



***BETTER BREAKFAST,
BETTER LEARNING***

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***Breakfast is the most
important meal of the day***



Reasons kids say they can't eat breakfast

- ★ *Don't have time*
- ★ *Aren't hungry in the morning*
- ★ *Parents are busy or gone*
- ★ *Long bus or transportation*



Symptoms

Physical

- Stomach Pain*
- Headache*
- Muscle tension or fatigue*
- Sweaty or overly cold*
- Sleepiness*



Symptoms

Psycho-Social

- Anxiety*
- Nervousness*
- Fidgety*
- Anger and hostility*
- Giddiness or silly*
- Indecisiveness or confusion*
- Unhappiness*

Nutritional Status

 *Malnutrition*

 *Undernutrition*

 *TRANSIENT HUNGER*



ISSUES ASSOCIATED WITH MORNING HUNGER

★ REDUCED ATTENTION

- *(time on task)*
- *(concentration)*

★ REDUCED TEST SCORES

- *achievement*
- *IQ?*



ISSUES (Continued)

★ *INCREASED ILLNESS REPORTED*

– *headache*

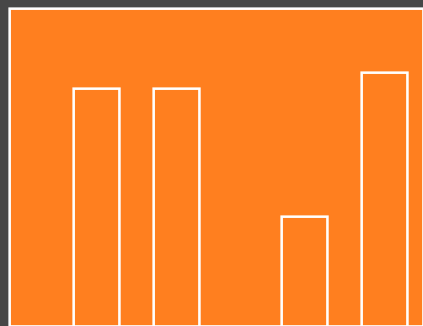
– *stomach*

– *RESPIRATORY*

★ *REDUCED DAYS OF ATTENDANCE*

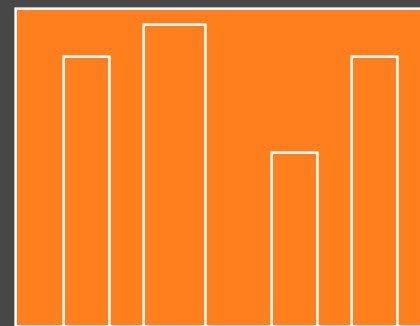
Early Research

★ *Lawrence MA School Breakfast Study*



1986 1987

Tardiness

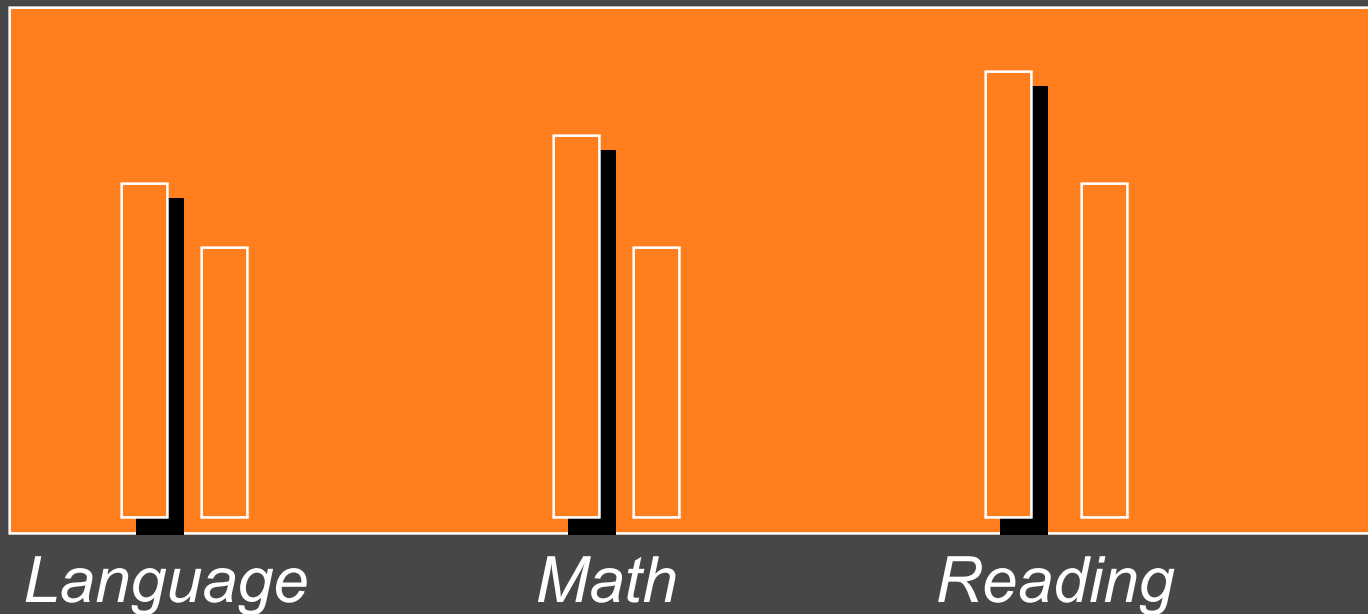


1986 1987

Absenteeism

Early Research (Cont)

★ *Lawrence MA School Breakfast Study*





Specific Findings Regarding Classroom Performance

- ★ *Worked faster*
- ★ *Made fewer mistakes*
- ★ *Provided more original answers*
- ★ *Demonstrated More Energy*
