

breakfast 4 life

local supporter's toolkit

Everything you need to help families
get their day off to a great start



Developed in partnership with

continyou
Changing lives through learning

change
4 life
Eat well Move more Live longer

welcome to breakfast4life

Eating breakfast kick-starts our metabolism, helps us concentrate better at school or at work because we're not distracted by hunger, and generally gets our day off to a good start. So it's no surprise that breakfast is an important part of Change4Life.

But our research for Change4Life has shown that a lot of families, and children in particular, are missing out on the benefits of a healthy breakfast. Many choose breakfast options that are high in sugar or fat. Others don't eat breakfast at all.

This Toolkit has been created to help you help families get a healthier start to their day. It contains ideas for simple, fun activities that you can plan and run in support of Change4Life.



New to Change4Life?

It's the nationwide movement which aims to help us all, but especially our kids, eat better, move more and live longer. Find out more by reading the Change4Life Local Supporter's Guide [here](#).

With special thanks to Tony Apicella, National Programme Director of ContinYou for his support in developing this Toolkit, and to all who contributed their comments and ideas.

what's breakfast4life all about?

Our research tells us that parents may find some of the lifestyle changes suggested by Change4Life harder to make than others. So we want to help parents, children, partners and supporters of the campaign organise fun activities that focus on helping people make these changes.

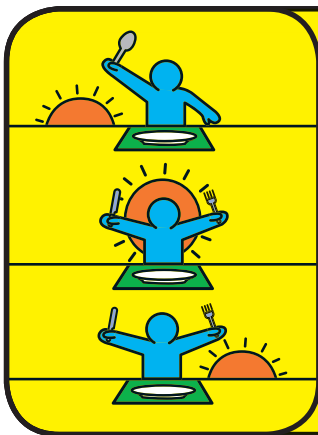
One important part of Change4Life is about helping families and children get into the habit of eating a healthy breakfast. By doing so, they will be well on their way to achieving several of the changes that are necessary for a healthier future.

What's more, although some of the changes involved in Change4Life can seem a bit daunting to some families, most parents we've spoken to feel that eating breakfast is something their family could do quite easily. So it's a great place to start.



small changes, big benefits

Change4Life is all about making small lifestyle changes that add up to big health benefits. We've identified 8 healthy changes that families may consider making for a healthier future. And eating breakfast can help them achieve several of them.



Meal time

We all seem to be busy these days, and in our hectic modern lives we often don't make time for meals. Rushing, making do and eating on the go can all lead to unhealthy eating habits like snacking, eating fast food, TV meals and fussy eating. Skipping meals is also not good for children as they may miss out on essential nutrients, so making time for 3 regular meals a day is really important.

Of course, some breakfast options are healthier than others. But if you're talking to families who currently eat no breakfast at all or whose children are especially picky, it's worth bearing in mind that eating or drinking something for breakfast is better than having nothing at all.

	Snacks						
	Mon	Tue	Wed	Thur	Fri	Sat	Sun
Me							
Jane							
Jim							
John							



Snack check

Many snacks are full of things that we shouldn't eat too much of – such as salt, fat and sugar – so we're encouraging parents to keep an eye on how many their children are having.

Skipping breakfast often leads to a craving for snacks later, so filling kids up with a healthy breakfast is a great way for parents to avoid battles!



5 A DAY

Getting kids to eat at least 5 portions of a variety of fruit and veg each day is all about being imaginative – and breakfast is a great place to start.

Parents who are struggling to hit their kids' target may find that ideas such as sliced fruit on cereal, mashed banana on toast or a glass of unsweetened fruit juice with breakfast can really make the job easier.



Sugar swaps

Sugary food and drink can account for a large part of kids' energy intake, and they're all too often found on the breakfast menu – swapping them for low-sugar or no added sugar options can make a big difference.

Parents could try swapping sugar-coated cereals for unsweetened ones, and sugary drinks for water, milk or unsweetened fruit juice.

Want to read more about the 8 ways to Change4Life? Read the Change4Life Local Supporter's Guide [here](#)

how can you help families breakfast4life?

Compared with some of the other changes that Change4Life encourages families to make, eating breakfast is something that most parents feel confident they can do.

However, this doesn't mean that all families are actually eating breakfast. There are lots of potential barriers that may be preventing today's families eating a healthy breakfast. Understanding what those barriers are and identifying which apply to the families you work with (or even your own!) is the first step to helping families find solutions.



Busy, busy, busy!

Modern life means that many parents work long hours or awkward shift patterns, and simply aren't finding time for breakfast. Children may be leaving home early to travel to school or childcare, either because of the length of the journey or because they are dropped off by a parent on the way to work.

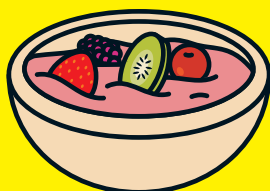
Plus, where parents don't feel like eating first thing in the morning, it's all too easy for children to copy their behaviour. Even those families who regularly eat breakfast may not be making healthy choices, and this can lead to high consumption of sugary or fatty foods.

Breakfast TIME!

But there are ways to overcome all of these barriers and ensure that every child starts the day with a healthy breakfast, either at home or in another setting such as a school or community-based Breakfast Club.

We need you to help families who are not eating breakfast identify what's stopping them and find solutions that will work for them. And where families are already eating breakfast, we need you to help them make healthier choices.

The following activities are designed to help you do this. You'll need to decide which are the most suitable for you and the families and children you work with.



activity 1: get going, get breakfast!

Who's it for?

Groups holding classroom-based sessions, breakfast clubs or overnight camps, e.g. Scouts. It can also be extended to include follow-up activity for parents at home.

How does it work?

