

Start School Later

ANNUAL REPORT
2021

Healthy, safe, equitable school hours



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.

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.

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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*

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Our hope is that schools establish hours that allow for healthy sleep, and that they value sleep-friendly schedules as a nonnegotiable requirement, as fundamental as providing students with clean air and water.

- Terra Ziporyn Snider, PhD
Executive Director and Co-Founder
Start School Later, Inc.

Letter from the Executive Director



Just over 10 years ago — September 2011 — I started an online petition asking national leaders to support legislation to ensure safer, later, more equitable school hours for children of all ages. Today that petition is still going strong. And so are we!

Response to the petition led Maribel Ibrahim and I to co-found Start School Later, which a dedicated, determined, talented, and versatile group of volunteers subsequently grew into an accomplished, nationwide nonprofit. Our trajectory of accomplishment continued throughout 2021 despite the continuing challenges of COVID-19. If anything, in fact, **school closures, online learning, and flexible scheduling during the pandemic demonstrated that later start times work—and that schools have a lot more flexibility than we ever imagined to turn on a dime.**

We kicked off the year by **spearheading a summit on adolescent sleep and school start time research**, administered by Stanford University and held virtually with a multidisciplinary team of experts, culminating in the acceptance of a paper by **Sleep Health**, the peer-reviewed journal of the **National Sleep Foundation**. This summit grew directly out of the groundbreaking school start time legislation we co-sponsored in California, which continued to spur other legislative efforts around the nation, including a bill in New York that would remove state aid from any public school starting classes before 8:30 a.m.

Throughout 2021, we saw more school communities recognizing the role sleep plays in student health and well-being, as well as the number of **districts accelerating pre-pandemic plans to delay bell times or keeping the later times used for remote learning**. We also saw how remote learning during the pandemic allowed many teenagers to get healthier sleep, creating happier and more engaged students.

And with online and virtual learning in ascendance, we were well positioned to continue building and disseminating **online sleep education resources for students, parents, and school administrators on our Let's Sleep! website, including a free monthly webinar series** sponsored by Sleep Number. These achievements were made possible thanks to the generous support of **Sleep Number**, the **Abbaszadeh Foundation**, the **AASM Foundation**, and many individual donors.

All these efforts will undoubtedly be bolstered by **new position statements supporting later school start times from two major national organizations—the American Academy of Sleep Medicine and the National Sleep Foundation, as well as support from the U.S. Surgeon General**. These leaders join a formidable list of health, education, and civic organizations recommending later school start times, including the American Academy of Pediatrics, American Medical Association, Centers for Disease Control and Prevention, American Psychological Association, Society of Behavioral Medicine, National PTA, and National Education Association.

Last but far from least, I want to thank each and every one of you for your continued support and faith in our efforts. This year we saw your contributions recognized when the AASM Foundation gave our "little non-profit that could" its **2021 Sleep Champion Award**. It truly takes a village, and all of us at Start School Later are grateful to all of the volunteers around the nation who are the true champions.

Gratefully,

TERRA ZIPORYN SNIDER, PHD
Co-Founder, Executive Director

By The Numbers - 2021

36

School districts in 18 States announced plans to delay middle &/or high school start times in the 2020-21 school year

5,400

Facebook Fans

49

Coalition Partners

4,482

Subscribers on our Let's Sleep! & Start School Later mailing lists

8

Let's Sleep! Webinars

342

Media mentions

6

Op-eds

\$36,000

Free advertising donated by Google for non-profits

21

States to date have introduced legislation to mandate, incentivize, or study later school start times

190,000+

Page views on Start School Later & Let's Sleep! websites

1500+

Donated volunteer hours

138

Volunteer-led chapters in 3 countries, 31 US states, & Washington DC

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Start School Later has paved the way for students to have healthy sleep hours by creating various educational resources for students, parents, educators and school administrators, hosting conferences to facilitate efforts to improve adolescent health outcomes and advocating for legislation to ensure evidence-based school start times are implemented.

AASM Foundation

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New Legislation on Sleep and School Start Times Proposed in 2021



MASSACHUSETTS H600

A resolution authorizing an investigation by a task force of the effect of school day start times for middle school and secondary school students.

MASSACHUSETTS HR4430

Resolve authorizing a study of starting times and schedules. Resolve reported favorably by committee on Education and referred to committee on House Ways and Means.

NEW YORK A8202

Amending the state Education Law to set 8:30 a.m. as the earliest time a school could start its day, with schools choosing to start earlier losing state school aid.

