Disclosures

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Carol serves as a member of Kellogg’s Breakfast Council.

Learning Objectives

Suggested CDR Learning Codes: 9020, 9050, 4020, 4030; Level 2

At the conclusion of this CE webinar, nutrition professionals should be able to:

1. Describe the health and cognitive benefits of eating breakfast.
2. Summarize breakfast eating trends.
3. Discuss strategies for improving breakfast research and consumer communications.
Breakfast Benefits

- Diet quality
- Energy balance
- Children’s performance in school

Sources: 23, 34, 36, 38, 42, 51, 68, 82

Breakfast Eaters Get More

- Dietary fiber
- Minerals: calcium, potassium, iron, magnesium, phosphorus, and zinc
- Vitamins: thiamin, riboflavin, niacin, folate, and vitamins A, B6, C, and B12

Sources: 2, 7, 8, 12, 13, 26, 45, 53, 79, 81, 94, 95
Breakfast Cereal Eaters

- More whole fruits
- More whole grains
- More dairy
- Less fat
- Less cholesterol

Sources: 2, 5, 6, 7, 8, 26, 61, 73

Food Energy

Source: NHANES 2009-2010, USDA 2012

Children 2-5 Years

Source: NHANES 2009-2010, USDA 2012

*Nutrients of concern
**Nutrients of concern for special populations

Source: NHANES 2009-2010, USDA 2012
**Nutrients of concern**

**Nutrients of concern for special populations**

Source: NHANES 2009-2010, USDA 2012
Breakfast Benefits

- Diet quality
- Energy balance

Sources: 12, 26, 30, 44, 53

Breakfast contributes to healthy weight.

Sources: 57, 63, 72, 73, 78, 84
Breakfast contributes to healthy weight...now and in the future.


Breakfast contributes to maintenance of weight loss.


Cereal for Breakfast

Lower Prevalence of Overweight Among Cereal Breakfast Eaters

Sources: 25, 35, 65, 80
Breakfast and Weight Status

<table>
<thead>
<tr>
<th>Cross-Sectional Studies</th>
<th>Prospective &amp; Randomized Studies</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Consistent results</td>
<td>• Inconsistent results</td>
</tr>
</tbody>
</table>

Sources: 17, 28, 49, 55, 84

2010 Dietary Guidelines Advisory Committee Needs for Future Research

Define Breakfast: a common definition is vital to understanding the role of breakfast in health and wellness

Source: USDA, CNPP 2010

Kids and teens that skip breakfast have greater risk of being overweight and obese.

Sources: 6, 10, 13, 21, 33, 37, 57, 63, 73, 83, 85
Breakfast Benefits

- Healthier lifestyle habits
- Appetite control
- Satiety

Sources: 11, 20, 22, 31, 66, 68, 76, 77

Breakfast Benefits

- Diet quality
- Energy balance
- Cognitive function

Sources: 1, 14, 16, 31, 39, 47, 60, 70, 93

Breakfast Consumption is on the Rise

Source: NPD Group, 2012
Breakfast Eaters

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preschoolers</td>
<td>94%</td>
</tr>
<tr>
<td>Elementary</td>
<td>85%</td>
</tr>
<tr>
<td>Teens</td>
<td>72%</td>
</tr>
<tr>
<td>Adults</td>
<td>82%</td>
</tr>
<tr>
<td>Over 70</td>
<td>90%</td>
</tr>
</tbody>
</table>

Sources: 50, 88

Breakfast Boosters vs. Blockers

**Breakfast Boosters**
- Parent role models
- Palatable, pleasant foods
- Know the benefits

**Breakfast Blockers**
- Not feeling hungry
- Lack of easy options
- Busy mornings
- Lack of planning
- Misconceptions

Sources: 3, 14, 24, 38, 46, 52, 67, 75, 76

Top Items Consumed at Breakfast

1. Coffee
2. Cold Cereal
3. Fruit juice
4. Milk
5. Bread (Toast)
6. Eggs
7. Hot cereal
8. Tea
9. Breakfast Sandwiches

Source: NPD Group, 2012
Breakfast is the first meal of the day that breaks the fast after the longest period of sleep and is consumed within 2-3 hours of waking. It is comprised of food or beverage from at least 1 food group, and may be consumed at any location.
Breakfast Defined

Breakfast is the first meal of the day that breaks the fast after the longest period of sleep and is consumed within 2-3 hours of waking; it is comprised of food or beverage from at least 1 food group, and may be consumed at any location.
Quality Breakfast

- Key food groups
- Energy
- Nutrients
- Role models
- Appealing foods

Sources: 34, 59

Quality Breakfast

- Energy: 15 to 25% total daily energy
Quality Breakfast

- Energy: 15 to 25% total daily energy
- Proposed energy to be provided by the breakfast meal:

<table>
<thead>
<tr>
<th>Daily Energy Requirement</th>
<th>Energy Range for Breakfast Meal (15-25% of total daily energy)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1600</td>
<td>240-400</td>
</tr>
<tr>
<td>2000</td>
<td>300-500</td>
</tr>
<tr>
<td>2400</td>
<td>360-600</td>
</tr>
</tbody>
</table>

Quality Breakfast

- Energy: 15 to 25% total daily energy
- Food Groups: at least 1

- Lowfat dairy
- Lean protein foods
- Whole and enriched grains and cereals
- Fruits and vegetables

Sources: 15, 18, 48, 56, 58, 62, 74, 82, 86, 90
Quality Breakfast

- Dietary Guidelines for Americans
- MyPlate
- School Breakfast Program
- Healthy, Hunger-Free Kids Act
- Nutrients of Concern
- Consumer Lifestyles, Preferences, Goals, and Resources

Translating the Breakfast Definition

Insight from health behavior change research and theory

Top Tips for Nutrition Communication

1. Be Clear and Concise
2. Make it Memorable & Matter
3. Include Visuals
4. Be Action-Oriented
Power of Visual Communication

- Makes the message **memorable**
- **Appeals** to a broad audience
- Gets people’s **attention** quickly
- Helps us learn faster and more effectively
- Lets people do their own **thinking**
- Helps us tell **stories**

What Consumers Want

- Science broken down for them
- Simple advice
- Small doable steps
- To be talked to (not at)
- Reasons to believe in you
- Engaged
- Entertained
- Empowered

To Optimally Effect Behavior Change:

Communication & Intervention Should Consider:

1. **Consumers’ Internal Resources**
   - Knowledge, Motivation, Self-efficacy for the particular behavior, and Skills.