- ★ *Demonstrated Greater Physical Endurance*

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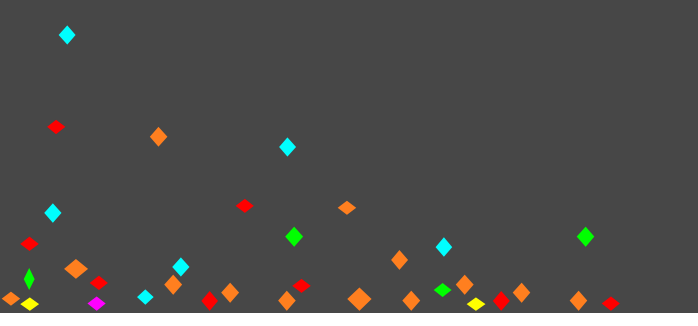
BREAKFAST CHOICES

★ *AT HOME*



BREAKFAST CHOICES

★ *AT HOME*

- *meal timing*
 - *meal composition*
balance?
consistency
 - *meal preparation*
- 

A decorative border of small, multi-colored diamonds (orange, cyan, blue, green, pink, red, yellow) is arranged in a pattern that resembles a stylized 'B' or a trail of stars, framing the top and left sides of the slide.

BREAKFAST CHOICES

★ *ON THE WAY TO SCHOOL*

A decorative border of small, multi-colored diamonds (orange, cyan, magenta, blue, green, red, yellow) is scattered around the edges of the slide, primarily on the left and bottom sides.

BREAKFAST CHOICES

- ★ *No Control of intake*
- ★ *No Economic Benefit*
- ★ *No Social Structure*

A decorative border of small, multi-colored diamonds (orange, cyan, blue, green, red, purple, yellow) is arranged in a pattern that resembles a stylized 'B' or a similar shape, framing the top and left sides of the page.

BREAKFAST CHOICES

★ *AT SCHOOL*

A decorative border of small, multi-colored diamonds (orange, blue, green, pink, red) is scattered along the top and bottom edges of the slide.

BREAKFAST CHOICES

- ★ *SCHOOL MEAL PATTERN
GUARANTEES BALANCE, VARIETY
AND CONSISTENCY*
- ★ *MOST ECONOMICAL*
- ★ *ANOTHER HEALTHFUL OPTION FOR
BUSY FAMILIES*