NEW YORK A3448

Directs the commissioner of education to establish a commission to study the needs of adolescents and the effect that school day start times have on the health and academic performance of students.

Having SSL - both for the tremendous information provided on the website and chapter leaders page, and the moral support - has been a lifesaver. Thank you all!

**Amy Norr, Start School Later
Lower Merion, PA**

Weston would not have been able to make the change without the help of SSL. We utilized many of the resources including their slides, flyers/brochures, and advice on engaging the school system and community. We received a lot of help, assistance, and support from many SSL members. So thank you.

**Chun Lim, Chapter Leader,
Start School Later Weston, MA**

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 am to 8:30. The information and resources you've provided here have saved me so much time and help to make my case far more effectively.

Julie Smiley, Amherst, NH

Start School Later is a great site to learn more about sleep deprivation in adolescents and to find out if there is a local chapter in your area you can join. Your children will thank you one day.

**Courtney Zentz, Pediatric Sleep Consultant,
Lactation Counselor, & founder of Tiny
Transitions**

2021 Highlights

Summit on Adolescent Sleep and School Start Times: Setting the Research Agenda for California and Beyond

“Most fears and speculations about the impact of later start times on childcare, transportation costs, traffic, parental commutes, afterschool jobs, and related aspects of community life **have turned out to be overblown, temporary, or remediable with stakeholder input and creative thinking.”**

-T.D. Ziporyn et al., Adolescent sleep health and school start times: Setting the research agenda for California and beyond: A research summit summary, Sleep Health (2021), <https://doi.org/10.1016/j.sleh.2021.10.008>

Start School Later
Healthy Hours

www.StartSchoolLater.net

SSL spearheaded this virtual research summit, to set the research agenda to follow implementation of California's landmark "start school later" law, co-sponsored by SSL and signed into law in 2019. Administered by Stanford University with financial support from the National Sleep Foundation and the American Academy of Sleep Medicine (AASM) and endorsements from the California Sleep Society, Sleep Research Society, World Sleep Society, International Pediatric Sleep Association, Stanford Medicine's Department of Psychiatry and Behavioral Sciences, Harvard Medical School, Loyola University Maryland, and the University of Minnesota's College of Education and Human Development.

AASM Foundation Sleep Champion Award

Given each year to celebrate "successful community-based sleep health services and education provided by non-profit organizations," the award recognizes SSL's work to pave the "way for students to have healthy sleep hours...[and] facilitate efforts to improve adolescent health outcomes, and...legislation to ensure evidence-based school start times are implemented."

AASM FOUNDATION

Congratulations to the 2021 Sleep Champion Award Recipient

“The AASM Foundation congratulates Start School Later for championing change in school hours so adolescents can achieve healthy sleep and thrive. Coalitions like Start School Later play a vital role in raising awareness about the growing body of evidence that later school start times enhance teen safety, performance and overall well-being.

Anita V. Shelgikar, MD, MHPE
President
AASM Foundation



Hey there, Anne Arundel County!

Healthier School Hours Beginning 2022-23

Anne Arundel County Public Schools Board Votes For Later School Start Times

SSL was founded in Anne Arundel County in 2011, with a local chapter soon following. Parents, students, educators, and other community members had already been working for years in this large district to delay the 7:17 a.m. high school start time, but the tide started turning with national support and networking facilitated by SSL. In 2021, the Board of Education voted unanimously to start all 12 county high schools at 8:30 a.m., beginning in the 2022-23 school year!

2021 Highlights

Major New Position Statements

The U.S. Surgeon General, National Sleep Foundation, and American Academy of Sleep Medicine (endorsed by SSL) issued new position statements recommending that middle and high schools start no earlier than 8:30 a.m.



The List of Prominent Organizations Endorsing Later School Start Times Keeps Growing

What Are We Waiting for?

2021

- U.S. Surgeon General
- National Sleep Foundation

2019

- American Association of Sleep Technologists

2017

- National Parent Teacher Association (PTA)
- American Academy of Sleep Medicine
- Society of Behavioral Medicine

2016

- American Medical Association

2015

- Centers for Disease Control & Prevention (CDC)
- National Association of School Nurses
- Society of Pediatric Nurses

2014

- American Academy of Pediatrics
- American Psychological Association
- American Academy of Child & Adolescent Psychiatry

2011

- National Education Association

Start School Later Healthy Hours

Student Sleep Health Week

SSL partnered with the American Academy of Sleep Medicine for its annual Student Sleep Health Week campaign, which earned more than 32 million impressions. Other partners included the American School Health Association, National Association of School Nurses, Project Sleep, Sleep Research Society, and Society of Health and Physical Educators.

