



Increasing your school breakfast attendance: A toolkit for secondary schools



Delivering the National School Breakfast Programme

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About the toolkit

How the toolkit was developed

From 2018-2020, Family Action and The Magic Breakfast charities, and a specialist education communications consultancy, Fit2Communicate, worked with the Department for Education to deliver an innovation project focused specifically on establishing a range of tried and tested activities that would increase take up of healthy breakfasts in secondary schools nationwide.

Their goal was to identify common challenges to students having a healthy breakfast at school and identify activities that could increase attendance by positively changing the beliefs and attitudes of the school team, parents and students towards having a healthy breakfast.

This toolkit has been created based on the experience of the 53 secondary schools, across England, that took part in the project.

How this toolkit can help your school

This toolkit is for use by any school that is part of the National School Breakfast Programme (NSBP). It provides a range of activities that your school can choose from, based on your specific needs, challenges and opportunities. It will help you to engage and ensure the right level of support from your school team to ensure success.

Once you have chosen the activities that will increase breakfast attendance at your school, follow the links to the online portal from where you will be able to download supporting templates, guides and other materials to make these happen.

The toolkit includes examples of how each activity has been used in other secondary schools.

Innovation Conclusions

- Innovation in schools can work if the right team is in place to support.
- Timing is everything as it is hard to rebuild momentum after a break.
- Secondary school students respond better when targeted as a group.
- Parents need to be engaged and involved even if there is a history of 'poor engagement'.
- Innovation can have a positive influence on key success factors such as attendance, behaviour.

Understand your challenges and opportunities

The innovation project identified five common areas where schools face challenges to encourage students to attend breakfast. Each challenge is also an opportunity to influence students' attendance at breakfast, as shown below.



Recommendations to ensure innovation success:

Student ownership

Ensure that students are able to have real input into deciding which innovation solutions will work best for your school. For example, a 'Student Breakfast Council' that is empowered to make decisions about breakfast activities to encourage more students to attend.

Student engagement

Treat all students equally, ensure there is no stigma associated with encouraging any of them to attend breakfast. For example, taking a whole form or tutor group to breakfast at the same time removes any sense that students are singled out or breakfast is stigmatised.

School team engagement

Encouraging more students to eat breakfast at school is a whole school responsibility, so properly engaging the school team beyond those overseeing breakfast is critical. For example, a short session to explain the benefits and listen to their requirements to enable them to properly talk to students and parents about why breakfast is important.

Parental engagement

Parents have a major influence on the decisions their children make, so they need to be engaged and involved, even if there is a history of 'poor engagement'. For example, include short facts and figures about the importance of breakfast in parent communication or on the school website.

Positive breakfast environment

The breakfast environment and culture have a major impact on attendance. This includes the breakfast space as well as the stories students will tell each other about breakfast. For example, consider having a radio in the breakfast area to make it more relaxed and fun.

For further analysis and recommendations click here [add link to York Consulting report].

Developing and delivering your plan

Prior to starting any innovation activities in your school, you should consider what can be learned from what worked and didn't work in the past, when attempting to engage students, parents or the wider school team.

Then to specifically understand how each challenge or opportunity affects your school, discuss the following questions with your Senior Leadership Team, and if possible, the wider School Team, to ensure full support from the start.

1. How will you involve students in the development of your plan to ensure it meets their needs and addresses their concerns?
2. What would make students want to come to school for a free breakfast, and what are the main barriers to them doing so?
3. How will you ensure the whole school team is engaged, and what are the main challenges you will face?
4. What are the main challenges and opportunities in working with parents to encourage students to come in for a free breakfast?
5. What are your main school challenges (more broadly beyond breakfast) that may affect how your breakfast is viewed and what events or milestones are coming up that may provide opportunities to address these?

Activities to address each challenge and opportunity

After agreeing the main challenges and opportunities at your school, select appropriate activities from those listed under each challenge and opportunity area below. While each activity is listed under one specific area, most of them will have an impact on several areas at the same time. Please note the potential increase in breakfast attendance figure that is shown for each activity, is a percentage of students on roll, based on the average increase in attendance using this innovation activity, across all innovation project schools.

Innovation Activities



Delivering the National School Breakfast Programme

Challenge and opportunity 1: Student ownership

If your school has low levels of student engagement, either at breakfast or in regular school activities, the following activities are recommended.

Student Empowerment

What is it?

Students are invited for ideas to engage their peers to eat breakfast, supported by a small budget if possible.

How will it increase breakfast attendance?

Empowers groups of students to be part of encouraging their fellow students to attend breakfast, especially by giving them a budget to come up with engaging ideas.

Time/effort required: Medium

Example of how it was used in other schools:

- One school nominated a pupil per form as 'Bagel Champion' and put forward ideas to increase breakfast attendance. Each one received a bagel champion badge.
- In another school, students recommended a breakfast loyalty card scheme with rewards including stationary items, which students were often lacking.
- To minimise waste, the school implemented an ordering system led by the student breakfast monitors.

