Breakfast = School Success

Why School Breakfast?

1 Breakfast Improves School Performance

With a school breakfast program:[1, 2, 3]

- 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:[4, 5]

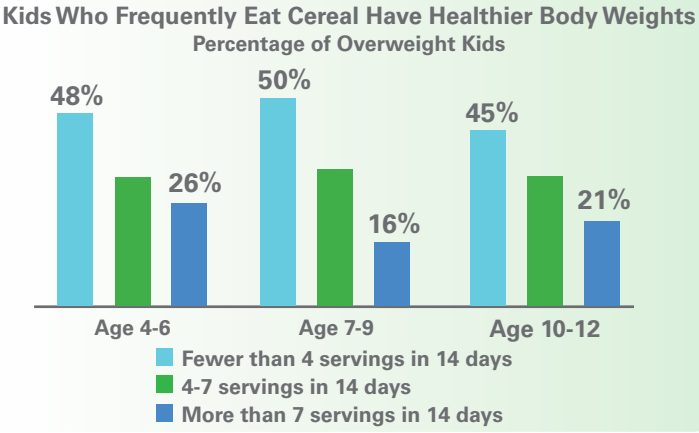
- Calcium
- Iron
- B vitamins
- Vitamin D

Nutrients missed at breakfast are typically not made up during the day.[6]

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.[7, 8, 9]
- Frequent cereal eaters weigh less than those who consume cereal less often.[10]



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:

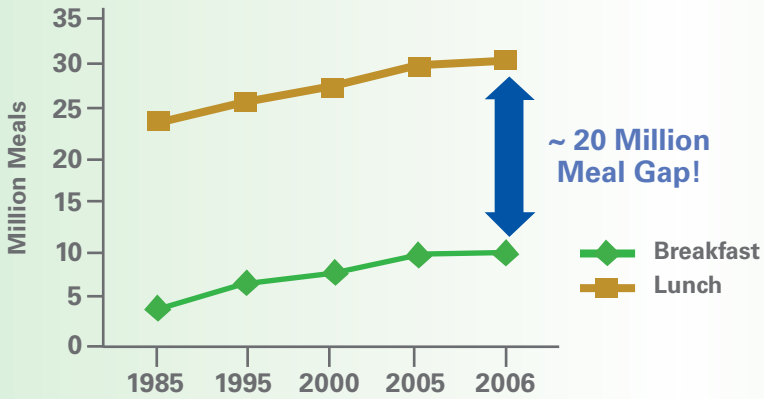
Schools:

- 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[11]



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

- About 20 million more kids are eating school lunches than school breakfasts each day.
- More than 25% of 11-18 year-olds skip breakfast.[12]

1. Walstrom and Begalle. *Top Clin Nutr.* 1999.
2. Murphy et al. *Arch Pediatr Adolesc Med.* 1998.
3. Meyers et al. *Am J Diseases Children.* 1989.
4. NHANES 1999-2002.
5. BIHN Dietary Intake Study, 2004-05.
6. Nicklas et al. *Am J Clin Nutr.* 1998.
7. Cho et al. *J Am Coll Nutr.* 2003.
8. Affenito et al. *J Am Diet Assoc.* 2005.
9. Barton et al. *J Am Diet Assoc.* 2005.
10. BIHN Dietary Intake Research
11. Food Research Action Center 2006.
12. USDA and NHANES, 2003-04.

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