



Start School Later, Inc.

Healthy, safe, equitable school hours

ANNUAL REPORT
2022

Vision Statement



We envision a world that respects and cares for adolescents and one in which sleep health holds its rightful place as the foundation of health and well-being.

Start School Later, Inc., a nationally-recognized leader in adolescent sleep health and school start time policy, will serve as a resource to school leaders, advocates, and elected officials. We will work together to bring about a culture shift and a clear understanding of and respect for children's need for sleep, and a world where all children of every age start school at times that allow for healthy sleep.



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



“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 Chapter (PA)

Letter from the Executive Director



Last year was in many ways a “dream come true,” with the implementation of California’s historic “start school later bill” in public middle and high schools throughout the state. News about this historic achievement not only sparked record-breaking media interest in adolescent sleep and school start times, but reignited both state and local efforts across the nation — and even the world. With major walls of resistance crumbling, the past year allowed the dream of safe, healthy school hours to come true for more and more children.

Other dreams came true throughout the year. The National Sleep Foundation and the U.S. Surgeon General joined the chorus of prominent health organizations recommending later secondary school start times. A major new paper in *Sleep Health*, whose authors included many members of the Start School Later network, summarized the research backing these recommendations and outlined a roadmap for turning the recommendations into policy.

And one personal dream-come-true — and one I still have to pinch myself to believe — was seeing the district from which my own children grew up and out of finally delay its high school start time, after nearly 25 years of effort. I couldn't be happier for the whole new generation who won't have to sacrifice their sleep, health, and well-being just to get to class on time.

Another personal dream-come-true was receiving the 2022 Public Service Award from the Sleep Research Society (SRS). To receive this kind of recognition for what often feels like a “David vs. Goliath” crusade was a tremendous morale boost both for me and for the entire Start School Later team; it was also, and above all, a testament to the power, to paraphrase Margaret Mead, of a small group of concerned citizens to change the world.

And that’s not all. Throughout 2022 that group of concerned citizens (which, in our growing network, includes sleep and health professionals, educators, public officials, parents, and students) worked harder than ever at the local, state, and national levels to raise awareness about sleep health and work for sleep-friendly school hours. Our national team and chapter leaders talked to national lawmakers, developed and disseminated free online sleep education materials and webinars through our Let’s Sleep! Initiative, and provided sleep education to college students through our award-winning Sleep 101 program. They also spearheaded bell-time changes in at least 15 states.

We couldn’t have done any of this without our amazing and ever-growing network of volunteers (Start School Later’s “secret sauce”) and the generosity of Sleep Number, the Abbaszadeh Foundation, the Jacobs Family Charitable Fund, and many individual donors and volunteers. Your continued help and support allow us to keep these efforts alive, something we hope to keep doing until every child of every age and everywhere can go to school at safe, healthy times.

Gratefully,

TERRA ZIPORYN SNIDER, PHD
Co-Founder, Executive Director



By The Numbers - 2022

15

States had school districts announcing plans to delay middle and/or high school start times in the 2022-23 school year

23

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

5,400

Facebook Fans

49

Coalition Partners

829

Media mentions

8

Op-eds & editorials

\$36,000

Free advertising donated by Google for non-profits

202,264

Page views on StartSchoolLater.net & LetsSleep.org

87,557

Unique website visitors

6303

Mailing list contacts

149

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

“

I've been waiting 20 years for this! Thank you for helping it finally happen. My grandson will be a 9th grader next fall and later start times will make his high school years so much better!

”

New Legislation on Sleep and School Start Times Proposed in 2022



MASSACHUSETTS HD5140

Establishing that all high schools, including charter schools, begin no earlier than 8:30 a.m. and all middle schools, including charter schools, no earlier than 8:00 a.m.

NEW JERSEY A3816/S2462

Proposing to push statewide high school start times in New Jersey to no earlier than 8.30 a.m. beginning in the 2024-2025 school year.

TENNESSEE HB1836/SB1818

Requiring public high schools to begin instruction no earlier than 8:30 a.m. and middle schools no earlier than 8:00 a.m. beginning in the 2023-24 school year.

TEXAS HB363

Establishing a task force to study the effects of delayed school day start times on students.



Start School Later Metro Nashville Chapter leaders ready to testify to the TN House of Representatives K-12 Education Subcommittee. (March 2022)



Start School Later joined with Project Sleep and other sleep coalition partners to advocate at the U.S. Capitol. (October 2022)



Start School Later NY Chapter leaders Max Van Gilder, MD and Vanessa Parsons, MA, raising awareness at the New York State School Boards Association conference. (October 2022)

2022 Highlights

California Schools Start Later

California implemented its landmark “start school later bill,” which was co-sponsored by Start School Later and the California PTA. The new law ensures that public high schools across the state start class no earlier than 8:30 a.m. and middle schools no earlier than 8 a.m.



Anne Arundel County Starts School Later

Start School Later was founded in Anne Arundel County, Maryland 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 Start School Later. In 2021, the Board of Education voted unanimously to start all 12 county high schools at 8:30 a.m., beginning with the 2022-23 school year!



