



First Book Social Issues Impact Survey

A survey of the effect of current social issues on children in need, as reported by the educators who serve them

February 2018





ABOUT FIRST BOOK

First Book transforms the lives of children in need. We believe that education is a path out of poverty for the more than 30 million children, ages 0-18, living in drastically under-resourced low-income communities—who now represent more than half of all public school children in America.

First Book reaches a network of more than 350,000 educators working in the lives of children in need with the resources these kids need to thrive. Through a sustainable, market-driven model, First Book makes everything from brand new, high-quality books and educational resources, to sports equipment, winter coats, snacks, and more, affordable to its member network. First Book is trusted by this network of educators to provide relevant resources that help them reach more children and remove the barriers to providing an equal quality education.

Since 1992, First Book has distributed more than 170 million books and educational resources to programs and schools serving children from low-income families in more than 30 countries. First Book currently reaches an average of 3 million children every year in the U.S. and Canada and supports more than one in four of the estimated 1.3 million classrooms and programs serving children in need. With an additional 1,000 educators joining each week, First Book is the largest and fastest-growing network of educators in the United States exclusively serving kids in need.



ABOUT FIRST BOOK INSIGHTS

First Book Insights, First Book's nonpartisan research initiative, leverages the organization's 25 years of experience working directly with educators serving low-income communities. First Book aggregates the voices of these educators serving kids in need, whose unique experience is often missing from existing research.

Through surveys, focus groups, and data analysis, First Book Insights examines the unmet needs and challenges unique to underserved schools and programs, and to identify solutions for removing these educational barriers.

Other First Book Insights studies include:

- [**The First Book-Molina Healthcare Health Needs Assessment**](#) found that addressing students' social and emotional health was deemed as urgent as their physical needs.
- In partnership with the Joan Ganz Cooney Center, [**Mind the Gap: Improving Access to High Quality Media**](#) reported on the obstacles to incorporating digital games and learning into classrooms and programs in low-income
- [**First Book developed the Stories for All Project™**](#) based on research with First Book educators that diverse books can positively affect children's attitudes toward reading.
- [**First Book's member insights measured the impact**](#) of the books and resources provided on the educators and children they serve, showing an increase in teacher effectiveness and positive academic outcomes.



THE FIRST BOOK SOCIAL ISSUES IMPACT SURVEY: METHODOLOGY

First Book designed the **Social Issues Impact Survey** in response to members' feedback regarding the effect of social issues on the children they serve, citing that these issues are increasingly becoming a barrier to learning and a cause of student stress. The survey was designed to assess the scope of this feedback, and to quantify solutions to meet their students' needs.

Survey Type/Mode: Cross-sectional online questionnaire

Sample Design: Random sampling of educators registered with First Book, contacted by email. All educators work in classrooms or programs in which at least 70 percent are low-income (2x poverty rate).

In-field Dates: September 13 - October 5, 2017

Audience Size: 161,779

Sample Size: 1,679 (partial completes) - 994 (full completes); respondent count for each question is listed

