



Benefits of School Breakfast Clubs

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The Kellogg Company: Background

**“WE ARE A COMPANY OF
DEDICATED PEOPLE,
MAKING QUALITY
PRODUCTS FOR A
HEALTHIER WORLD”**

W.K. KELLOGG, 1906.



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The Kellogg Company: A Company of Nutrition Firsts

KELLOGG WAS THE FIRST COMPANY

- 1920s:

The first to employ a **dietitian** to work in the food industry.

- 1930s:

The first to print **nutrition information** on pack

The first to **fortify** its products in response to public health needs.

- 1980s:

The first to add **folic acid** to its products to help guard against neural tube defects in unborn babies.

- 2007:

The first to print **Guideline Daily**



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The first fortified cereal: PEP

SO THE HARDER A WIFE WORKS, THE CUTER SHE LOOKS!

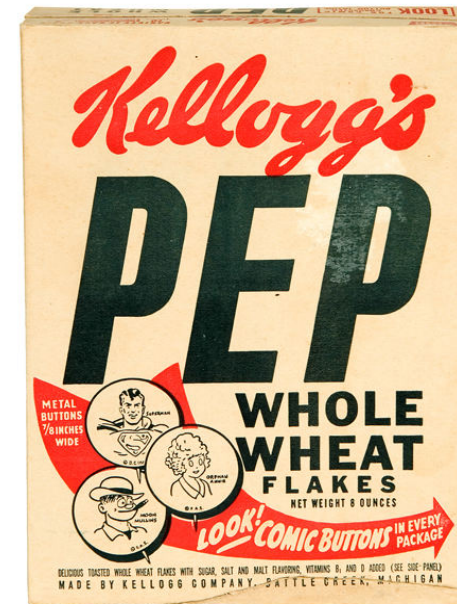
GOSH, HONEY, YOU SEEM TO THRIVE ON COOKING, CLEANING AND DUSTING - AND I'M ALL TUCKERED OUT BY CLOSING TIME. WHAT'S THE ANSWER?

VITAMINS, DARLING! I ALWAYS GET MY VITAMINS

Kellogg's PEP
VITAMIN-FORTIFIED
WHOLE WHEAT FLAKES

Vitamins for pep! PEP for vitamins!*

Kellogg's® Pep™, became the first cereal fortified with vitamins through the "spray" method in 1930s



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More recently hitting the headlines...

CEREALS GET VITAMIN D BOOST TO BEAT RICKETS



Cereals add 'sunshine' to beat rickets

Bring us sunshine! Nine out of ten of Brits are deficient in vitamin D (and it's not even winter yet!)

- Vitamin D, dubbed the sunshine vitamin, is generated by sunlight
- Over 70% of people in the UK spend most of their day indoors
- Deficiency can cause rickets, migraines, depression and joint pain

By MARTHA DE LACEY



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3 ways to get fortified!

While experts agree sunshine is the key vitamin D source, fortified foods can help...

BURGEN BUCKWHEAT & POPPY SEED BREAD

Two slices provides 30% of your recommended daily amounts of calcium and vitamin D. Add a couple of poached eggs and take that up to 47%.



MARKS & SPENCER ACTIVE HEALTH NATURAL YOGURT

contains 5.9mcg of vitamin D per 125ml pot - that's an impressive 118% of your recommended daily intake. Add honey and a few berries to sweeten it and daily vit D: done.



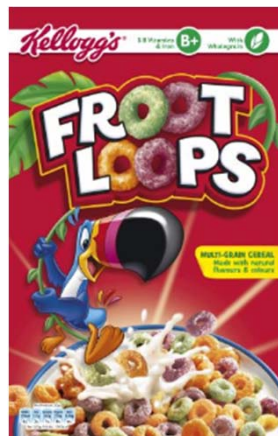
A 30g bowl of **KELLOGG'S SPECIAL K** is fortified with 50% of your recommended daily amount of vitamin D, so eaten at breakfast or as a snack during the day, it'll help you boost those all-important levels.



Vitamin D...