Reported benefits:

- Schools reported this initiative helped to develop student leadership and organisation skills, especially in quieter students, as well as helping to increase breakfast attendance through peer to peer engagement.

Challenge and opportunity 2: Student engagement

Engaging students is critical to your school being able to increase breakfast attendance. If your school is struggling with student attendance generally, either due to absence or lateness, that is impacting your breakfast attendance, the following activities are recommended.

Milestone Breakfast

What is it?

Key school milestone events such as exams or sports day, or important themed days and festivals such as Valentine's Day or Diwali, are used to give a specific focus to ensure every student taking part has breakfast.

How will it increase breakfast attendance?

Targets existing external opportunities or specific school days when students need breakfast to be at their best.

Time/effort required: Medium

Example of how it was used in other schools:

- One school had red toppings on bagels for red nose day and a scary Halloween themed breakfast.
- In another school, breakfast time before exams was used as a point to ensure students had all the equipment they needed for their exam, and pupils were given some valuable exam tips that were relevant to their exam.

Reported benefits:

- In some schools that tried this, year 11 students talked about the benefits to having breakfast before exams. As such, schools were planning to continue with family breakfasts that will target year 11s during revision and exam periods.

Breakfast animations

What is it?

A series of engaging and amusing animated videos that a school can use to show students the impact of eating breakfast.

How will it increase breakfast attendance?

Builds awareness of breakfast at school in an engaging and visual way, particularly with younger students.

Time/effort required: Low

Example of how it was used in other schools:

- These were shown on screens in receptions, in form time or during assemblies. Each video proved very popular with the staff and students as an easy and visible way to understand the benefits of breakfast.

Reported benefits:

- One school loved the videos so much that afterwards they chose to make their own in house videos to promote the bagels and keep students engaged.

Launch / relaunch

What is it?

Kick off events, launch communications, posters, flyers and banners intended to create excitement about breakfast.

How will it increase breakfast attendance?

Builds awareness and engages different audiences – including the school team, parents and students.

Time/effort required: Medium

Example of how it was used in other schools:

- In one school, where food anywhere outside the restaurant was banned, meaning there was no scope for classroom bagels or any extended reach model, launch assemblies were delivered around the importance of breakfast to ensure students went to the restaurant at the start of each day.
- In a Catholic school, they used Mass every Wednesday morning as a breakfast relaunch opportunity, linked to their strong values of looking after each other.
- A school that had faced lots of challenges and staff changes, used breakfast as an opportunity to engage the school team through sharing positive stories about breakfast with them.

Reported benefits:

- In a school that launched their innovation plan during healthy eating week, they reported that PE staff became particularly engaged in promotion of the breakfast, delivering presentations and encouraging students to attend.

Secret gift day

What is it?

Students who attend breakfast on a specific 'secret' day receive a small gift to pass on to a loved

How will it increase breakfast attendance?

Encourages students to attend breakfast through incentives that can involve parents and raise awareness and support across the school community.

Time/effort required: High

Example of how it was used in other schools:

- In one school, they wanted to encourage and support eco-friendly ideas so gave recycled plastic water bottles as the gift, which were a popular choice with pupils.
- In another school, students received a reusable cup, which enabled them to get a free hot drink with breakfast.

Reported benefits:

- A school, in an extremely deprived area, reported that the gifts they provided were suitable for pupils to give to parents or carers as a Christmas present, something they were not usually able to do, that helped to increase understanding and support for breakfast from parents.



Challenge and opportunity 3: School team engagement

If your school team has not been involved in the breakfast programme, or if you are finding involving them a challenge, the following activities are recommended.

Form and tutor invited breakfast

What is it?

A whole form / tutor group attends breakfast with their teacher – several groups can do this together if space allows.

How will it increase breakfast attendance?

Involves all students regardless of their status and can be particularly useful where there is a wide demographic.

Time/effort required: Medium

Example of how it was used in other schools:

- In one school, they provide an average of 284 breakfasts each day, with the main challenge being staffing and breakfast amenities to meet the needs and volume of pupils. Form time was used to target pupils in form groups to enjoy breakfast at their leisure, with the additional participation of sports clubs and a variety of games and activities at the same time.
- Another school had form tutor breakfast in the library each morning with a different form group on a rota basis. This provided the form tutor and the pastoral lead with an opportunity to share fun and informative breakfast facts with students in an informal and engaging way while they ate.

Reported benefits:

- One school reported that even students who did not eat breakfast were still benefitting from form tutor breakfasts. An example of this was a student who found form time less stressful as it was held in the canteen rather than the classroom – whilst choosing not to eat, she found it a more relaxed and calm start to her day and it reduced her anxiety.

Inspirational people / speakers

What is it?

Sports stars, local entrepreneurs or local leaders speak to the school team and students about why breakfast is an important part of their day.

How will it increase breakfast attendance?

