

One in nine children missing six hours of learning each week through hunger in the classroom

- **A fifth (19%) of teachers say that a hungry child takes up too much of their time.**
- **Schools warn of spending cuts impacting Breakfast Club provision.**
- **Kellogg's to offer breakfast club grants to one in four schools in the poorest parts of the UK**

One in nine children goes to school with an empty tummy and the effect of this is a loss of education.

Research by Kellogg's, with 4,000 children¹ and 950 teachers² suggests that the impact of hunger in the classroom is huge with children losing six hours of learning each week* if they arrive at school hungry. That's the equivalent of three weeks of learning time each term.

A fifth of teachers say that a hungry child takes up too much of their time and two thirds (67%) claim they are unable to learn. Children agree it impacts their education with half of breakfast skippers saying they can't concentrate in the morning.

Older children are even more likely to start the day without anything to eat, with one in six secondary schoolchildren not having breakfast. And, girls are the worst culprits for skipping breakfast before school, especially in high schools with nearly a fifth not eating in the morning.

For those children at schools in areas of high deprivation a third said they noticed a child at their school was hungry and gave them some of their food to eat.

But, one in seven (14%) teachers warn that recent changes in school funding have negatively impacted their breakfast club provision. It's important these clubs continue to run as the benefit of them is proven with a third (32%) of teachers saying that pupils who attend a breakfast club are keen and ready to learn.

Peter Cansell, National Association Primary Education said: "It's shocking that in 2019 there are still nearly 800,000 children starting the school day on an empty tummy. This is leading to a shortfall in critical learning time.

¹ Childwise Research

² YouGov

“This research even shows that those children that eat breakfast are happier, probably because they have the energy and enthusiasm to enjoy the school day. The benefits of pre-school clubs are proven, they ensure that children go into the classroom with the ability to concentrate.”

For those that are eating in the morning there has been an increase in older children having their breakfast on the go, grabbing it on the way to school. And, more children are eating continental breakfast foods with twice as many starting the day with pancakes and croissants.

Today, Kellogg’s – a long standing supporter of Breakfast Clubs - announced it is doubling the number of grants it offers school breakfast clubs to support one in four schools in the poorest parts of the UK.

Oli Morton, Kellogg’s managing director said: “We believe every child should have the best start to their day and our latest study shows the importance of a good breakfast and that too many children are still going to school without the vital fuel that they need to help them learn”.

“This shows that the work, that we and our partners carry out, as part of our Breakfast Club programme is as important as ever. That’s why today we will be doubling our commitment to breakfast clubs in 2019 to reach the most vulnerable parts of the country as they play a vital role in giving a child the best start to their day.”

SCHOOL CASE STUDIES ARE AVAILABLE ON REQUEST

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For more information, please contact the Kellogg’s Press Office on 0161 869 5293 or email pressoffice@kellogg.com

Notes to Editors:

*Based on children attending schools for 190 days a year, equating to an average of 12.67 weeks per term. 12.67×5.82 (mean hours lost per week) = 73.72 = 74 hours a term.

About the research

Childwise Research

In 2019, CHILDWISE approached schools from their CHILDWISE Schools Panel to take part in a benchmark online survey on the subject of children’s breakfast habits. Children aged 7 to 15 from

across Great Britain were targeted via schools (plus smaller samples of 5-6 year olds), with children completing an online survey in school time (with a paper-based option for 5-6 year olds).

The target was to recruit 52 schools, with 64 in total actually taking part (59 in 2011). These schools were spread evenly across primary and secondary, with a mix of urban and rural locations, and deprived and more affluent areas, all within a representative geographic sample. Two classes were recruited per school (c. 50 children), with some schools providing more than this, resulting in a final sample of 3970 children (3117 children in 2011).

YouGov Teacher Research

Total sample size was 955 teachers. Fieldwork was undertaken between 26/04/2019 - 08/05/2019. The survey was carried out online. The figures have been weighted and are representative of all school teachers in the UK (ages 18+).

Methodology: This survey has been conducted using an online interview administered members of the YouGov Plc GB panel of 280,000+ individuals who have agreed to take part in surveys. An email was sent to panellists selected at random from the base sample according to the sample definition, inviting them to take part in the survey and providing a link to the survey. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). YouGov Plc normally achieves a response rate of between 35% and 50% to surveys however this does vary dependent upon the subject matter, complexity and length of the questionnaire. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

About Kellogg's Breakfast Club Programme

Kellogg's currently has 3,000 schools signed up to its network, offering them a range of resources and provisions to help them operate sustainable and effective breakfast clubs. The scheme will help to provide breakfast to more than 600 schools in the communities in the UK that need them the most. Schools can apply to join the Kellogg's Breakfast Club network by emailing breakfastclubuk@kellogg.com