'Get going, get breakfast!' is a group discussion that helps those kids who don't manage to eat anything at all for breakfast think about why they don't and how this could be affecting them. The poster gives them simple tips on how they could get a better start to their day.

How will this help families?

The poster that goes with this Activity Sheet gives people options they can try, depending on their reasons for not eating breakfast. It also has space for them to write in their own tips, so others in the group can get ideas and tell their parents or carers about them.



Download
Get Going, Get Breakfast
Poster now

activity 2: design-a-breakfast

Who's it for?

Groups holding classroom-based sessions, breakfast clubs or overnight camps, e.g. Scouts. It can also be extended to include follow-up activity for parents at home.

How does it work?

Kids are asked to Design-A-Breakfast from a large selection of healthy ingredients. By mixing together the different ingredients the children can create their preferred breakfast, which they can take home as a list or picture so they can make it at home.

How will this help families?

By letting kids choose their own breakfast from a range of healthy options, they are more likely to eat it on an ongoing basis as it's food they like. It also helps them swap food and drink containing added sugar for healthier options, as well as helping them towards eating 3 meals a day.



Download
Good Breakfast Guide now

Download
Design-A-Breakfast
Information Sheet now

Download
Design-A-Breakfast
Activity Sheet now

activity 3: make a healthy breakfast

Who's it for?

Groups holding classroom-based sessions, breakfast clubs or overnight camps, e.g. Scouts. It can also be extended to include follow-up activity for parents at home.

How does it work?

Kids are given a template which they have to fill in with pictures of different food and drink to make up a healthy breakfast. They can then take it home to show their parents/carers who can help them make it.

How will this help families?

Kids will be able to see all the different options they could have for breakfast, and by thinking through how to make up a healthy breakfast they will be more conscious of their food choices. The completed sheet will also give parents a prompt to plan their child's breakfast better when it's taken home.



Download
Good Breakfast Guide now

Download
Make A Healthy Breakfast
Information Sheet now

Download
Make A Healthy Breakfast
Activity Sheet now

activity 4: bush tucker breakfast trial

Who's it for?

Groups holding classroom-based sessions, breakfast clubs or overnight camps, e.g. Scouts. It can also be extended to include follow-up activity for parents at home.

How does it work?

The Bush Tucker Breakfast Trial gets kids eating new, healthy foods that they will be unfamiliar with and have probably never had for breakfast. Each child has the challenge of trying these unusual items and seeing if they can name them.

How will this help families?

By trying tasty, unusual food and drink that can make breakfast healthier and more fun, kids will increase their knowledge of certain foods and ingredients. This will help them become more interested in what they eat. Parents and carers can then provide their kids with healthier options for breakfast.



Download
Good Breakfast Guide now

Download
Bush Tucker Breakfast Trial
Information Sheet now

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Activity Sheet now

don't forget to talk about physical activity too!

Medical evidence suggests that we all need to keep an eye on how much energy we burn (through being active) as well as what we eat if we want to prevent fat building up in our bodies. So when you talk to families about eating a good breakfast, it's important that you remind them of the importance of being active too.

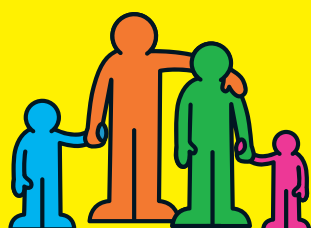
Don't worry if your usual work or activities focus on one area and you don't feel confident talking to parents about the other. You don't need to become an expert in a new subject – all we ask is that you tell families that both diet and activity levels are important, and sign-post them to where they can find out more. Or if you want to find out how to include activity sessions, click [here](#).

A good place to suggest they look is the Change4Life website:
www.nhs.uk/change4life



finding more information

There are lots of Change4Life resources that you may find useful. They're all available online, but some are also available as a printed pack for those who don't have internet access.



Making a Change4Life

Change4Life encourages families to make 8 changes around diet and physical activity, to give themselves a healthier future. Read more about these changes, why they're important and tips on helping parents make them in the Change4Life Local Supporter's Guide [here](#).



Talking about Change4Life

Our research shows that some ways of talking about the issues surrounding Change4Life go down better with parents than others. Get tips on how to explain things to parents, plus more ideas for ways you can support the campaign, in the Change4Life Local Supporter's Guide [here](#).



The research behind Change4Life

Read more about the research behind Change4Life in the Department of Health's Consumer Insight Summary [here](#).



Breakfast Club

If you're not already involved in a Breakfast Club and would like to find out more, or are keen to set up your own, then please log on to Breakfast Club Plus at www.continyou.org/breakfastclub

You'll find how-to guides to help you run activities, menus using in-season foods, and monthly Breakfast Bulletins full of all the latest news and tips to help kids get the best start to the day.

free change4life resources

Lots of colourful resources are already available for you to use with parents, including posters, leaflets and activity sheets. Download the ones you want (in colour or black and white) [here](#).

We'll be releasing more toolkits like this one to support different activities. Look out for Cook4Life, Bike4Life, Swim4Life, Walk4Life, Play4Life and Dance4Life [here](#).

Alternatively, you can [register](#) as a local supporter and we will tell you when new toolkits are available.

Official Change4Life brand assets

Once you're registered as a local supporter you're also allowed to use the Change4Life and sub-brand logos, typefaces and illustrations on your own materials. If you're not already registered, click [here](#).

Contact us

The 'partners & supporters' area of the website has information, ideas and resources for local supporters including:

- case studies
- partner tools
- FAQs
- useful links

Go to www.nhs.uk/change4life and click on 'partners & supporters'.

Not online? Call the local supporter helpline on 0300 123 3434*.

*Calls to 03 numbers should cost no more than geographic 01 or 02 calls, and may be part of inclusive minutes subject to your provider and your call package. We're open from 9am to 8pm, 7 days a week.