High impact attention grabbing events when interest is low, and students need to be inspired to change their breakfast habits.

Time/effort required: High

Example of how it was used in other schools:

- One school organised for a dance teacher to teach a group of pupils a dance routine revolving around the benefits of breakfast. The pupils then performed the dance at breakfast club. The routine was recorded for use within school as a promotional video.
- In a girl's school, where student attitudes to breakfast/eating were an issue and linked to learning, female members of the local professional football team went into school to run assembly and football workshops.

Reported benefits:

- The school reported an increase in breakfast take up and more girls playing football as a result of the inspirational speaker intervention.

Challenge and opportunity 4: Parental engagement

If your school has a challenge regarding parental engagement, the following activities are recommended.

Breakfast bites

What is it?

A collection of interesting / fun facts about breakfast that can be shared in school communications, including videos.

How will it increase breakfast attendance?

Increases awareness of why breakfast is important particularly amongst parents.

Time/effort required: Low

Example of how it was used in other schools:

- The fun facts were used as a quiz during tutor time or form/tutor breakfast to initiate discussion around the importance of eating a healthy breakfast.
- The bite size facts were put as attention grabbing headlines in parent focused school newsletters.

Reported benefits:

- Schools reported the short bite size facts and figures gave them an easy and simple way to explain the importance of a healthy breakfast to students and parents.

Try it out

What is it?

Students and their parents are encouraged to try out breakfast. This can be a series of one off events e.g. a stand at parents evening or tasters of bagels in assembly.

How will it increase breakfast attendance?

Involves parents with the opportunity to try the food their children are eating at school, also providing the opportunity to talk to them about breakfast to understand their views and gain their support.

Time/effort required: Medium

Example of how it was used in other schools:

- At a Year 7 transition event for new parents and students, try it out stands were placed at the entrance to the hall. As parents and new students arrived, they were encouraged to 'try it out' and given information about the free breakfast at school.
- Try it out also worked well at student events, such as when an artist ran a session with students, who also ate bagels as they participated.

Reported benefits:

- In a school where many students preferred to stay in the playground to eat, school took thermal bags outside to enable all students to try out the bagels. This subsequently encouraged more students to eat breakfast inside.

Challenge and opportunity 5: Positive breakfast environment

A positive breakfast environment can be influenced by many things, including your school's culture and student aspirations. If the breakfast environment is a challenge for your school, the following activities are recommended.

Breakfast games

What is it?

Games that can be played during breakfast time.

How will it increase breakfast attendance?

Involves students in social activities regardless of status and breaks down barriers across diverse schools.

Time/effort required: Medium

Example of how it was used in other schools:

- The school introduced outdoor games such as swing ball, and indoor games such as cards, Uno, rubix cubes and Connect 4. These proved to be very popular and the numbers of pupils accessing breakfast increased.
- School was receiving frequent phone calls from local residents complaining about a group of students causing disruption outside the school grounds before the start of school. Breakfast games (Uno or cards) encouraged them to attend breakfast every day.

Reported benefits:

- One member of staff was shocked to see a disruptive group of students in breakfast club, but equally surprised to see that they were sat happily playing games with other pupils and not causing a disruption. Breakfast had a calming influence on this group, who were having a breakfast and therefore not hungry throughout the morning. As a result, they were channelling their mental energy in a positive way by playing games.

Breakfast radio

What is it?

Music is played during breakfast – this can be selected by students and an incentive offered as to who chooses.

How will it increase breakfast attendance?

Creates a fun and relaxing environment for breakfast.

Time/effort required: Medium

Example of how it was used in other schools:

- At Christmas time, school decorated the bagel stand, and Christmas music was played. They also run exercise sessions to music in the playground to link together healthy eating and exercise.
- School wanted to see students sitting down together to have a calm start to the day. They were keen to reduce issues impacting students, including mental health difficulties, low self-esteem, issues relating to body image, friendship difficulties and social media worries. Magazines were available, and music was played each day – this created a really welcoming and calm start to the day.

Reported benefits:

- Students commented on the benefits of having a calm and relaxed atmosphere during breakfast, along with the social benefits to attending.

Quiet space

What is it?

A place to eat breakfast for students who prefer or need a quieter breakfast or want to study while doing so.

How will it increase breakfast attendance?

Supports students who prefer to eat alone, want to do homework or prepare for the school day

Time/effort required: Low

Example of how it was used in other schools:

- Vulnerable students benefitted from the provision of bagels and somewhere to meet where they could be nurtured by staff. Often this would be the first adult interaction these children had each day. They were able to settle in a calm environment and be given nourishing food before starting their learning.
- The school implemented a coffee shop approach to breakfast which encouraged many teachers to get a coffee and engage with students during this time creating a great start to the morning.

Reported benefits:

- Many pupils seemed to be more settled due to the provision of breakfast and in many cases school attendance by these pupils improved.