Sleep Health Publishes Paper on Adolescent Sleep and School Start Times

Sleep Health published a paper summarizing current research about teen sleep and school start times and offering a roadmap for turning this research into school policy. This paper was based on the *Summit on Adolescent Sleep and School Start Times: Setting the Research Agenda for California and Beyond*, spearheaded by Start School Later and inspired by California’s landmark “start school later” law.



2022 Highlights



SRS Honors Start School Later Co-Founder With Public Service Award

Start School Later Executive Director and Co-Founder Terra Ziporyn Snider was honored with the 2022 Sleep Research Society (SRS) Public Service Award, recognizing her advocacy and efforts to educate communities on teen sleep and school start times.

Let's Sleep!

Start School Later organized, hosted, and promoted four free webinars for school leaders and community advocates via our Let's Sleep! initiative.

Start School Later's Let's Sleep! team created and distributed additional material for students and new portals for both teachers and parents 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.



Starting School Later Hits Bookshelves

Two new books on teen sleep feature Start School Later and the movement to start school later:

The Sleep-Deprived Teen: Why Our Teenagers are so Tired, and How Parents and Schools Can Help Them Thrive by Lisa L. Lewis

Generation Sleepless: Why Tweens and Teens Aren't Sleeping Enough and How We Can Help Them by Heather Turgeon & Julie Wright



2022 Highlights

Sleep Advocacy

SSL partnered with organizations including the Sleep Research Society, American Academy of Sleep Medicine, and Project Sleep in urging Congress to support sleep health and other vital public health initiatives.



Later School Start Times Get Increased Media Coverage

Start School Later and the start school later movement received record media attention in 2022, **featured in more than 800 outlets**, including:



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|---------------------------|-------------------------|-------------------------|
| ABC | Education Week | Psychology Today |
| Atlantic | Fortune | Sacramento Bee |
| Axios | Fox News | Salon |
| Baltimore Sun | K-12 Dive | San Diego Union-Tribune |
| Bloomberg | Los Angeles Times | Science Friday |
| Boston Globe | MSN | Slate |
| CBS | Nature World News | The 74 |
| Chalkbeat | NBC | The Conversation |
| Chicago Tribune | NEA.org | TODAY Show |
| Christian Science Monitor | New York Times | Voice of America |
| CNN | NPR | Vox |
| Consumer HealthDay | Parents | Yahoo News |
| Daily Mail | People | YouTube |
| Denver Post | Philadelphia Inquirer | |
| Economist | Pittsburgh Post-Gazette | |
| Ed100 | Politico | |
| EdSource | Portland Press | |

Key Position Statements

Government

- Centers for Disease Control & Prevention (CDC)
- U.S. Surgeon General

Education

- National Parent Teacher Association (PTA)
- National Education Association
- National Association of School Nurses

Sleep Medicine

- American Academy of Sleep Medicine
- National Sleep Foundation

Primary Care

- American Academy of Pediatrics
- American Medical Association
- Society of Pediatric Nurses

Mental Health

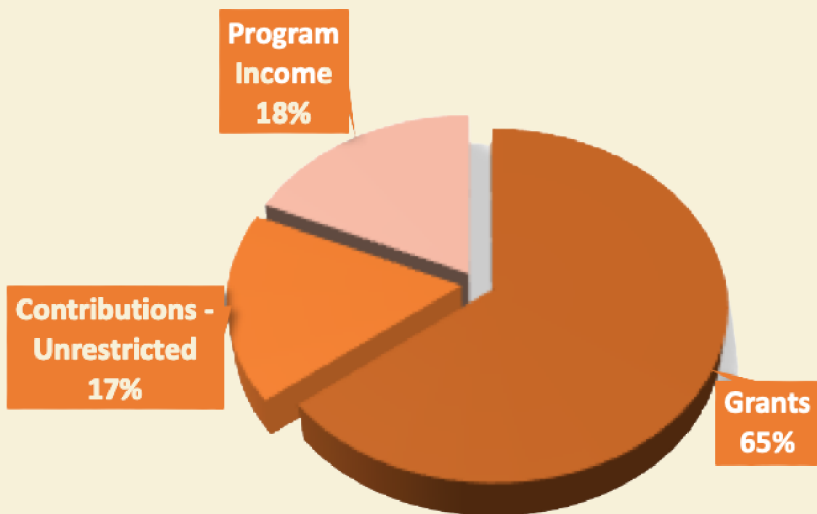
- American Academy of Child & Adolescent Psychiatry
- American Psychological Association
- Society of Behavioral Medicine



