



ANNUAL REPORT 2020

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.

445

media mentions in
2020

23

districts in 10 states
announced plans to
delay middle and/or
high school bell times
in the 2020-21 school
year



LETTER FROM THE EXECUTIVE DIRECTOR

It goes without saying that 2020 was not a typical year for anyone or any organization, including ours. Given all the school closings due to the COVID-19 pandemic, we even joked that we might have to change our name from Start School Later to Start School. Upon reflection, though, 2020 turned out to be only a blip on the radar in terms of our operations: since SSL has functioned virtually from its start. We didn't need to incur new costs or have downtime when life moved online.

The move to virtually schooling—which almost never began before 8:30 a.m.—also brought a silver lining: living proof of the benefits of running classes at sleep-friendly hours. Throughout the year, we kept hearing that teenagers were getting more sleep and happier, healthier, and easier to live with when they weren't forced out of bed at dawn to get to school. Various surveys, including one we conducted ourselves, supported these reports.

Throughout 2020, many districts seized the opportunity to start school later, some of them planning to continue once in-person school resumes. And more states considered studying or mandating later school start times,

We were also able to move ahead on our Let's Sleep! educational initiative, pivoting from a complicated plan that relied on in-



person activities, filming, and outreach to a highly cost-effective approach where we built out a sophisticated website, focused on animations over in-person videos, and pulled off a very well received and well attended webinar, with plans for more to come.

Our roster of volunteer-led chapters continued growing, too: we now have 135 chapters in 34 U.S. states plus DC, Japan, and Brazil. Meanwhile, following the passage of California's landmark "start school later" legislation we sponsored last year, we spearheaded and helped plan a major interdisciplinary research summit, scheduled for January 22-23, 2021 at Stanford University.

As we embark on another year of uncertainties, we look forward to building on these accomplishments. I remain grateful for your continued support and interest, without which none of this would be possible, and wish you all the best for a safe and healthy 2021.

Gratefully,

A handwritten signature in dark ink that reads "Terra Ziporyn Snider". The signature is fluid and cursive, written on a light blue background.

Terra Ziporyn Snider, PhD
Co-Founder, Executive Director

NATIONAL TEAM

Terra Ziporyn Snider, PhD
Executive Director, Co-Founder

Maribel Cabrera Ibrahim, MEM
Operations Director, Co-Founder

Kari Oakes, PA
Sleep 101 Program Coordinator

Elinore Boeke
Communications Director

Phyllis Payne, MPH,
Implementation Director

Andra Williams Broadwater
Chapter Director

Brendan Duffy, CCSH, RPSGT
Athletic Liaison

Matthew Daniel
Student Advocacy Coordinator



“

Let's Sleep!...will affect not only the public health of the state's 6 million school children, but the nation's children as well."

*--Joy Wake,
Start School Later
California*

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"To do nothing is to do harm."

— Judith A. Owens, MD
SSL Board Member
Director, Center for
Pediatric Sleep Disorders,
Boston Children's Hospital
Professor of Neurology,
Harvard Medical School

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



49

Coalition
Partners

HIGHLIGHTS

- Launched the **Let's Sleep! website** featuring interactive, evidence-based sleep health resources for students, families, teachers, and school administrators. Let's Sleep! is a sleep-education program created in partnership with the Brigham and Women's Sleep Matters Initiative.
- Created and distributed **4 new sleep health animations** for middle and high school students and launched a [YouTube channel](#) to house them.
- Spearheaded and helped plan a Stanford-based **research summit on adolescent sleep and school start times**, designed to set the research agenda to follow implementation of California's landmark "start school later" law, sponsored by SSL and signed into law in 2019.
- Organized, promoted, and hosted a **free webinar** on Adolescent Sleep Health: What Schools, Parents, Teachers, and Students Can Do featuring Rafael Palayo, MD, of the Stanford Center for Sleep Sciences and Medicine and Chace Anderson, PhD, Superintendent of the Wayzata (MN) Public Schools.
- SSL's state and local chapters and coalition partner efforts resulted in **successful efforts to delay bell times in at least 22 U.S. states**, including 5 districts in Ohio, 5 in Pennsylvania, and 4 in Massachusetts and Colorado respectively.
- SSL team members gave **invited presentations** and served on panels at venues including Virtual Sleep 2020 (the annual meeting of The Associated Professional Sleep Societies) and the Ohio School Boards Association's Mental Health and SEL Resource Fair.
- **Partnered with organizations including the Sleep Research Society, American Academy of Sleep Medicine, Project Sleep, and the Circadian Sleep Disorders Network** in urging Congress to support vital public health initiatives.

"It was inspirational to see how strong leaders who care about kids can make things happen."

