic Safety Administration (NHTSA), *Asleep At the Wheel: A National Compendium of Efforts to Eliminate Drowsy Driving*

# Goals

**Collaborating** with health professionals, sleep scientists, educators, parents, students, and other concerned citizens to increase public awareness about the relationship between sleep and school hours and to ensure school start times compatible with health, safety, education, and equity

**Educating** the public about the relationship between sleep, school start times, and physical, psychological, and educational well-being, utilizing education awareness forums, professional networking, and social media outreach

**Providing resources, support, and guidance** to local communities working for later school start times

**Serving as an information clearinghouse** by collecting and consolidating information and data about school start time change

**Advocating** for legislation to ensure evidence-based school hours at the national, state, and local levels



## Bring Teen Sleep Crusaders to Washington

— Start School Later Inc.

\$10 = 1 hour of conference time for 1 person

[GIVE](#)

# Highlights

## FY2017

Position Statements | Landmark Legislation | Collaborations | Sleep Education | Outreach to Policymakers | Testimony

"Thank you for putting together such useful resources! I am presenting the case for moving the middle and high school start times in Amherst, NH from 7:25 a.m. to 8:30. The information and resources you've provided here have saved me so much time and help to make my case more effectively."—Julie Smiley, Amherst NH

- *Start School Later* became a registered U.S. trademark.
- SSL's education arm, *Healthy Hours* piloted and implemented *Sleep 101*, a 45-minute online sleep education program for college students. The program was awarded 1st place in the Academic Category at DevLearn's national e-learning conference, Horizon Interactive's Gold Award for E-Learning/Training, and the 2017 Shortlist of Best Learning Technologies Project (International Public & Non-Public Sector).
- SSL co-sponsored the first-ever national conference on Adolescent Sleep, Health, and School Start Times with the Robert Wood Johnson Foundation, RAND Corporation, and Yale School of Medicine's Department of Pediatrics. The conference brought together sleep scientists, school leaders, teachers, counselors, policymakers, health professionals, economists, and community advocates (including 10 with scholarships we funded through crowd-sourcing) from 33 U.S. states, Canada, the United Kingdom, Australia, and Singapore.
- SSL sponsored SB328, a bill currently being considered by the California State Legislature that would prevent state middle and high schools from requiring attendance before 8:30 a.m.
- SSL joined other public and private stakeholders contributing as "safety partners" to the National Highway Traffic Safety Administration's Drowsy Driving Report, *Asleep at the Wheel: A National Compendium of Efforts to Eliminate Drowsy Driving*.
- SSL, with support from the New England School Development Council (NESDEC), planned and implemented a day-long school start times workshop for superintendents and staff from 12 Boston-area school systems.
- SSL participated in and/or sponsored/co-sponsored workshops, forums, town hall meetings, and webinars to raise awareness about sleep and school start times including the Ohio Teens 4 Health Summit, ZZZ's to A's free webinars (hosted by the Ohio Chapter of the American Academy of Pediatrics and Region V Department of Health and Human Services Office of Adolescent Health).
- SSL's state and local chapters and coalition partner efforts resulted in successful efforts to delay bell times in Greenwich CT, Barrington IL, South Portland ME, Anne Arundel County MD, Northshore School District WA, Williamson County TN, Issaquah WA, and Unionville-Chadds Ford PA, as well as an optional late-start plan in Ann Arbor MI.



# SSL BY THE NUMBERS 2016-17

- **96** Start School Later chapters in **26** states and DC, plus **6** student-led, school-based chapters
- **33** U.S. states, Canada, the United Kingdom, Australia, and Singapore represented at the first-ever national conference on Adolescent Sleep, Health, and School Start Times
- **21** States with schools planning to delay bell times for 2017-18
- **4,563** Facebook Subscribers, **2005** E-Newsletter Subscribers
- **41** Coalition Partners
- **6** new position statements issued by health and education organizations including the American Academy of Sleep Medicine and the National Parent Teacher Association
- **577** media mentions in publications including: *The New York Times*, *The Wall Street Journal*, *Time Magazine*, *The Atlantic*, *USA Today*, *U.S. News and World Report*, *The Washington Post*, *Parents Magazine*, *The74*, *Politico*, *Vox*, *NPR News*, *Vox*, *The Kojo Nmandi Show (WAMU)*, *WBUR*, *WGBH*, *NEA Today*, *Fox News*, *NBC News*, *ABC News*, and *CBS News*.
- **35** total op-eds in print and digital media
- **800+** volunteer hours donated
- **\$36,000** of free advertising donated by Google for Non-Profits
- **11** states to date have introduced legislation to mandate, incentivize, or study later school start times



Stacy Simera, SSL Communications Director; Terry Cralle, SSL Board Member; Valerie Erde, SSL Greenwich CT Co-Leader; Melissa Stanton, SSL Legislative Director



Lisa Lewis, Co-Leader of SSL California (2<sup>nd</sup> from left), raising awareness about legislation to ensure safe, healthy school hours at Governor Jerry Brown's office, Sacramento, CA.