Response Rate: 1.04%

Completion Rate: 48%

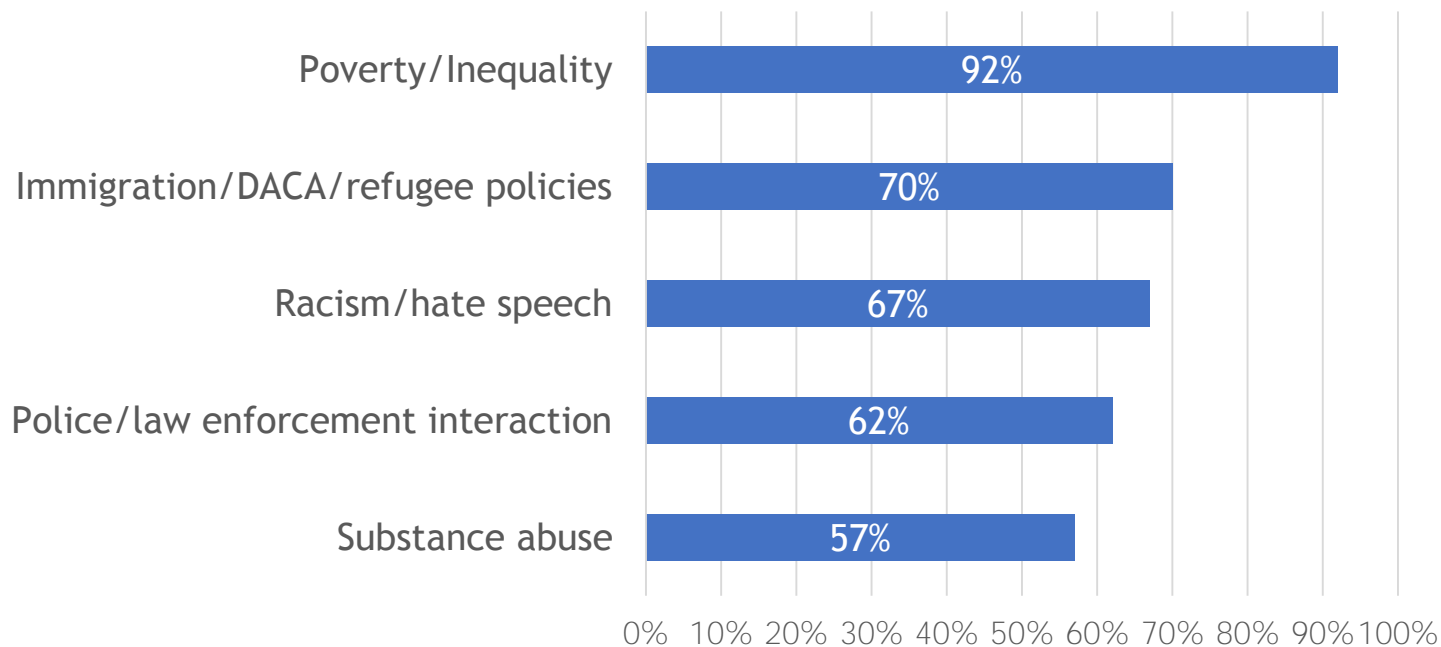
Calculations Performed on Raw Data: Percentages were calculated out of the total number of unique respondents, and not the choice totals (the total number of times a choice was selected). This is relevant for multiple choice questions, where respondents could select more than one answer.

Representative Audience: Educators and program leaders serving Title I or Title I-eligible schools and programs.



EDUCATORS REPORT THAT KIDS IN NEED ARE BEING AFFECTED MOST BY 5 ISSUES

Q: Which of the following current social issues are relevant to the lives of the kids you serve? Select all that apply.



Other issues surveyed with percentage selecting: Gun control (32%), LGBTQ rights (25%), Natural disasters (25%), Gender identity (25%), Climate change (22%), Sexism (22%), Reproductive rights (9%)