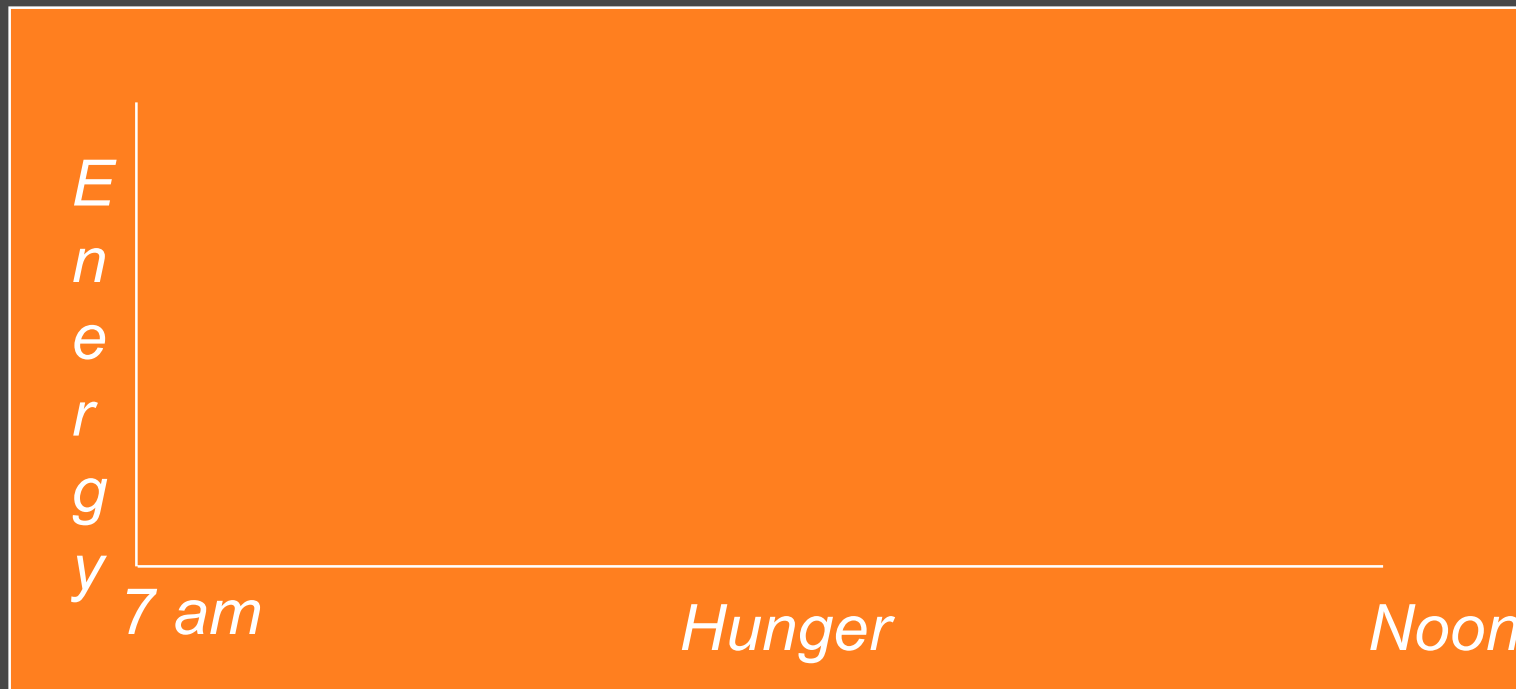


BREAKFAST CHOICES

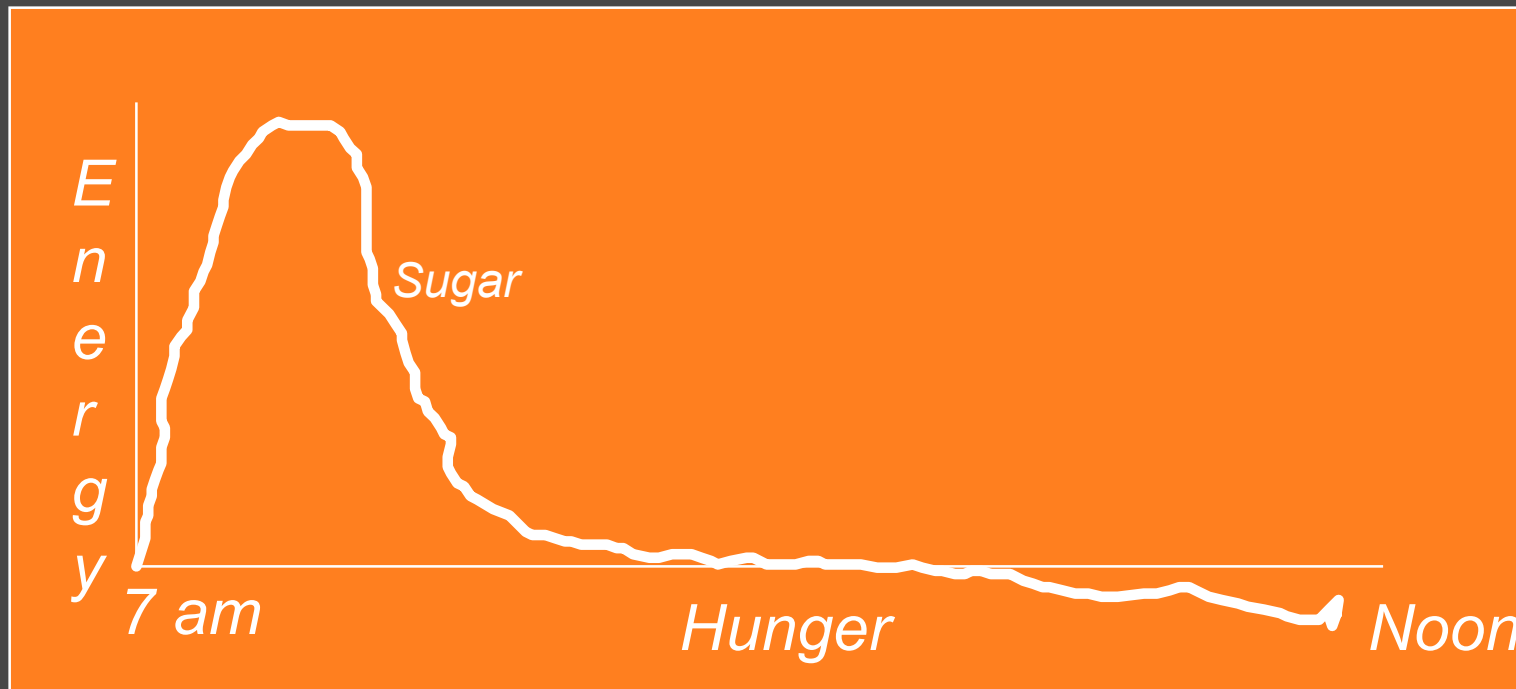
★ ***NO BREAKFAST***

Excuses, excuses, excuses

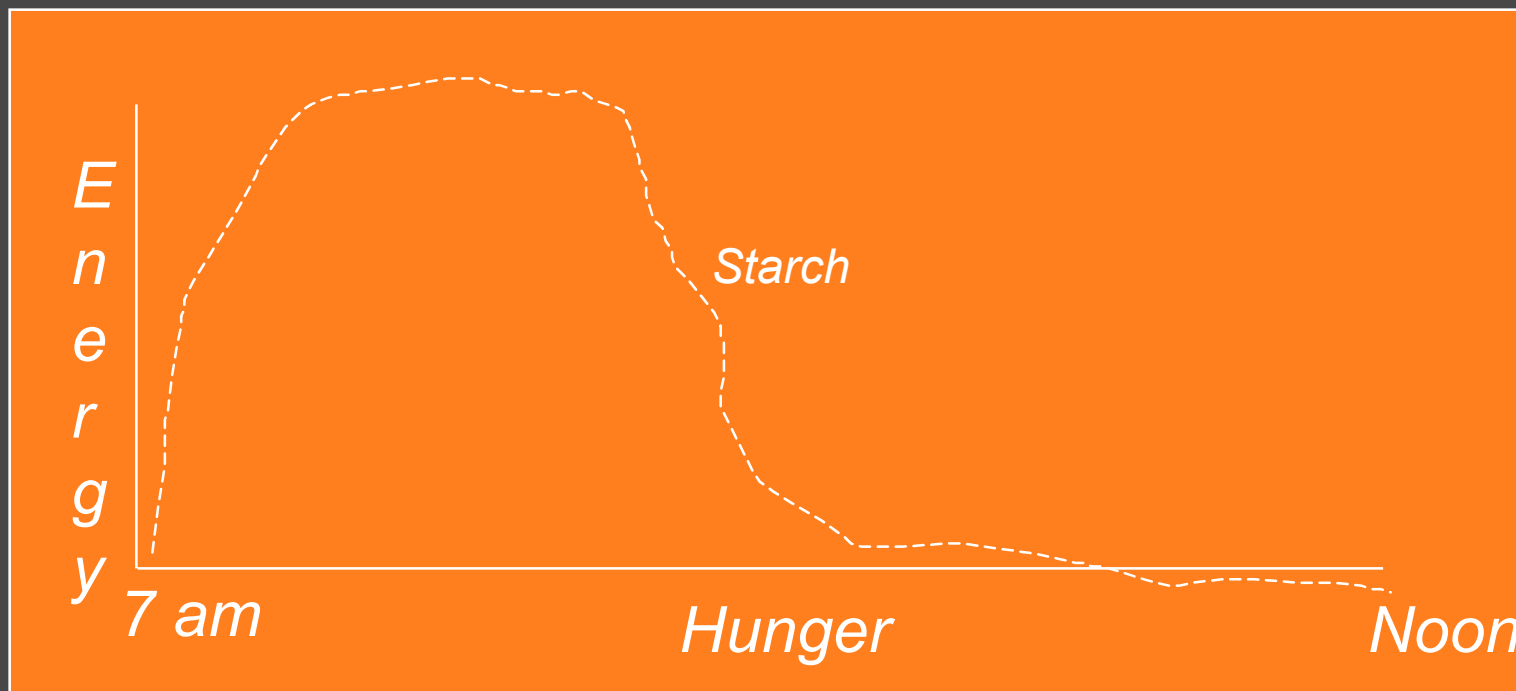
Physical Cycle of Hunger