# SSL at Work



Debbie Moore, Chapter Director (far right), meeting with DC conference participants.



DC Meeting: Kyla Wahlstrom, Terra Ziporyn Snider, and Judith Owens



Terry Cralle, Melissa Stanton, Terra Ziporyn Snider, and Daniel Lewin (not pictured) visiting the Office of the U.S. Surgeon General in Washington, D.C. to discuss the need for sleep-friendly school hours.

## 35

Editorials supporting the  
Start School Later  
Movement in FY2017



SSL Communications Director Stacy Simera and SSL Student Advocacy Coordinator Jilly dos Santos address the OHteens4Health statewide summit.



Wheatleigh Dunham, Start School Later CT leader and co-leader of Start School Later Greenwich CT celebrating new bell times.



# Legislation / Policy

## Passed Statewide Legislation:

**Maryland** [HB39/SB224](#)

Orange Ribbon for Healthy School Hours 2016

**New Jersey** [S2484](#)

Requires DOE to conduct study on options and benefits of instituting later school start time in middle school and high school 2015.

**Maryland** [HB883/SB14](#)

Task Force to Study Safe and Health School Hours for Maryland Public Schools. 2014.



## Current Federal Legislation:

HB 2245: ZZZ's to A'z Act

Introduced April 28, 2017 by  
Rep. Zoe Lofgren, D-CA19,



*Advocating*



Working together, chapters make change happen!

96  
chapters

26 states  
& DC

6  
Student-led  
chapters

*"Having you in our corner and the breadth of content and support is like no other experience I've ever had."*

*- Tracey Collins, Chapter Leader, Start School Later  
Southern Maine*



# Board of Directors FY2017:

President: **Terra Ziporyn Snider, PhD**  
Executive Director, Co-Founder  
Start School Later, Inc.  
Annapolis, MD

Vice President/Treasurer: **Maribel Cabrera Ibrahim, MEM**  
Operations Director, Co-Founder  
Start School Later, Inc.  
Annapolis, MD

Secretary: **Dolores Skowronek, MLIS**  
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Alverno College  
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**Kimberly Charis, MS**  
Director of School Climate, Discipline,  
and Equity  
National Association of State Boards of  
Education  
Alexandria, VA

**Terry Cralle, RN, MS**  
Sleep Health and Wellness  
Professional Certified Clinical  
Sleep Educator  
Washington, DC

**Daniel Lewin, PhD**  
Psychologist, Sleep Specialist  
Children's National Medical Center  
Washington, DC

**Sina Nader**  
Founder, CEO  
SWAN Medical Group  
San Francisco, CA

**Judith A. Owens MD, MPH**  
Director, Center for Pediatric  
Sleep Disorders,  
Boston Children's Hospital  
Associate Professor of  
Neurology, Harvard Medical  
School  
Boston, MA

**Amy Wolfson, PhD**  
Professor of Psychology  
Loyola University  
Baltimore, MD



Board members Judith Owens (left) and Terra Ziporyn Snider (right) with Executive Committee Member Phyllis Payne (center).

## Educating

*“To do nothing is to do harm.”*

*—Judith Owens, MD, Board  
Member, Start School Later*



# Advisory Board FY2017

## [Dean Beebe, PhD](#)

Associate Professor of Pediatrics and Director  
Neuropsychology Program  
Cincinnati Children's Hospital  
Cincinnati, OH

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Assistant Professor of Pediatrics (Respiratory)  
Medical Director, Pediatric Sleep Program  
Yale School of Medicine  
New Haven, CT

## [Catherine Darley, ND](#)

Naturopathic Physician  
Institute of Naturopathic Sleep Medicine  
Seattle, WA

## [Michael Dubik, MD](#)

Pediatric Sleep Physician  
Naval Medical Center  
Norfolk, VA

## [Darrel Drobnich](#)

President,  
American Sleep Apnea Association  
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Psychiatric Nurse Practitioner  
M.Ed Chair for Adolescent Health  
California School Nurses Organization  
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Director of the Golden Bear Sleep and Mood Research Clinic  
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Blacksmith Investment Group LLC  
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Sleep and Circadian Neuroscience Institute  
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Independent Medical Journalist and Editor  
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Senior Law and Policy Analyst (Research Associate) at  
University of Maryland Center for Health and Homeland  
Security, Baltimore, MD