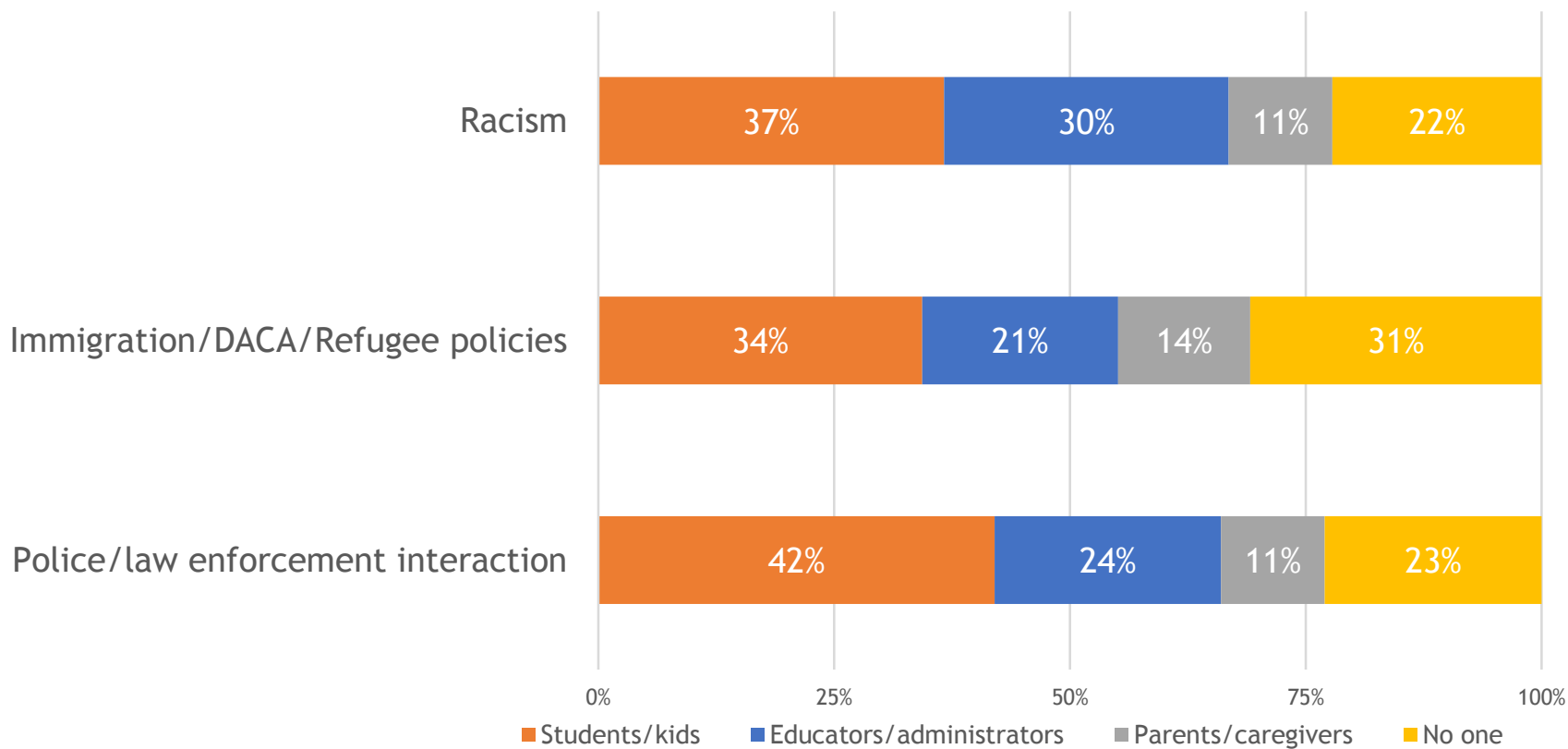
n = 1,412



KIDS ARE INITIATING THE CONVERSATIONS ON THE ISSUES THAT CONCERN THEM

Q- Who, if anyone, initiates conversations around these topics in your classroom or program?

Top Three Issues Reported:

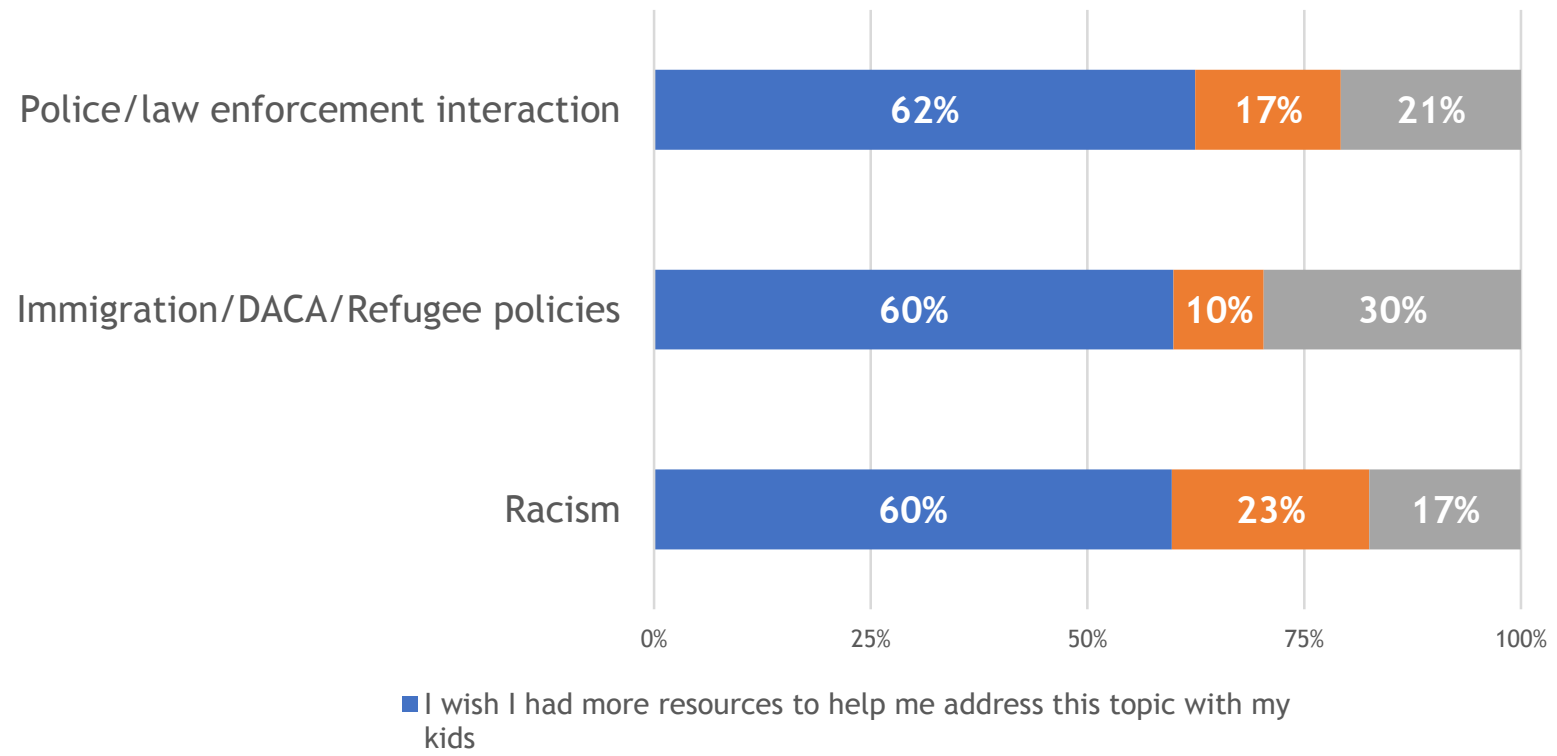


n=1,127



EDUCATORS LACK THE RESOURCES THEY NEED TO ADDRESS STUDENTS' CONCERNS

Q: How do you feel about your ability to foster useful, age-appropriate conversations — either proactively or in response to children's needs — on these topics with the kids you serve?

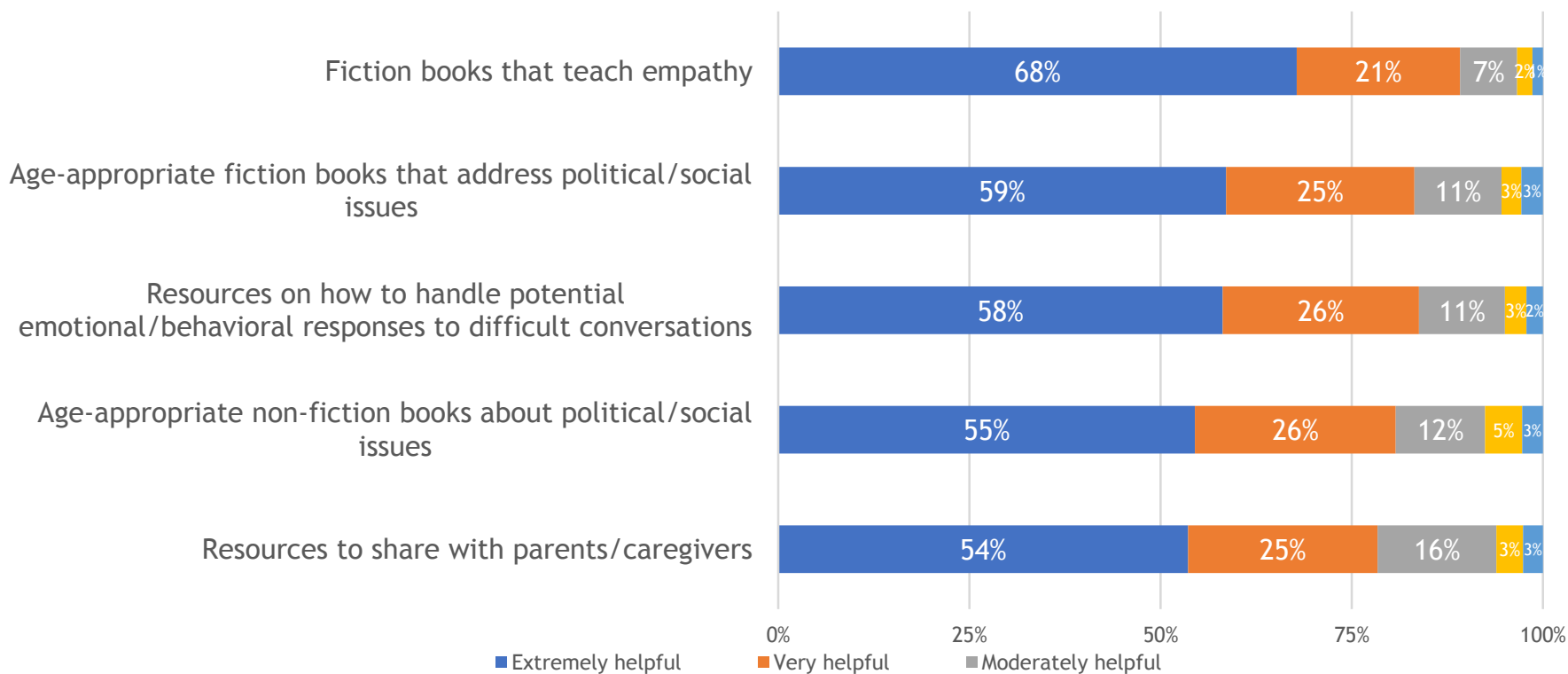


n=1,108



EDUCATORS SAY THEY NEED BOOKS & RESOURCES TO ADDRESS THEIR STUDENTS' CONCERNS

Q: How helpful would you find the following types of resources in guiding and supporting useful, age-appropriate conversations – either proactively or in response to children's needs – around these topics with the kids you serve?