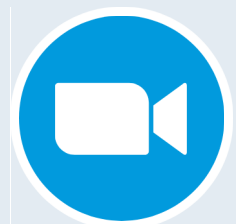


Sleep Advocacy

SSL joined other organizations – including the Sleep Research Society, American Academy of Sleep Medicine, Project Sleep, and the Circadian Sleep Disorders Network – to urge Congressional support for vital sleep-related public health initiatives.

Speaking Engagements

SSL was invited to share presentations and join speaker panels at national venues including the Stanford Summit on Adolescent Sleep and School Start Times, Let's Sleep! webinars, the 2nd Annual Sleep Advocacy Forum, and Virtual Sleep 2021 (the annual meeting of The Associated Professional Sleep Societies).



2021 Highlights



Sleep Number Grant

Sleep Number provided support for a monthly webinar series and development of a new parent portal on the Let's Sleep! website, www.LetsSleep.org.

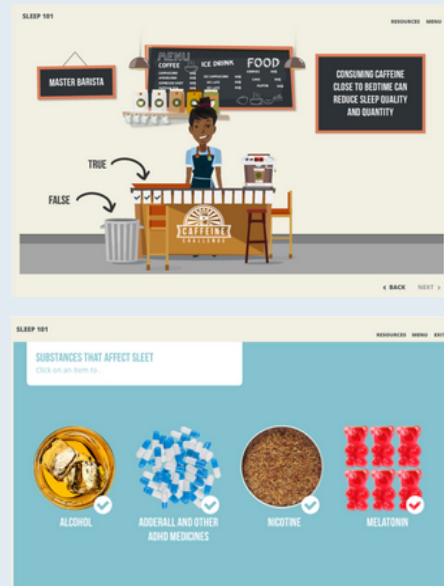


Let's Sleep! Webinar Series

With support from Sleep Number, SSL's Healthy Hours team organized, hosted, and promoted 8 free webinars for school leaders and community advocates via Let's Sleep!, our sleep-education program created in partnership with the Brigham and Women's Sleep Matters initiative. These webinars have helped us connect with new intermediary groups and school stakeholders. Recordings are available at no cost via our Let's Sleep! webinar library.



Colleges around the U.S. continued to use our award-winning, interactive sleep education program, Sleep 101. Thanks to the generosity of a private donor, the high school version of Sleep 101 is currently available at no cost to high school students, teachers, and the general public. The program has been most commonly used as an in-classroom activity or homework assignment, but the content can also be used in drivers' education classes, "prescribed" in medical settings, and assigned by coaches for student athletes. We are currently receiving free consultation from Harvard College to enhance the accessibility of our content for all.



Let's Sleep! Website

We created and distributed additional material for students and new portals for teachers and parents via our Let's Sleep! website, which features NO-COST interactive, evidence-based sleep health resources for students, families, teachers, and school administrators.

AASM Foundation Community Sleep Health Grant

SSL is cataloging K-12 sleep health curricular standards in each state and creating an easy-to-use resource guide, matching sleep-related content to each state's curricular requirements. We are also identifying sleep health education gaps in state curricular standards, and notifying states of areas for improvement.

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Terra Ziporyn Snider, PhD

Executive Director, Co-Founder | Start School Later, Inc. | Annapolis, MD



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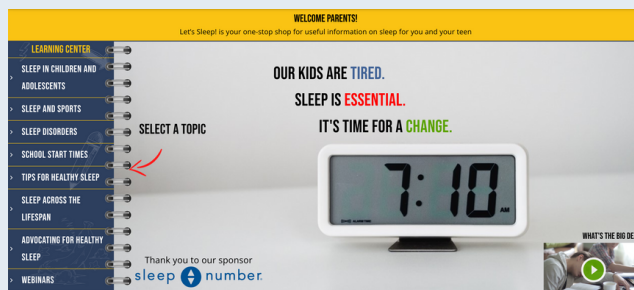
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National Team

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

Terra is an award-winning author of numerous popular health and medical books including *The New Harvard Guide to Women's Health*, *The Women's Concise Guide to Emotional Well-Being*, *Alternative Medicine for Dummies*, and *Nameless Diseases*. A Yale graduate and a Searle Fellow at the University of Chicago, Terra earned a doctorate in the history of science and medicine while conducting research in biopsychology. A former associate editor at *The Journal of the American Medical Association (JAMA)*, Terra has also written extensively on a wide range of health and medical issues in *The Huffington Post*, *The Harvard Health Letter*, *JAMA*, *Consumer Reports*, *Weight Watchers Magazine*, *Business Week*, and *Longevity*, among others. Terra has been awarded science-writing fellowships by the American Association for the Advancement of Science, the American Chemical Society, and the Marine Biological Laboratory at Woods Hole.