— Start School Later Implementation Workshop Participant

BY THE NUMBERS

- **135** *Start School Later* chapters in **3** countries, **34** U.S. states, and DC
- **23** districts in 10 states announced plans to delay bell times for 2020-21
- **5,400** Facebook Fans
- **49** Coalition Partners



- **3** awards given to Sleep 101, our online, interactive sleep education program
- **154 education stakeholders** attended our free webinar on Adolescent Sleep Health: What Schools, Parents, Teachers, and Students Can Do
- **445** media mentions in publications including: The New York Times, Washington Post, The Economist, CNN, Los Angeles Times, The Hill, Psychology Today, Sacramento Bee, Baltimore Sun, Philadelphia Inquirer, St. Louis Public Radio, Chalkbeat, Education Week, Education Next, School Transportation News, Denver Post, Detroit Free Press, Miami Herald, Orlando Sentinel, San Francisco Chronicle, Voice of America, Newsweek, CBS, NBC, ABC, Fox, BBC News, The TODAY Show
- **8** op-eds supporting the Start School Later Movement in print and digital media
- **1,500+** volunteer hours donated
- **\$36,000** of free advertising donated by Google for Non-Profits
- **21** states to date have introduced legislation to mandate, incentivize, or study later school start times

LEGISLATION & POLICY

State Legislation 2020 from AK to VT

Alaska SB149. Seeks to align high school start times across the state with classes starting at 8:30 a.m. or later.

Connecticut HB6217. An act requiring the state Education Department to establish a working group to study issues relating to school start times.



Hawaii SB2450. Requires public high schools to start no earlier than 8:30 a.m.

Massachusetts S253/H4430. A resolve authorizing the state department of elementary and secondary education to convene an education task force to review the effect of school day start times for middle and secondary schools.

Utah HCR3. A resolution encouraging districts to look at later high school start times. Unanimously passed by House and Senate. **Signed into law.**

Vermont S274. An act requiring a later start time for grades 7-12, with the school day not starting before 9 a.m. and school extracurricular activities not starting before 8:30 a.m.



“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, 2020.

ADVOCACY



Never Doubt That a Small Group of Thoughtful, Committed Citizens Can Change the World; Indeed, It's the Only Thing That Ever Has.



EDUCATION

Introducing Sleep Detective!



154

school and community leaders attending our fall workshops



UPCOMING WEBINAR:

Adolescent Sleep Health: What Schools, Parents, Teachers and Students Can Do

October 28, 2020
Noon – 1:30 Pacific Time
(3:00-4:30 p.m. Eastern Time)

SLEEP 101

An Award-Winning Sleep Education Program for College Students



CHAPTERS



Members of Start School Later West Hartford, CT getting ready to testify to their Board of Education

135 chapters

3 countries

34 states & DC

“Once upon a time I started a Start School Later chapter in my community and now, here we are:

GREAT NEWS FROM BEND, OREGON!

For the academic year, 2019-20 and forward:

<https://www.bend.k12.or.us/SURVEY2018>

Thank you for doing this good work. :)”

— Basey Klopp
Chapter Leader,
Start School Later
Bend, OR

ADVISORY BOARD

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Associate Professor of Pediatrics and Director
Neuropsychology Program
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Alex Pratt

Littleton School Committee Littleton Public Schools
Littleton, MA

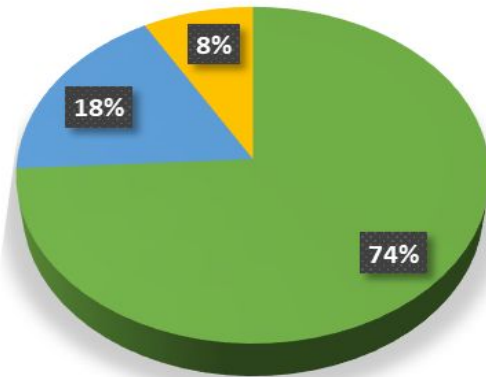
Kathy Ryan, MSN, PHN, FNP

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

FINANCIALS

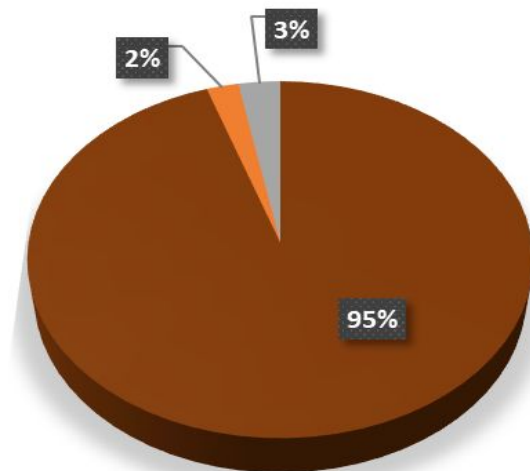
Revenue 2020 = \$122,556

Revenue includes \$31,348 in carryover funds from 2019.



■ Contributions - Restricted ■ Contributions - Unrestricted ■ Program Income

Expenditures 2020 = \$92,877



■ Program Expenses ■ Legal & Professional Fees ■ General Administrative Expenses

70%

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

KEEP IT GOING



Consider a Gift to Start School Later

Start School Later, Inc. is a 501(c)(3) non-profit organization. We are deeply 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 donate online via our [website](https://www.StartSchoolLater.net)
or mail a donation to:
Start School Later, Inc.
550M Ritchie Highway #164
Severna Park, MD 21146

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