n = 994



KIDS ARE TOO FOCUSED ON SURVIVAL TO LEARN

We asked First Book educators to elaborate on how these issues impact the kids they serve. Approximately 1,200 members responded. Their stories, while all unique, shared a common theme:

Kids are operating under a “survival mentality,” which distracts from all aspects of education.

“We have a school breakfast program which helps with hunger, but students come in from the weekend and are ravenous. **One boy in particular will ask other kids to give him anything they're not going to eat (either at breakfast or lunch) so he can take it home to his family** - it's heartbreaking and humbling that **a second grader** has to think about those things.”

“When a parent has been arrested for a crime, students are worried, stay up late, stay with family members, and it is very disrupting. **They are tired, distracted, and worried about much bigger issues that they simply cannot leave at the door.**”

“Students are taken out of school because of fear of immigration. Parents on drugs do not bring them to school half of the time or they are consistently late. It makes it hard for students to concentrate on what we are learning, **they want to tell stories from home quite often.**”

“One student wrote a letter to one of the teachers on my team about how she was scared that she was going to be sent to Mexico...and never be allowed to come back home. Another student told me that he was going to be able to stay after all, but that he would have to stay with an aunt and uncle, and **his mom had to leave the country. This is a hard reality for a 7-year-old.**”

“Wow. I don't think I can [list everything] in this small space.”



RESPONDENT DEMOGRAPHICS

Most Represented States	# of responses (1,589)
California	177
New York	131
Florida	97
Texas	93
Illinois	76
North Carolina	57
Michigan	55
Pennsylvania	55
Missouri	49
Georgia	48
Massachusetts	48

Ethnicities of children served (SELECT ALL)	%	Count
African American or Black	81%	1,229
Hispanic (Latino origin)	80%	1,215
White	74%	1,117
Other	23%	347
Native American	21%	315
Asian Indian	20%	300
Chinese	20%	299
Filipino	13%	195
Pacific Islander	11%	164
Korean	10%	146
Japanese	7%	109
Guamanian	3%	51
Native Hawaiian	3%	49
Prefer not to answer	1%	17
Total		1,511

Vietnamese, Biracial/mixed, Middle Eastern

Classroom/Program Setting	%	# of members
Urban	50%	796
Suburban	24%	384
Rural	26%	409
Total	100%	1,589

If "urban" selected > what is the size of your city?	%	# of members
Big city (1 million or more)	41%	312
Medium sized city (500,000- 1 million)	24%	179
Small city (50,000-500,000)	32%	238
I don't know	3%	23
Total	100%	752



RESPONDENT DEMOGRAPHICS (CONTINUED)

Grade levels of children served	%	Count
Early Childhood (ages 0-2)	5%	81
Preschool (ages 3-4)	14%	204
Elementary School (ages 5-10)	52%	788
Middle School (ages 11-13)	17%	251
High School (ages 14-18)	12%	187
Total	100%	1,511

Work Title	%	Count
Teacher/Teacher's aide	48%	721
Librarian/Media Specialist	14%	218
Program Director/Administrator	14%	213
Reading Specialist	4%	60
Volunteer	4%	55
Principal/Vice Principal/Administrator	3%	39
School Support Personnel	4%	56
Other (please describe)	10%	149
Total	100%	1,511

Organization Type	%	Count
After school program	3%	52
K-12 school	65%	979
Community organization	5%	81
Early childhood program	10%	153
Faith-based organization	2%	28
Health clinic or healthcare provider	1%	20
Library or museum	3%	52
Literacy organization	3%	40
Military family support program	0%	2
Shelter	0%	2
Other (Specify in the box below)	7%	102
Total	100%	1,511



CONTACT FIRST BOOK

Kyle Zimmer

President, CEO and Co-founder

kzimmer@firstbook.org

Chandler Arnold

Chief Operating Officer

carnold@firstbook.org

Diana Peacock

Senior Vice President, Development and Alliances

dpeacock@firstbook.org

Becki Last

Senior Vice President, Network Engagement

blast@firstbook.org