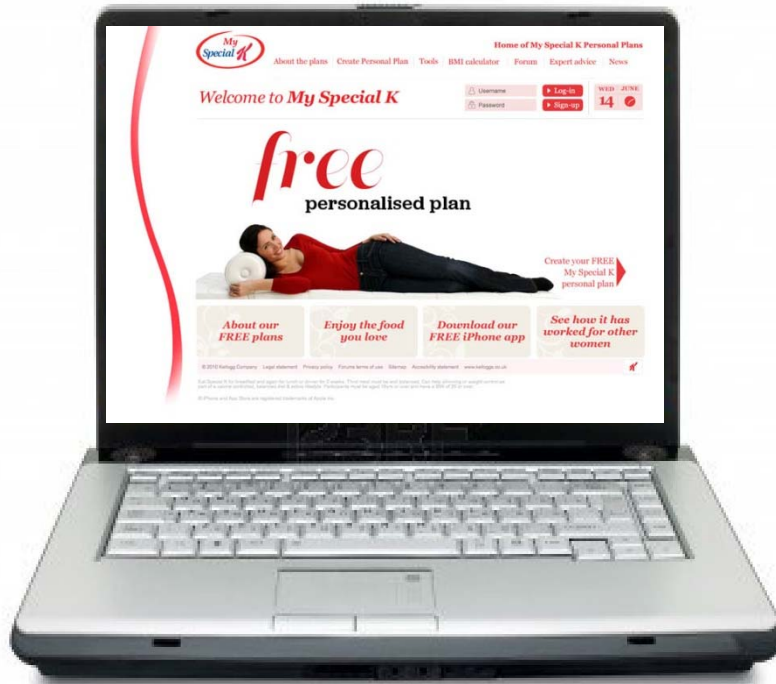
All of our kids cereals and many adult cereals are now fortified with vitamin D



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Kellogg's Brands - Nutrition leadership



Benefits



What is a Breakfast Club

Hungry pupils 'are losing time in class'

Why school breakfast clubs are on the education frontline
Free breakfast clubs are a lifeline for busy parents and families whose budgets have been cut to the bone. But as demand accelerates, funding is being cut

Join the magical breakfast club

Breakfast clubs can help to rescue a school, but more than half face closure
A hot meal in the morning is one of the surest ways to achieve better results for primary school children

One in seven primary school children are struggling in class because they skip breakfast, claims shock report

- Around 820,000 youngsters are skipping breakfast at least once a week
- Almost 30 per cent of teachers said number of hungry children on the rise
- One in four teachers have seen a child fall asleep because of hunger

Breakfast Clubs

“provide a good breakfast to children before school in a safe, supervised environment where they can develop skills and social interactions with school staff and children of all school years”

Source: Defeyter et al. 2010



A Decade of Breakfast Clubs

Kellogg's have helped set up more than 1,000 Breakfast Clubs, serving more than 2 million breakfasts each year to children who need them most.



An overhead photograph of two young girls sitting on a dark wooden floor, playing with colorful rectangular blocks. One girl is on the left, wearing a white long-sleeved shirt and a black skirt, holding a red block. The other girl is on the right, wearing a white short-sleeved shirt and a black skirt, looking towards the first girl. There is a large stack of colorful blocks between them, and several individual blocks are scattered on the floor around them.

Hunger affects learning ability

- > Hungry children are unable to concentrate
- > Hungry children are more lethargic
- > Hungry children are unable to learn

'28% of teachers have seen a child fall asleep in the classroom due to lack of food or drink'

Source: A Lost Education - The reality of hunger in the classroom

What teachers told us?

44%

of teachers say being hungry in the classroom is a significant factor in them having to work harder to prepare the children for their exams

46%

of teachers say hunger in the classroom is a significant factor in them having to work harder to teach the children the curriculum

51%

of teachers say being hungry in the classroom is a significant factor in children not performing as well in exams

Source: A Lost Education - The reality of hunger in the classroom

What do we know?