Building your roll out plan

Some of the activities, mentioned previously, will take more time and effort to implement than others. And, some activities will work better if they are done sooner, for example, relaunch sessions focused on the importance of breakfast. Below is a suggested overview for when to introduce each activity but you can adapt this based on your specific needs and school calendar.

Launch	Week 1 - 5	Week 6 - 10	Week 10 - 15
Kick off session <ul style="list-style-type: none"> • Why breakfast is important • Activities planned in school • How to get involved • Communication approach • Gather volunteers for key roles 	Keep informed <ul style="list-style-type: none"> • Regular update on breakfast status from lead • Ensure people in key roles are appropriately supported and recognised 	Feedback opportunity <ul style="list-style-type: none"> • Revisit kick off session content and gather feedback and ideas for improvement • Involve those in key roles in delivering this session 	Keep informed <ul style="list-style-type: none"> • Regular update on breakfast status from lead • Ensure people in key roles are appropriately supported and recognised
Promotional activities <ul style="list-style-type: none"> • Breakfast banner • Breakfast bites • Breakfast posters • Website messages • Parent messages 	Promotional activities <ul style="list-style-type: none"> • Breakfast banner • Breakfast bites • Breakfast posters • Website messages • Parent messages 	Engage parents <ul style="list-style-type: none"> • Try it out 	Ongoing activities <ul style="list-style-type: none"> • Breakfast banner • Breakfast bites • Breakfast posters • Website messages • Parent messages • Try it out
Promotional activities <ul style="list-style-type: none"> • Who had breakfast this morning tutor sessions • My brain and me animation 	Engage students <ul style="list-style-type: none"> • Student empowerment • Breakfast games • Breakfast radio • Quiet space 	Target all students <ul style="list-style-type: none"> • Form / tutor group breakfast • Secret gift day • Milestone breakfasts 	Use role models <ul style="list-style-type: none"> • Inspirational speaker
Kick off session <ul style="list-style-type: none"> • Why breakfast is important • Activities planned in school • How to get involved • Communication approach 	Keep informed <ul style="list-style-type: none"> • Regular update on breakfast status from lead 	Feedback opportunity <ul style="list-style-type: none"> • Attend governor meeting and gather feedback and ideas for improvement 	Keep informed <ul style="list-style-type: none"> • Regular update on breakfast status from lead

Top Tips

1. Building the ideal breakfast team

Successful delivery of the breakfast activities requires you to involve the right people. You also need the full support of your Senior Leadership Team. Below are the recommended roles needed to ensure success, including their responsibilities. These don't have to be four different people, but they are four different roles so need to be allocated appropriately to spread the workload and ensure full support across your school.

Innovation Lead

The senior sponsor who provides active support for the breakfast programme by:

- Engaging senior leaders to support innovation activities.
- Being a visible breakfast champion, encouraging attendance.
- Being a point for escalation of issues.
- Ensuring the innovation plan happens with regular reviews.
- Attending breakfast and interacting with students, fortnightly.

What makes them special?

- Believes in the benefits of breakfast for student learning.
- Positive with a can-do attitude.
- Respected by colleagues, students and parents.
- Comfortable in a high visibility role.

Catering Expert

A member of your Catering team who can ensure breakfast runs smoothly with maximum attendance by:

- Ensuring the right people can prepare/serve breakfast.
- Improving how breakfast runs to encourage greater attendance.
- Ensuring food is presented in an appropriate/appealing way.
- Supporting students who are empowered to serve their own breakfast.

What makes them special?

- Believe in the benefits of a healthy breakfast.
- Passionate about students accessing food.
- Comfortable working as part of your wider school team.

Breakfast Organiser

A critical role, ensuring activities are delivered and data is collected according to the agreed plan by:

- Reviewing the school innovation plan weekly and ensuring activities happen.
- Highlighting deadlines to colleagues so the plan is delivered.
- Seeking support from the Innovation Lead if there are problems.
- Ensuring daily breakfast attendance is collected and shared at the end of each week with your NSBP Innovation Partner.

What makes them special?

- Highly organised.
- Willing to challenge colleagues at all levels to get things done.
- Comfortable managing and analysing data.

Breakfast Communicator

Ensures the school team, students and parents are informed and can share their feedback about the breakfast programme, by:

- Involving the school team so they understand their roles and share feedback.
- Overseeing breakfast communication with the right messages and a friendly tone, within school guidelines.
- Encouraging students and parents to share personal stories about their breakfast experience.

What makes them special?

- Approachable for colleagues, students and parents.
- Listens to feedback and takes appropriate action.
- Energetic and driven to make things happen.

2. Engaging your school community

As well as those in school leading activities, you also need to engage key people in your school community. The following provides simple ideas to help you do this. Click on the links in each section to access online materials to support you with each group.