Physical Cycle of Hunger



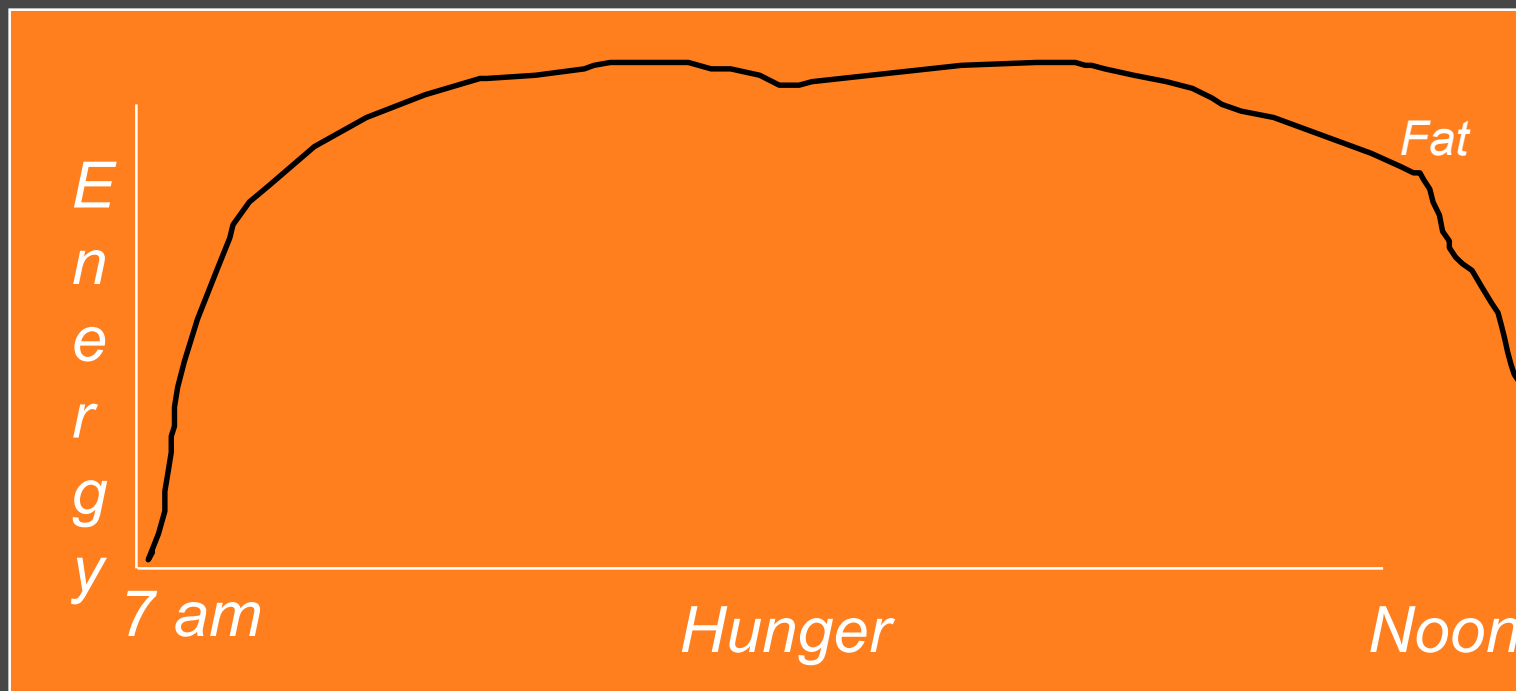
Physical Cycle of Hunger



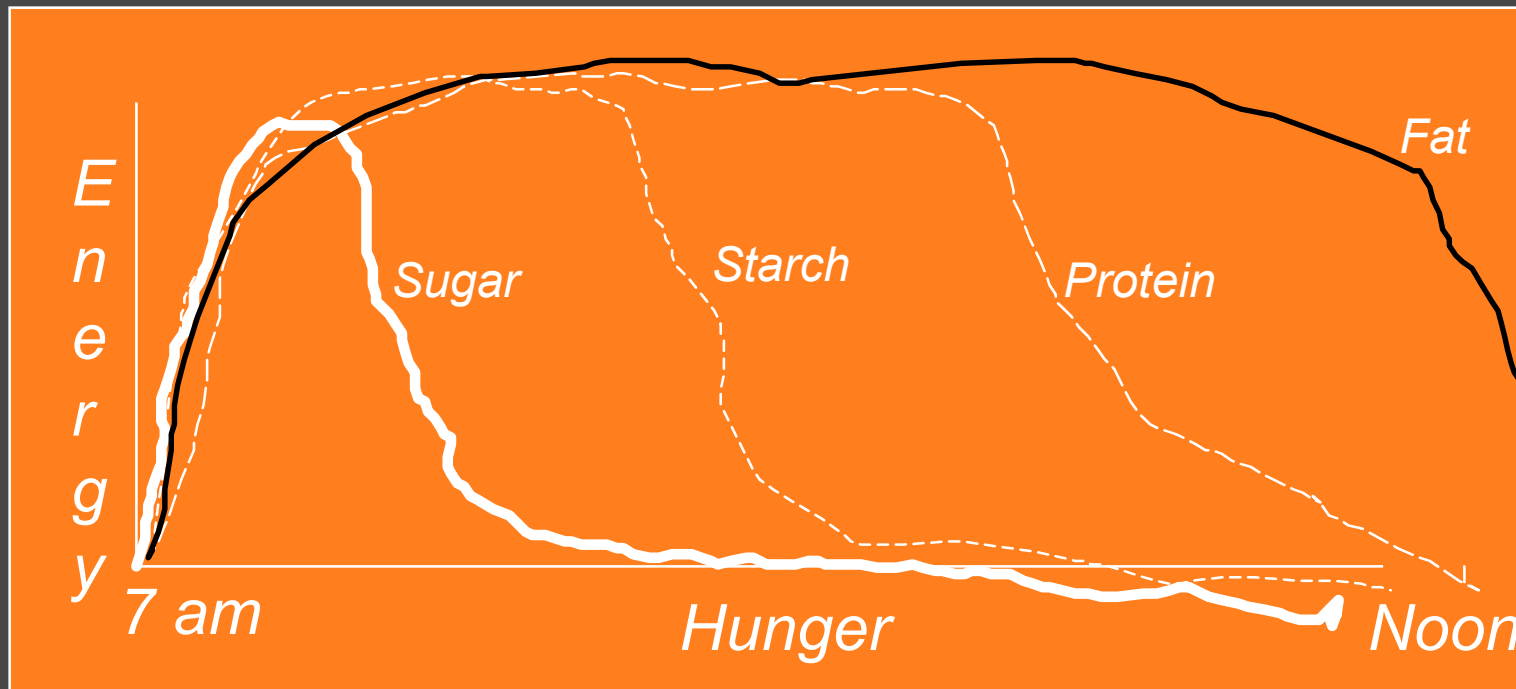
Physical Cycle of Hunger



Physical Cycle of Hunger