- > 2.4 pupils in every class in England and Wales will arrive at school hungry at least once a week
- > Around 8,370 schools in England have children arriving hungry or thirsty every morning
- > The grip of hunger could potentially cost the English economy at least £5.2 million a year through teachers losing teaching hours to cope with the needs of hungry children



*Source: A Lost Education - The reality of
hunger in the classroom*

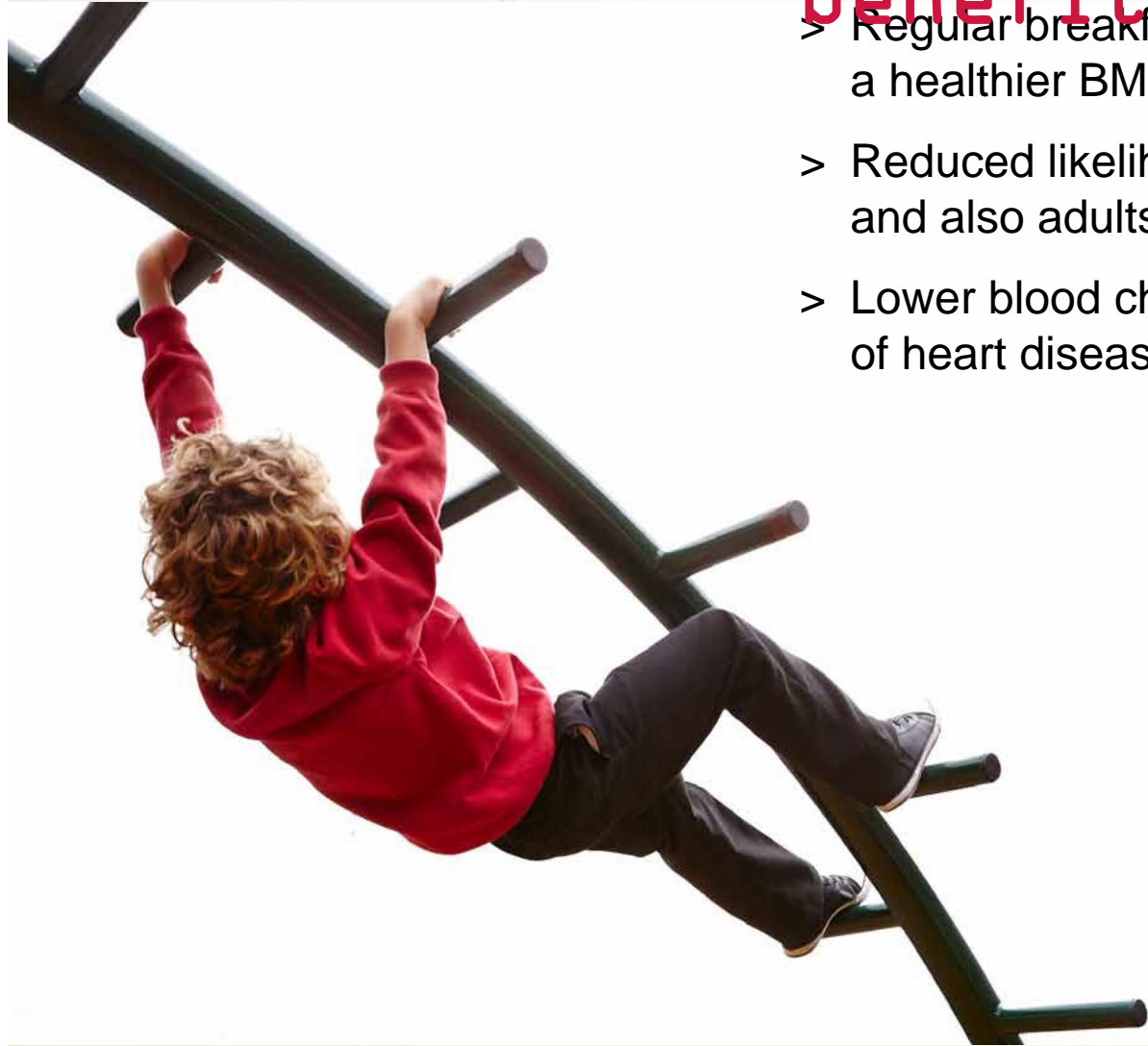
'People are increasingly spending more on food...but eating less nutritious options'