School team	Parents
<p>They need to know everything about the programme. Some of them will help out in the mornings so they need to be engaged early on and have an opportunity to share their ideas and concerns.</p> <p>Key activities to engage them:</p> <ol style="list-style-type: none">1. An interactive kick off session where they get to understand the finer details of breakfast benefits.2. Support materials including talking points when talking to their students and parents.3. Invite them to a breakfast as a 'guest' or as a 'helper'. <p>How to check their engagement:</p> <ul style="list-style-type: none">• Send them a survey or hold a group discussion.• Use staff meetings as an informal feedback opportunity.	<p>As one of the major influencers on a young person is their parents, they need to know what is planned so they can encourage their child to attend.</p> <p>Key activities to engage them</p> <ol style="list-style-type: none">1. Information on the school website and parent communications about the breakfast.2. Invite them to try it out events or have food samples available at parent events.3. Use local media to carry the message of your new breakfast provision to the local community. <p>How to check their engagement</p> <ul style="list-style-type: none">• Use parent evenings and social media platforms such as Facebook to gather their thoughts.• Hold open parent forums.
Students	Governors
<p>One of the main reasons a student will attend breakfast at school is if their friends do. Encouraging them to share ideas about how to make breakfast more fun will encourage more to attend.</p> <p>Key activities to engage them</p> <ol style="list-style-type: none">1. Use tutor sessions to hold breakfast quizzes for students with prizes.2. Show a promotional breakfast video in assembly.3. Put posters around school. <p>How to check their engagement</p> <ul style="list-style-type: none">• Use tutor sessions to gather feedback including what they hear from their parents.• Set up a student breakfast committee or champions to gather feedback.	<p>They will be interested to understand the overall impacts of the breakfast programme on school performance.</p> <p>Key activities to engage them</p> <ol style="list-style-type: none">1. Send a targeted email summarising the plan.2. Invite them to school team activities.3. Invite them to a breakfast as a 'guest' or as a 'helper'. <p>How to check their engagement</p> <ul style="list-style-type: none">• Attend a governor's meeting and ask for feedback.

Case Studies

Student ownership: *A sense of purpose through breakfast ownership*

A large secondary school with 1,300 students based in the East Midlands, high staff turnover and a culture of students not taking ownership for their own learning, decided to follow a student empowerment approach.

To start with, a group of students, who were targeted due to not being the usual type of students asked to get involved, were 'recruited' to help set up the breakfast club each morning. This involved setting up and putting away breakfast games each day and helping to collect the number of students attending breakfast by using a counter clicker. It gave the helpers a real sense of purpose and ownership, who encouraged many more of their friends to attend breakfast too.

The pupils decided to meet regularly to decide on actions to increase breakfast attendance numbers. Some of their ideas that were implemented included the introduction of indoor breakfast games such as Rubix cubes, card games and Connect 4. They chose a selection of outdoor games such as giant Jenga, swing ball, table tennis and basketball. They also selected 'secret gifts' for another innovation activity, which were recyclable water bottles to support their environmental initiative.

Prior to the start of innovation activities, breakfast attendance was around 6%, increasing to 20% during this period. It is now very popular with a wide range of students seeing it as the place to go to start the day right, have breakfast, get organised and socialise.

Student engagement: *A café style approach to engage the community*

Located in the North West of England, and in an area of deprivation, this secondary school with nearly 800 students on roll was 30% undersubscribed. This meant the school had cashflow challenges, leaving it unable to provide additional investment into school resources. The NSBP offered a welcome opportunity to provide additional support to students. Not all of the 149 students eligible for a free school meal were taking them up.

The innovation project started with a comprehensive relaunch of breakfast using posters, through form tutors and directly to parents. Breakfast was initially served in the canteen, but the school also had a separate café style area available that was not used for this purpose. We suggested they move breakfast to this area to make it more contemporary, which also worked well for 'Try it Out' coffee events with parents. Breakfast games were also introduced, along with form/tutor invited breakfasts.

When this school started, they were attracting around 5% of their students to breakfast and struggling to do more due to a lack of funds. By the end of their 10 week innovation project, this number had risen to 20% and was still rising, due to increased student engagement for very little cost. Students said they appreciated the breakfast as it enabled them to spend time with their friends before school and found it easier to concentrate as a result.

School team engagement: *Informal tutor group breakfasts improve behaviour*

A secondary school in the south of England, with just over 1000 students and 35% Pupil Premium, had general challenges around student attendance, low parental engagement and low aspirations of students.

Their breakfast attendance was only 6% of their total students and they wanted to reach more. As part of the innovation project, they ran four activities to increase student attendance. They started with a launch campaign, followed by empowering students through them leading assemblies, gathering their fellow student ideas on the school breakfast and anti-bullying ambassadors used it as an opportunity to be present, during breakfast, and support students with any concerns they had. They also ran a secret gift day, which was successful, but their numbers particularly increased when they started tutor group breakfasts, taking larger groups of students together for an informal session with their tutors while eating breakfast.