Financial Overview

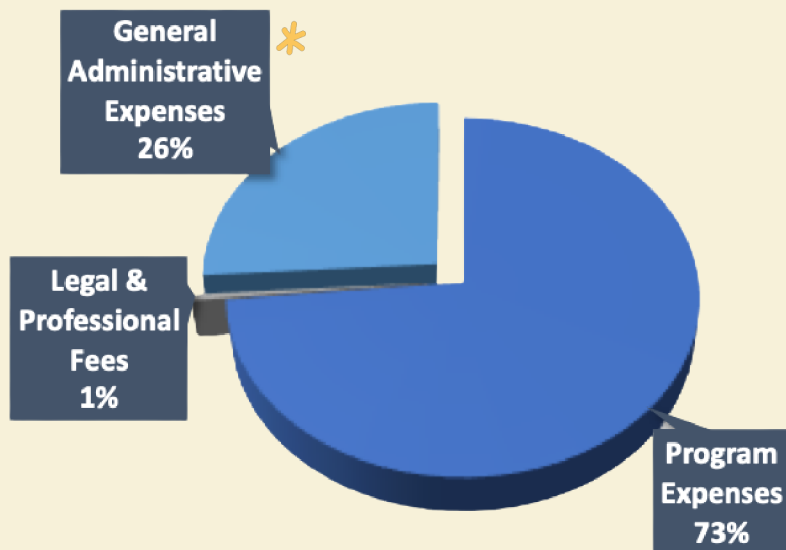
Revenue 2022

\$85,431



Expenditures 2022

\$82,431



* In 2022, general administrative expenses included management, billing, bookkeeping, supplies, and software and subscriptions that support communications, our websites, and program work.



2022 Board of Directors



President

Terra Ziporyn Snider, PhD

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



Vice President & Treasurer

Maribel Cabrera Ibrahim, MS

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



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Science Education Coordinator, Urban Ecology Research Learning Alliance, U.S. National Park Service | Washington, DC

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Certified Clinical Sleep Educator
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Research Associate, Henry M. Jackson Foundation
PhD Candidate, Dept. of Behavioral & Community Health
University of Maryland, College Park



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Psychologist, Sleep Specialist
Sleep, Health, and Wellness Center
Santa Barbara, CA

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Professor of Neurology, Harvard Medical School
Boston, MA

Rafael Pelayo, MD

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Stanford Center for Sleep Sciences and Medicine
Stanford, CA



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Director, Sleep & Neurophysiology Lab
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Littleton Public Schools | Littleton, MA

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Harvard Medical School
Senior Physician, Division of Sleep & Circadian Disorders
Brigham and Women's Hospital | Boston, MA

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California School Nurses Organization
Family Nurse Practitioner
Registered Credentialed School Nurse | San Diego, CA

Marianne Szklo-Coxe, PhD, MHS

Associate Professor
Community & Environmental Health
Old Dominion University | Norfolk, VA

Amy R. Wolfson, PhD

Professor of Psychology
Loyola University Maryland | Baltimore, MD



Start School Later joined with other sleep organizations to educate Congressional leaders on how they can support healthy sleep. (October 2022)

National Team

Terra Ziporyn Snider, PhD
Executive Director, Co-Founder

Maribel Cabrera Ibrahim, MSEM
Operations Director, Co-Founder

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

Phyllis Payne, MPH
Implementation Director

Elinore Boeke
Communications Director

Andra Williams Broadwater
Chapter Director

Brendan Duffy, CCSH, RPSGT
Athletic Liaison

Joy Wake
Policy & Advocacy Director

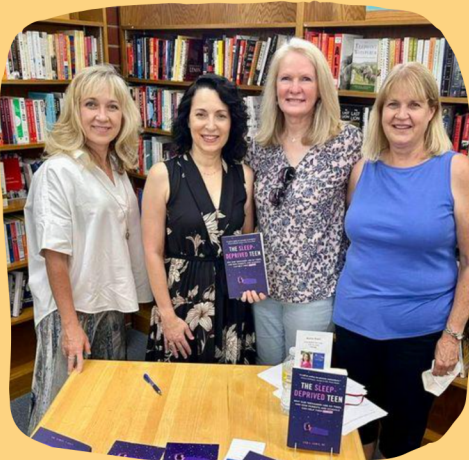
Pallas Ziporyn
Sleep 101 Project Manager

“

Creating a culture of healthy sleep...one in which communities understand value sleep health as a fundamental human need – is one I believe we all share, and one we are much more likely to achieve by working together.

Terra Ziporyn Snider, PhD
Co-founder and
executive director
Start School Later, Inc.

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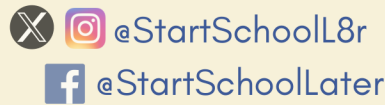


*After **YEARS** of effort by advocates, health professionals, researchers, and educators – alongside the visionary leadership of California State Senator Anthony J. Portantino and Governor Gavin Newsom – California middle and high school students are now going to schools with sleep-friendly start times no matter what their zip code.*

*This **landmark legislation**, which took effect July 1, 2022, is the first of its kind in the U.S. and was co-sponsored by Start School Later and the California State PTA.*



Start School Later, Inc
574E Ritchie Highway #164
Severna Park, MD 21146
StartSchoolLater.net



Reach out for more information about healthy school start times, media requests, or how to join or start a local chapter.

Contact@StartSchoolLater.net | Media@StartSchoolLater.net

Platinum
Transparency
2022

Candid.

“ I feel like there’s a lot of different policy issues that people talk about in education but this doesn’t always get talked about on a large scale...”

I want to just shake people and be like, ‘This is something you should definitely care about.’ ”

Zorianna Petrosyan
Team Leader
Falmouth High School Chapter (MA)
Start School Later