Source: Hard to Swallow - The facts about Food Poverty

Breakfast: Health benefits

- > Regular breakfast consumption associated with a healthier BMI (weight)
- > Reduced likelihood of chronic obesity in children and also adults
- > Lower blood cholesterol levels and reduced risk of heart disease



Source: Resnicow et al (1991); De la Hunty & Ashwell, (2007); Kochar et al (2007); Szajewska & Ruszczy (2010)



69%

of teachers say that having a breakfast club has a positive impact on being able to teach their class


Source: A Lost Education - The reality of hunger in the classroom

Breakfast improves performance

- > Breakfast consumption can enhance cognitive function and academic performance, as well as improving mood
- > Improves short term memory, attention, creativity and math's



Source: Hoyland et al. 2009; Wesnes et al.
2003



‘Going without food in the morning has a direct impact on children’s behaviour and concentration in lessons, making them less likely to reach their full potential at school and could in turn affect their future prospects.’


Source: A Lost Education - The reality of hunger in the classroom

Benefits of School Breakfast Clubs: The Evidence

- > Social benefits such as quality of friendship, feelings of security
- > Development of relationship with friends and adults
- > Childcare and reduces number of latchkey children
- > Improved punctuality and school attendance



Source: Hoyland et al. (2009);
Ruxton (2010)



"the most enthusiastic
teacher in the world would
struggle to teach
a child that is hungry"

Ms Hauxwell, Headteacher

*Source: Kellogg's
2012 Report*



Academic Achievement

- > If a child arrives at school hungry, teachers say they lose one hour of learning time a day
- > If a child arrived at school hungry once a week they would lose 8.4 weeks of learning time (70% of a term) over the whole of their primary school life
- > Improved maths score, problem solving, concentration and memory

*Source: A Lost Education - The reality of
hunger in the classroom*

Benefits of Breakfast Clubs

- School breakfast participation has been linked to improvements in:
 - School attendance & Punctuality (Simpson, 2001)
 - Classroom behaviour (Bro *et al*, 1994)
 - Maths grades (Murphy *et al*, 1998)
 - Mental Performance (Hoyland *et al.*, 2009).
- Benefits associated with school breakfast participation have been attributed mainly to the breakfast meal.

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Benefits of Breakfast Clubs

Schools and communities also profit. Schools that work well with families have:

- Improved teacher morale.
- Higher ratings of teachers by parents.
- More support from families.
- Higher student achievement.
- Better reputations in the community.

(Defeyter, 2011)



UK Food Based Dietary Guidelines



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Benefits of Breakfast

Research shows that people who eat *breakfast cereal*:

- ✓ Have a healthier body weight/BMI!
- ✓ Better nutrition:
 - Lower fat and sat fat
 - Higher fibre
- ✓ Better micronutrient intakes/status:
 - Leading source of iron
 - Significant source of B-vitamins, Folic Acid
- ✓ Lower cholesterol
- ✓ Greater milk consumption: 40%!

Breakfast eaters tend to have:

- ✓ Better mood
- ✓ Lower stress
- ✓ Better performance



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Breakfast cereal facts

Fibre

- > Constipation affects 30% of children Farrell (2003)
- > 8 out of 10 children deficient in fibre
- > High fibre breakfast cereals provide 10% of the fibre in childrens' diets (Gregory (2000))

Energy

- > Bowl of cereal with milk typically provides 200kcal

Milk

- > **k**40% of milk is consumed with breakfast cereal

Vitamin

- > **S**Children more likely to meet nutrient requirements for B group vitamins, iron, calcium and zinc if they eat cereals (Crawley (1993).
- > Breakfast cereals provide 20% of children's average in takes of folic acid, and vitamin D (Gregory (2000))
- > Important nutrients missed at breakfast not compensated for later in the day (Cho (2003))

Iron

- > **n**Iron deficiency anaemia very common amongst children
- > Breakfast cereals single biggest source in children's diet
- > 26% of iron comes from cereals compared with 13% from meat (Gregory2000)

Vitamin

D

- > 20% poor vitamin D status in UK children (Bates 2012)
- > Important for bone health
- > There is an increasing incidence of rickets in the UK
- > Kellogg kid and family cereals provide 25% RDA per bowl