Through these activities they increased their breakfast attendance to 25% overall, with the highest day's attendance being 28%. They also saw a 6% decrease in isolations (students being sent out of class), a 7% decrease in fixed term isolations, a 9% increase in awards given by teachers, improved punctuality and more engaged students who were ready to learn.

Parental engagement: *Making breakfast a family event with thanks*

This Catholic school with just over 500 students on roll based in the North East, was one of the first secondary schools to take part in the innovation project. There were real concerns with regards to what students were consuming for 'breakfast' on the way into school every morning. Amongst other activities, the school implemented a 'Try it Out' opportunity that was linked to Mother's Day, giving students an opportunity to show their appreciation to a significant female in their life. Students and parents / guardians shared breakfast together, where the 'female' the student appreciated was presented with a small gift and the student told them why they had invited them.

This event was used as an opportunity to explain to the parents and guardians present, exactly why breakfast is so important, and how they were able to support their children in having a healthy breakfast at school every day.

Positive breakfast environment: *Combining sport and breakfast at an all girls' school*

A smaller-than-average all girls' secondary school based in a deprived former industrial area of Birmingham, with 51% Pupil Premium, decided to implement a classroom bagel model. Student and parental engagement were generally low. Prior to the NSBP, the school was feeding 13 vulnerable students in a classroom before school.

The extended reach classroom model was implemented, supported by a number of innovation activities. The school trained a small number of pupils in a basic food hygiene course, to enable them to prepare the breakfast bagels, after they had been cooked by kitchen staff.

There was a big challenge around the girl's attitudes to breakfast and eating in general, particularly in the older students. To engage them, the school initially ran a 'Secret Gift Day' around Mother's Day where they gave a secret gift for students to take home. This was followed by informative assemblies about what was in the foods they were eating for breakfast, form time quizzes and competitions, often led by the students themselves, supported by a poster campaign. The school also partnered with the local professional ladies' football team who led an assembly and after school football workshops for the students.

As a result of the innovation project activities put in place, the school reported attendance at a 10 year high of 95.1% and fewer lates. Teachers noticed that students had a greater understanding of why eating breakfast is important and why healthy eating is important. There was less visible junk food in class and year 10 and 11 students were eating breakfast having previously been resistant.

To sustain breakfast at the school, both the ICT and Sports departments have worked to further promote breakfast and student engagement. The school has also developed a partnership with the local ladies' football team who are supporting them with football coaching.

Innovation Resources



Delivering the National School Breakfast Programme

THE FACTS ABOUT...

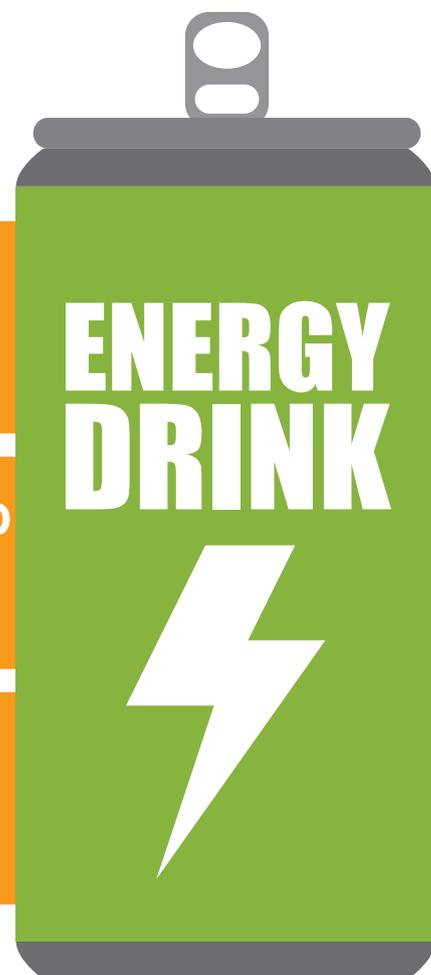
ENERGY DRINKS

Did you know energy drinks can contain as much as 15 teaspoons of sugar?

You are 4 times more likely to suffer with headaches...

...3 times more likely to have sleep problems...

...and 3 times more likely to feel irritable and tired



WHAT'S REALLY IN...

CHEESE PUFF CRISPS?

Corn Grits 66%, Rapeseed Oil, Flavour Preparation, Whey (from Milk), Glucose, Flavour Enhancers (Monosodium Glutamate, Disodium Guanylate, Disodium Inosinate), Flavours (contain Milk, Soya), Maltodextrin, Salt

Potassium Chloride, Garlic Powder, Acid (Lactic Acid), Colour (Paprika Extract), Rice Flour, Soya Flour, Salt, Yeast, Onion Powder (Malt Flour from Barley), Pepper, Wheat Flour (contains Calcium, Iron, Niacin, Thiamin), Colour (Annatto).

One list of ingredients is for dog biscuits and the other cheese puffs, which is which?