2. **Consumers’ Environment**
   - Resources and setting for individuals to apply their internal resources to perform behaviors

Sources: 19, 54
How to Build Internal Resources

- Translate proposed breakfast definition and criteria into practical, personalized advice
- Build knowledge about the value of eating a healthful breakfast regularly (i.e., support health, cognitive and performance goals)

Resources to Build Knowledge

- Soundbites
- Visuals
- Demos
- Personalized messages

Principles for Breakfast Communication

1. PERSONALIZE based on consumer needs
   - Many consumers understand the importance and value of a quality breakfast but still skip due to various barriers.
   - Our role as translators: enhance the attractiveness of breakfast messages to make them personal, relevant and meaningful

Sources: 40, 52, 69, 75
Principles for Breakfast Communication

2. Respect individual preferences and schedules.

3. Make messages match interest, lifestyle

- **Weight loss**
  - appetite control
  - weight management

- **Busy Family**
  - children’s cognitive gains and accomplishments
  - improved concentration and academic performance
  - family time for psychological and health benefits

- **Limited Budget**
  - government assistance programs to support a quality breakfast

Sources: 9, 29, 32, 47, 60, 69, 71

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Audience-Specific Breakfast Messages

- Children
- Teens
- Moms
- Busy Families
- Young Adults
- Older Adults
Children

- Power up with breakfast: breakfast gives you superhero powers.
- Get an A on breakfast.

Fuel up with a superhero sandwich using scrambled eggs, turkey bacon and cheese.

Teens

- Breakfast is the "weigh" to go.
- Energize your day with breakfast.

If time is short, slurp down a breakfast smoothie blended with your favorite yogurt, milk or juice, some fruit pieces, and ice.

Moms of School-Age Children

- Breakfast boosts brainpower.
- Balanced breakfasts are best.
- Beat the bore. Have fun with breakfast!

If your children are tired eating the same thing each morning, change up their routine to keep them interested.
Busy Families

- Get breakfast organized the night before.
- Make it a point to eat breakfast together whenever possible.

Batch cook and freeze breakfast options on the weekends that can quickly be defrosted on weekday mornings.

Young Adults

- Think outside the traditional breakfast meal.
- Keep breakfast simple.

When you are short on time, there’s no need to cook. Enjoy a slice of pizza with 100% orange juice.

Older Adults

- Breakfast is just plain good for you.
- Protect your health with breakfast.

Breakfast can be as simple as a cup of coffee with whole wheat toast and fruit or a "do-over" from last night’s leftovers.
Principles for Breakfast Communication

Offer realistic solutions to eating a quality breakfast daily while keeping common barriers in mind like:

- Costs
- Time
- Lack of hunger
- Fear of weight gain

Sources: 40, 41, 43, 75

Overcoming Breakfast Barriers

1. Offer personalized solutions to build confidence in the ability to eat a quality breakfast daily (regardless of environmental conditions)

2. Address barriers and offer “environmental restructuring tips” (aka strategies) to make breakfast part of a daily routine (ie. time management, food prep, buying in bulk)

Sources: 41, 43, 52

Environmental Restructuring Tip Examples

1. Set out dishes, utensils, and non-perishable ready-to-serve foods, such as whole grain bread or cereal, on the counter the night before.

2. Move refrigerated items, such as low-fat milk, yogurt, fresh fruit, and 100% juice to the front of the refrigerator shelf for easy access. Wash fresh fruit and cut it for fruit cups, and if using 100% juice from concentrate, prepare the night before.

3. Blend together low-fat or fat-free yogurt, frozen fruit chunks, and 100% fruit juice for a grab-and-go smoothie.
Environmental Restructuring Tip Examples

4. Layer fruit, cereal, and low-fat or fat-free yogurt in a to-go cup for a fruit parfait to go.

5. Prepare hard-cooked eggs the night before so they are ready for a quick to-go breakfast or to make an egg sandwich with toasted whole wheat bread or bagels.

6. For individuals who may not feel hungry early in the morning, keep easily accessible nutrient-dense foods, such as trail mix, dried fruit, and fiber-rich cereal bars in the car, or in backpacks, purses, or briefcases to eat on the way to school or work.

Questions?

Credit Claiming

You must complete a brief evaluation of the program in order to obtain your certificate. The evaluation will be available for 3 months; you do not have to complete it today.

Credit Claiming Instructions:
1. Go to www.CE.TodaysDietitian.com/Breakfast OR Log in to www.CE.TodaysDietitian.com and go to My Account → My Activities → Courses (In Progress) and click on the webinar title.
2. Click “Continue” on the webinar description page. Note: You must be logged-in to see the “Continue” button.
3. Select the Evaluation icon to complete and submit the evaluation.
4. Download and print your certificate.

Please Note: If you access the Evaluation between 3-4 pm ET on 10-30 you may experience a slow connection due to a high volume of users.