Salt

t

- > Breakfast cereals are 50% lower in salt than they were in 1998
- > Breakfast cereals only contribute 2% of the nations salt intake

Sugar

- > Only 5% of sugar in the diet comes from breakfast cereals



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Multi-grain Shapes

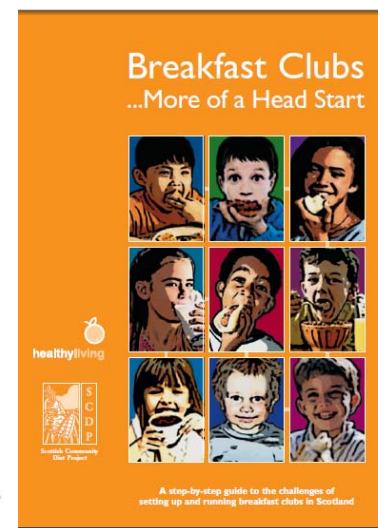
- > Wholegrain
- > Multigrain
- > 6 B vitamin
- > Vitamin D
- > Iron
- > High in Fibre
- > Added Calcium
- > Fun Shapes
- > Suitable for vegetarians
- > Halal & Kosher

What are the guidelines for *school breakfasts* ?

- The School Food regulations (England) cover all food served in schools before 6pm
- However there is no specific instructions for breakfast foods
- Other guidelines exist for Scotland, Wales & Northern Ireland.



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Wales: Breakfast Food Guidelines

✓ *commitment to provide primary school age children a free, healthy breakfast at school each day.*

Breakfast food guidelines:

- ✓ Welsh Assembly Government provides children in primary school with free breakfast
- ✓ Breakfast cereals should not be sugar coated



Food Group	Suggested Portion Size	Suggested standard Items
Milk based drinks and products	125ml or small carton	Semi-skimmed milk
Cereals - not sugar coated*	30g	Whole-wheat biscuits (1 biscuit) Cornflakes Rice based cereal Shredded wholegrain wheat biscuits Malted wheat squares Bran flakes Porridge <i>*To avoid adding sugar, children should be encouraged to use fresh fruit and dried fruit as sweeteners.</i>
Fruit	With fruit this is determined by what a child could hold in the palm of their hand or 100-125ml of juice	A selection of chopped fresh fruit or dried fruit to add to the cereals. Fruit canned in natural fruit juice. Unsweetened fruit juices.
Breads	1 slice or small roll/ bun 25g	Toast - toppings optional Note: where required a low fat polyunsaturated spread should be used and similarly a reduced sugar jam.

http://wales.gov.uk/dcells/publications/info_for_learning_providers/schools/foodanddrink/freebreakfastinitiative/fbiguidanc

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Northern Ireland: Breakfast Food Guidelines

A healthier breakfast should provide a good variety and balance of foods, as recommended by the eatwell plate. To provide a healthier breakfast, clubs should try to include each of the following every day:

- a good portion of starchy food, eg low sugar, high fibre breakfast cereals, bread, toast, pancakes or bagels;
- plenty of fruit and vegetable choices, eg unsweetened orange juice, fruit (fresh, canned or dried), cooked tomatoes or baked beans;
- a portion of milk or dairy food, eg semi-skimmed milk on cereals or a low-fat yoghurt;
- a choice of drinks, eg water, unsweetened fruit juice, semi-skimmed milk.

Healthier breakfast clubs



school
food top marks

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Scotland: Breakfast Food

Breakfast cereals

- ✓ Fortified cereals eg Kellogg Corn Flakes & Rice Krispies
- ✓ High fibre breakfast cereals eg Rice Krispies Multigrain
- ✓ No chocolate, honey, sugar coated cereals
- ✓ No sweetened muesli