Breakfast Bites

Purpose of this document

Breakfast Bites are a collection of short and interesting facts and information about breakfast. Regularly sharing a selection of Breakfast Bites in your school communications can remind pupils and parents about the importance of eating breakfast and encourage them to attend your breakfast provision.

How to use your Breakfast Bites

You can use Breakfast Bites simply by including them in existing school communications.

Feature a new Breakfast Bite in your newsletter each week and also use this opportunity to highlight when and where you offer a school breakfast.

You can include Bites on your website in a prominent and well visited place to raise the profile of your school breakfast. You can also use them on your social media channels such as Instagram, Facebook or Twitter.

Breakfast Bites could feature as a discussion topic in PHSE or in tutor group to spark other discussions about health and wellbeing.

You could use some of the Bites to help you create a quiz for students (or the school team and parents) to engage them in a fun way to learn about the importance of breakfast.

Breakfast facts

- The average person sits down to breakfast at 7.31am during the week and 8.28am at the weekend.
- The celebrity people in the UK would most like to have breakfast with is Holly Willoughby.
- The world's first breakfast cereal was created in 1863 and needed soaking overnight to be chewable.
- The world record for the most people eating breakfast in bed is 289 and was set in Sydney, Australia on 2nd March 2012. It involved 85 queen size beds containing four people each.
- The world's largest breakfast on record involved 27,854 people and took place in Germany on 29th May 2005.
- The largest bowl of porridge weighed 865kg and was made in Tula, Russia on 10 September 2011.

Source: <http://www.shakeupyourwakeup.com/why-is-breakfast-important/our-breakfast-foods/fun-breakfast-facts>

“Skipping breakfast will not make you lose weight”

Skipping breakfast isn't always the healthiest dietary habit, and it has been linked to weight gain, according to a study published in the American Journal of Epidemiology in 2003. The study authors looked at the dietary patterns of approximately 500 subjects over the course of a year, to pick up diet trends linked to weight gain. They found that people who regularly skip breakfast had a higher risk of obesity. A second study, published in the Journal of Rural Medicine in 2014, found similar results and even noted that skipping breakfast was more strongly linked to weight gain than eating before bed - another dieting faux pas.

Source: <https://www.livestrong.com/article/431003-can-skipping-breakfast-cause-you-to-gain-weight/>

“Breakfast boosts energy levels”

During sleep the body is hard at work digesting yesterday's dinner. By the time we wake, the body and brain are demanding fresh fuel. “Breaking the fast” is a key way to power up in the morning. Do it right and the benefits can last all day. Missing the day's first meal means an energy deficit at the start of the day.

Source: <https://www.health.harvard.edu/staying-healthy/4-ways-to-boost-your-energy-naturally-with-breakfast>

“The more colourful your plate, the better it is for you”

Fruits and vegetables often get their colours from the nutrients they have inside. Because these foods are generally low in fat and calories; and provide complex carbohydrates that give energy; and fibre that makes us feel full; they should have a starring role on the plate at every meal. A few of the benefits of each colour of food:

White fruits and vegetables provide dietary fibre. This helps protect against high LDL cholesterol levels, which, in turn, protects heart health. Examples are: Bananas, Brown pears, Cauliflower, Dates, Garlic, Ginger, Mushrooms, Onions, Parsnips, Potatoes, Shallots, Turnips, White Corn, White nectarines, and White peaches.

Red foods are likely to be rich in the antioxidants anthocyanin and lycopene, which are valuable for heart health. Examples are: Beets, Blood oranges, Cherries, Cranberries, Guava, Papaya, Pink grapefruit, Pink/Red grapefruit, Pomegranates, Radishes, Raspberries, Red apples, Red bell peppers, Red chili peppers, Red grapes, Red onions, Red pears, Red peppers, Red potatoes, Rhubarb, Strawberries, Tomatoes, and Watermelon.

Orange and **yellow** foods get their hue from beta carotene, which the body converts to vitamin A which is vital to good bones and healthy skin. Examples are: Apricots, Butternut squash, Cantaloupe, Cape Gooseberries, Carrots, Golden kiwifruit, Grapefruit, Lemon, Mangoes, Nectarines, Oranges, Papayas, Peaches, Persimmons, Pineapples, Pumpkin, Rutabagas, Sweet corn, Sweet potatoes, Tangerines, Yellow apples, Yellow beets, Yellow figs, Yellow pears, Yellow peppers, Yellow potatoes, Yellow summer squash, Yellow tomatoes, Yellow watermelon, and Yellow winter squash.

Green vegetables provide vitamins C, K and E, which can all help support the immune system, healthy eyes and bones and reduce the risk of chronic diseases. Examples are: Artichokes, Arugula, Asparagus, Avocados, Broccoli, Brussel sprouts, Celery, Chayote squash, Chinese cabbage, Cucumbers, Endive, Green apples, Green beans, Green cabbage, Green grapes, Green onion, Green pears, Green peppers, Honeydew, Kiwifruit, Leafy greens, Leeks, Lettuce, Limes, Okra, Peas, Spinach, Sugar snap peas, Watercress, and Zucchini.