Physical Cycle of Hunger





OTHER FINDINGS

★ *CAFFEINE*

★ *WHO FED CHILD*

★ *USUAL INTAKE*

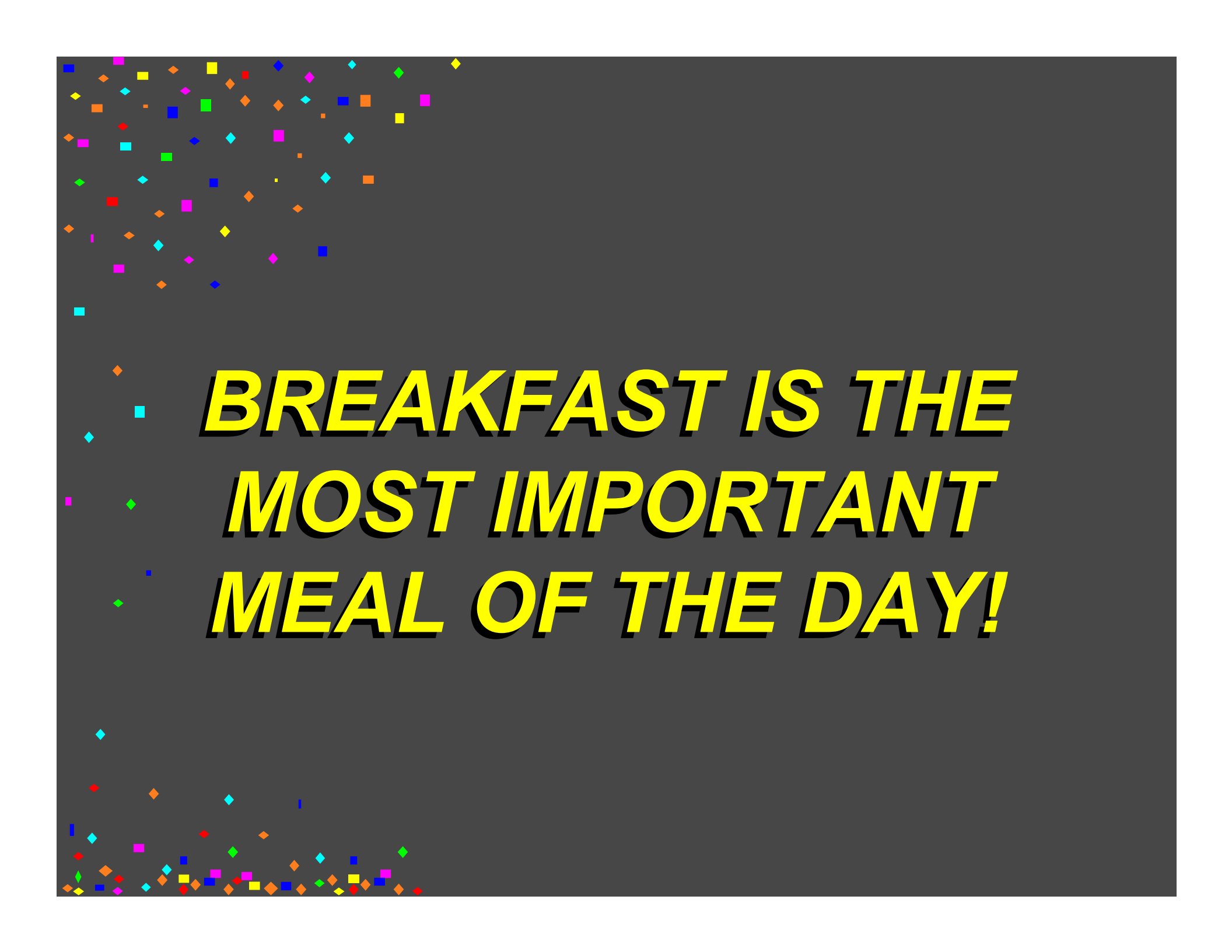


ASSOCIATED FINDINGS

- ★ *PARENTS DON'T KNOW*
- ★ *LOW INCOME PROGRAM*
- ★ *LOGISTICAL PROBLEMS*

Summary Arguments

- ⇒ *Academic scores increase*
- ⇒ *Absenteeism goes down*
- ⇒ *Classroom behavior improves*
- ⇒ *Overall nutrition is improved, including that for physical activity and sports*
- ⇒ **School breakfast is a family-wise choice for children and busy parents**
- ⇒ **Breakfast promotion is your responsibility**



***BREAKFAST IS THE
MOST IMPORTANT
MEAL OF THE DAY!***