Breakfast Clubs... more of a Head Start

Appendix 8

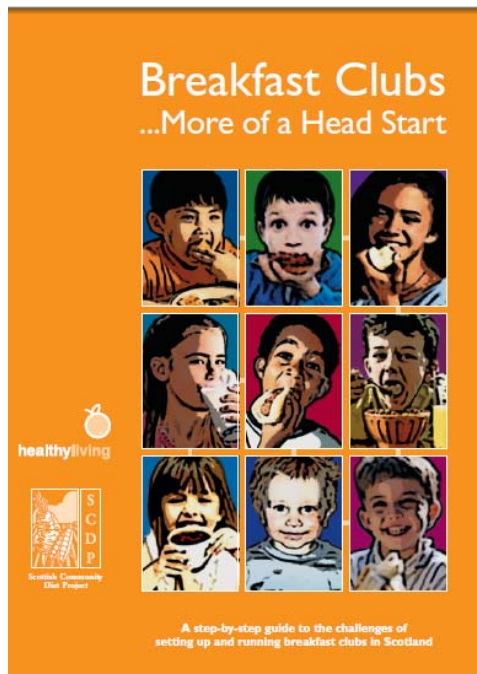
HEALTHY BREAKFASTS

A balanced breakfast is the best way to start the day. The following guidelines should be useful, but for more specific questions, please check the Scottish Executive's Healthy Living Website: www.healthyliving.gov.uk/tel/0845 2 38 98 79

- 1 Bread and Other Cereals** provide energy, B vitamins and some iron along with fibre. Suitable choices for breakfast include breakfast cereals, porridge, bread, rolls, muffins, oatcakes, bagels and croissants.
 - Offer some high fibre choices such as shredded wheat, weatbix and wholemeal or multigrain bread.
 - Don't include sugar, honey, or chocolate-coated cereals and sweetened muesli.
- 2 Fruit and Vegetables** are good sources of vitamins A and C. Breakfast clubs are more likely to offer fruits than vegetables.
 - Chopping fruit up makes it more appealing to children.
 - If possible offer a selection of fruits every day.
 - Choose tinned fruit in fruit juice rather than syrup.
 - Check the label and avoid fruit drinks with added sugar, choose 'concentrated' orange juice. Suitable choices include fresh, frozen, tinned (no added sugar/salt) fruit and unsweetened fruit juices.
- 3 Milk and Dairy Foods** provide protein, calcium and B vitamins - calcium is especially important for bone development. Suitable choices for breakfast include milk for cereals/drinks/milkshakes and yoghurts.
 - Consider whether to offer low fat or full fat products or both (semi-skimmed milk is recommended for children over 2 years provided they are not underweight).
- 4 Meat, Fish and Alternatives** provide protein, iron and B vitamins. Foods from this group are not really necessary at breakfast - especially if eaten at lunch/evening meal. Suitable choices include baked beans, boiled/poached/scrambled eggs, and grilled bacon.
 - Avoid fat-enriched products such as sausages as part of breakfast.
- 5 Fatty and Sugary Foods** provide energy but are low in vitamins, minerals and other nutrients and should be kept to the minimum at breakfast. Suitable choices for breakfast include butter/margarine and low fat spread.
 - Spread butter/margarine thinly. Use margarines labelled 'High in Polyunsaturates'.
 - Avoid biscuits, crisps, fizzy drinks and sugar-coated cereals.

OTHER POINTS FOR CONSIDERATION

- Marketing**
- Put healthier choices first on menu and make sure they can be seen.
 - Make food look attractive.
- Special Promotions**
- Theme day promotions, eg: different national breakfasts, French croissants - special days, Burns Birthday, porridge and oatcakes
 - Promotions of different fruit, eg: exotic fruits, fruit salad
 - "Taster days" where small portions of unfamiliar foods can be tried



Barriers to Success



Funding

- Businesses
 - National
 - Local
 - Ask per child per week e.g. £1 or for whole school £2k
- Restrict donations to Breakfast Club - every penny goes towards the food for the children
- Supermarkets - vouchers/donated food
- Local suppliers e.g. Bakeries
- Charitable Trusts
- www.fundingcentral.org.uk
- www.focusonfunding.org.uk
- Individuals donating
- Parents pay
- Ask for donations
- Local authority funding



Funding

- Grants
- Charitable trust funds



www.giveachildabreakfast.com

A top-down photograph of three children sitting at a white table, eating cereal. They are wearing red long-sleeved shirts. There are white bowls of cereal and red cups of orange juice on the table. The background shows red chairs and a wooden wall.

Thank you for
listening!

Kellogg's Breakfasts for
Better Days