Blue and **purple** fruits and vegetables get their colour from anthocyanins. Blue foods like blueberries have compounds that act as anti-inflammatories, reducing the risk of disease in the oesophagus and colon. Examples are: Black currants, Black salsify, Blackberries, Blueberries, Dried plums, Eggplant, Elderberries, Grapes, Plums, Pomegranates, Prunes, Purple Belgian endive, Purple Potatoes, Purple asparagus, Purple cabbage, Purple carrots, Purple figs, Purple grapes, Purple peppers, and Raisins.

Source: <https://reverehealth.com/live-better/need-colors-plate/>

“Eat three meals a day – make sure each meal includes at least one portion of fruit and vegetables”

One advantage of eating three times a day is that it spread calories across the day, meaning we don't get too hungry between meals. Another is that calories are more evenly distributed throughout the day, so we are more likely to feel satisfied after each meal. Grazing all day may cause us to lose track of calories, especially if we high-calorie snacks, while having fewer than three meals a day may leave us so hungry that it's hard to make healthy food choices.

Source: <https://www.livestrong.com/article/43876-eat-three-meals-day/>

“A healthy breakfast may help you live longer”

Teenagers who ate an unhealthy or skipped breakfast were tested at age 43 and were 70% more likely to be at risk of cardiovascular disease.

Source: <http://sciencenordic.com/teens'-breakfast-habits-affect-future-health>

“Skipping breakfast could stunt your growth”

One contributing factor to growth in teenagers is proper nutrition. Teenagers require adequate amounts of vitamins A, B, C and D and calcium, magnesium, phosphorus, potassium, iron and zinc otherwise stunted growth can result in short stature, delayed development and poor weight gain.

- **Vitamin A** - is necessary for proper eye and immune system development and plays an essential role in skin and cell health
- **B vitamins** - are involved in the health of most bodily systems
- **Vitamin C** – is needed for bone, gum, tooth and blood vessel development
- **Vitamin D** – is necessary for proper calcium absorption
- **Calcium** – one of the most important minerals for growth during the teenage years because it is essential for bone and tooth development
- **Potassium** – involved in the nervous system and muscle function, which can influence growth
- **Iron** – a lack of iron can cause iron-deficiency anaemia, a condition that impairs the ability of red blood cells to transport oxygen around the body. This can cause fatigue, weakness, shortness of breath and stunted growth.
- **Zinc** – is directly associated with growth.

Sources:

<https://www.livestrong.com/article/549220-what-kind-of-poor-nutrition-can-stunt-a-teenagers-growth/>

<https://www.livestrong.com/article/549450-teenagers-with-bad-eating-habits/>

“Almost 50% of teenage girls do not get enough iron in their diet”

Sources of iron include:

- Red meat and liver
- Wholegrains (e.g. NSBP bagels!)
- Iron fortified breakfast cereals

“Teenagers need high amounts of calcium because bones are growing in size and density”

The best sources of calcium include:

- Dairy products such as milk, yoghurt and cheese
- White and brown bread and NSBP bagels (in the UK, calcium is added to flour by law)
- Calcium fortified dairy alternatives such as those made from soya (very important if you are vegan and don't eat dairy products)
- Calcium fortified breakfast cereals
- Dark green vegetables
- Fish that is eaten with the bones (e.g. whitebait, tinned sardines or salmon)

Source: <https://www.livestrong.com/article/549220-what-kind-of-poor-nutrition-can-stunt-a-teenagers-growth/>

“Pair carbs with proteins at breakfast time”

The basic formula for breakfast: pair carbs with proteins. The carbs give your body energy to get started and your brain the fuel it needs to take on the day. Protein gives you staying power and helps you feel full until your next meal.

Source: <http://www.shakeupyourwakeup.com/why-is-breakfast-important/our-breakfast-foods/fun-breakfast-facts>

“Skipping breakfast will make you h-angry”

Eating breakfast helps keep your blood sugar steadier throughout the day, whether you have diabetes or not. For people with normal glucose test results, this might help you to avoid insulin resistance, which can lead to diabetes. Drops and spikes in your blood sugar can also affect your mood, making you more nervous, grumpy or h-angry.

Source: <https://www.webmd.com/diet/features/many-benefits-breakfast#2>

“Skipping breakfast can lead to heart problems”

Recent studies show a link between breakfast and heart health. People who skip breakfast are more likely to have atherosclerosis (narrowing and hardening of the arteries which can lead to a heart attack or stroke). These people were more likely to have bigger waistlines, weigh more, and have higher blood pressure and cholesterol levels.

Source: <https://www.webmd.com/diet/features/many-benefits-breakfast#3>

“Breakfast helps you to concentrate”

Regularly eating a healthy breakfast helps us pay attention, remember and perform better. It will help you concentrate better at school, get higher scores on tests and you are less likely to be tardy or miss school days.