Maribel Cabrera Ibrahim, MSEM | Operations Director, Co-Founder

Maribel is Facilities Director for the Anne Arundel County Public Library. Her expertise in logistics, team building and process development has been used to manage the collaborative efforts of SSL's growing national organization, including website development, newsletter publication, membership management, communications and project management. Maribel was recognized by her library peers with the 2015 Team Achievement Award for the Severna Park Library renovation project, and was nominated again for the Individual Achievement Award in 2018. Previously, Maribel served as a Project Engineer for FedEx Express and as an Industrial Engineer for General Motors. During a nine-year hiatus to raise her three young children, she also held various leadership positions with other community support groups, including Mocha Moms, MOMS Club® and MOPS before embarking on Start School Later.

Kari Oakes, PA | Sleep 101/Let's Sleep! Project Manager

Kari is a regulatory and medical editor and analyst who has also practiced as a physician assistant in primary care, neurology, and emergency medicine. The mother of two young adult children, Kari has been active in education and community development issues for many years, with a decade of involvement in Start School Later. Current service roles include membership on the community development authority of Middleton, WI, and chairing the city's perpetual endowment.

Phyllis Payne, MPH | Implementation Director

Phyllis is a public health educator and science writer with extensive experience in community health education and outreach. She is a co-founder of SLEEP in Fairfax, the advocacy group that successfully ushered in healthy school start times in Fairfax County, VA. She has developed strategic plans for other organizations, built coalitions to support those plans, and designed and facilitated interactive workshops, conferences, and focus group discussions. As a contributor and editor, Phyllis enjoys turning science into plain language and policy. She has created materials for lay audiences, patients, caregivers, and health professionals for the National Heart, Lung, and Blood Institute; the National Institute of Diabetes, Digestive, and Kidney Diseases; and the National Institute of Allergy and Infectious Diseases about topics including sleep; kidney disease; diabetes; physical activity; heart, lung, and blood disorders; lupus; HIV; and school health policy.

The increasing momentum in the movement for later start times has been spurred, in part, by increased messaging, integration, and resources provided by advocacy groups such as Start School Later.

Sleep Science. New York: Oxford University Press

National Team

Elinore Boeke | Communications Director

Elinore is a communications consultant who has managed public affairs activities for healthcare, maritime and recreation associations. Still not a morning person, and now with teenagers in the house, she's long been an advocate for Start School Later's mission to educate all community stakeholders on the public health and science-based benefits of later school start times.

Andra Williams Broadwater | Chapter Director

Andra is an award winning education advocate, and became interested in school start times when she saw dazed local high school students on the bus at about dawn as a new mother. In 2014, she launched the Baltimore County chapter of Start School Later, and has worked on state level legislation in Maryland. Andra serves on the Baltimore County PTA Council and is an active volunteer in her kids' schools and her church. She has published resources under contracts with the U.S. Department of Education and received publication awards from AERA. Andra's background is in education policy and data, and is excited to lend her expertise to helping others effect local change to school start times.

Brendan Duffy, CCSH, RPSGT | Athletic Liaison

Brendan is a Registered Sleep Technologist and Certified Sleep Educator with more than 20 years of experience in clinical sleep medicine. He is the coordinator of a six-bed sleep center at St Charles Hospital in Port Jefferson, NY and has authored several articles and spoken nationally about the relationship between sleep and athletic performance.

Joy Wake Policy & Advocacy Director

Joy has spent nearly 20 years – in classrooms, boardrooms, living rooms, and the California State Capitol – organizing her community to improve the lives of school children through meaningful, data-driven parent engagement and advocacy. Most recently, she led outreach and advocacy for Start School Later California, which co-sponsored groundbreaking public health legislation that resulted in the passage of the first-ever statewide law limiting how early classes can start in California public schools. Joy is a past president of the American Marketing Association, Sacramento Valley Chapter; Planning Committee Chair and co-founder of the San Juan Education Foundation; founder of the High School Parent Engagement Group; and recipient of the 2014 Spirit of San Juan Award for outstanding community volunteer.



SSL Co-founders Maribel Ibrahim and Terra Ziporyn Snider, together with SSL Anne Arundel County, MD chapter leader Lisa VanBuskirk and former chapter leader Heather Macintosh. (November 2021)



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