

# Breakfast = School Success

## Why School Breakfast?

### 1 Breakfast Improves School Performance

With a school breakfast program:<sup>1, 2, 3</sup>

- Students' math and reading scores improved
- Students were less likely to miss class or be tardy
- Discipline problems decreased
- Visits to the school nurse decreased



### 2 Breakfast Supplies Important Nutrients

Breakfast contributes less than 20% of daily calories, while providing many key vitamins and minerals including:<sup>4</sup>

- Calcium
- B vitamins
- Iron
- Vitamin D

Nutrients missed at breakfast, namely calcium, fiber, and certain vitamins and minerals, are rarely made up for during the day.<sup>5,6,7</sup>

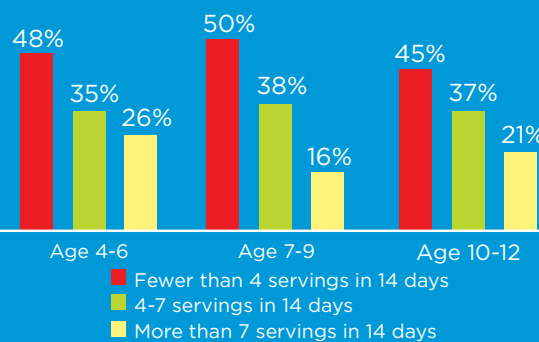
### 3 Breakfast Eaters Have Healthier Body Weights

Eating breakfast is a healthy habit that can help kids and adults on the path toward a healthy weight.

- Breakfast eaters are less likely to be overweight.<sup>8, 9, 10</sup>
- Frequent cereal eaters tend to have healthier body weights overall - including kids.<sup>11</sup>

#### Kids Who Frequently Eat Cereal Have Healthier Body Weights

Percentage of Overweight Kids



### Opportunities to Grow School Breakfast

Solutions to overcome barriers to school breakfast (such as busy schedules, lack of resources, and bus schedules) are not one-size-fits-all. Many schools have achieved success by changing to a new venue or offering a combination of breakfast options, such as:

- Breakfast in the classroom
- Non-traditional breakfast times (second chance breakfast)
- Breakfast kiosks
- Grab-and-go breakfast
- Breakfast on the bus

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## A School Breakfast Program Benefits Everyone With a school breakfast program:

### Schools:

- Can generate additional revenue each year.
- Have students who are better prepared to learn.

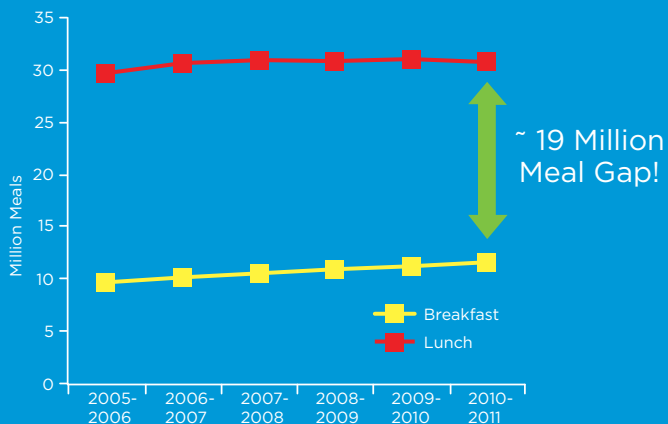


### Students:

- Are given an opportunity to start the day with a healthful meal.
- Can achieve higher test scores.
- Are less likely to miss class, be tardy, have disciplinary problems, and/or visit the school nurse.



### Reimbursable Breakfast to Lunch Gap<sup>12</sup>



### You can meet the needs of students and capture a growing market:

- About 19 million more kids are eating school lunches than school breakfasts each day.
- More than 22% of 11-18 year-olds skip breakfast.<sup>4</sup>

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