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Harvard Medical School  
Neuroscientist, Division of Sleep Medicine,  
Department of Medicine  
Brigham and Women's Hospital  
Boston, MA

## [Lisa J. Meltzer, PhD](#)

Sleep researcher and clinician  
Department of Pediatrics  
National Jewish Health  
Denver, CO

## [Edward O'Malley, PhD](#)

Managing Director  
Sleep HealthCare of Connecticut  
Fairfield, CT

## [Jessica Payne, PhD](#)

Nancy O'Neill Collegiate Chair in Psychology  
Director, Sleep Stress and Memory Lab  
University of Notre Dame,  
Notre Dame, IN

## [Wilfred R. Pigeon, PhD](#)

Director  
University of Rochester Sleep & Neurophysiology Lab  
Rochester, NY

## [Roxanne Prichard, PhD](#)

Associate Professor of Psychology  
University of St Thomas  
St. Paul, MN

## [Alex Pratt](#)

Littleton School Committee  
Littleton Public Schools  
Littleton, MA

## [Kathy Ryan, MSN, PHN, FNP](#)

President, San Diego/Imperial Section  
California School Nurses Organization  
School Nurse  
Lincoln High School Wellness Center  
San Diego, CA

# Financial Snapshot

Start School Later, Inc. Statement of Financial Position As of June 30, 2017			
	Jul 2016 - Jun 2017 As of Jun 30,		
	Current	2016 (PY)	% Change
<b>Current Assets</b>			
PayPal	1,833.47	8,784.04	-79.13%
PNC Checking	42,421.41	70,475.28	-39.81%
Total Bank Accounts	\$44,254.88	\$ 79,259.32	-44.16%
Accounts Receivable	6.43	-156.57	104.11%
Total Accounts Receivable	\$ 6.43	\$ -156.57	104.11%
Inventory Asset	12,776.00	12,876.00	-0.78%
Undeposited Funds	113.00	5,000.00	-97.74%
Total Other Current Assets	\$12,889.00	\$ 17,876.00	-27.90%
Total Current Assets	\$57,150.31	\$ 96,978.75	-41.07%
<b>TOTAL ASSETS</b>	\$57,150.31	\$ 96,978.75	-41.07%
<b>LIABILITIES AND EQUITY</b>			
Accounts Payable	3,049.92	5,030.00	-39.37%
Total Accounts Payable	\$ 3,049.92	\$ 5,030.00	-39.37%
Total Current Liabilities	\$ 3,049.92	\$ 5,030.00	-39.37%
Total Liabilities	\$ 3,049.92	\$ 5,030.00	-39.37%
<b>Equity:</b>			
Opening Balance Equity	88.00	88.00	0.00%
Unrestricted Net Assets	91,860.75	31,118.68	195.19%
Net Revenue	-37,848.36	60,742.07	-162.31%
Total Equity	\$54,100.39	\$ 91,948.75	-41.16%
<b>TOTAL LIABILITIES AND EQUITY</b>	\$57,150.31	\$ 96,978.75	-41.07%

## Notes to Financial Statements

**Accounts:** Start School Later holds a brick and mortar bank account and a PayPal account, which is used to secure donations and accept payments easily.

**Debt:** Start School Later is a virtual organization with no physical overhead. We have no debt but do have earmarked funds for ongoing programs and designated donations.

**Takeaways:** Start School Later has experienced tremendous growth and exposure over the last year. We have partnered with other entities on grant applications, embarked on ambitious programs, and completed outreach and educational initiatives consistent with our mission by combining the efforts of an all-volunteer national staff and local volunteers with a pool of independent contractors from within and outside of our organization.



## Consider a Gift to Start School Later

Start School Later, Inc. is a [501\(c\)\(3\)](#) non-profit organization. We are so grateful to our donors and welcome tax-deductible donations of any amount that is comfortable for you. Thanks to our dedicated supporters, we are able to grow, participate, represent, and shape the conversation around student health and school start times in ways we only dreamed a few short years ago. Join us!

Some companies, big and small, offer corporate matching gift programs to support employee charitable giving. Ask your employer—this is a smart way to double the value of your contribution.

You can click here to [donate online](#) or mail a donation to:

**Start School Later, Inc.**

**PO Box 6105**

**Annapolis, MD 21401**

[Contact us with questions or to learn more about how to get involved](#)

Start School Later, Inc.

PO Box 6105

Annapolis, MD 21401

**Tel (410) 775-5105**

[www.StartSchoolLater.net](http://www.StartSchoolLater.net)

*Thank you!*

