

Press release: May 2018

Images and case study schools available.

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DROWNING IN EXAM PRESSURE – IS THIS HOW WE WANT TO DESCRIBE OUR CHILDREN AS THEY HEAD INTO SATS WEEK?

- 45 per cent of ten and 11 year olds said they felt ‘anxious’ about sitting their SATs exams.
- Survey shows nearly a third of schoolchildren worry they will be ‘embarrassed’ by their results, as many seek extra tuition at breakfast club
- Kellogg’s has teamed up with food redistribution charity FareShare to donate 500,000 free breakfasts to breakfast clubs for Year 6 pupils across the UK taking their SATs.

As 2018 SATs week kicks off today (14/05), new research has revealed ‘difficult’ exams leave 45 per cent of British kids anxious as they fear being ‘embarrassed’ by their results.

A poll of 1,005 pupils* who took their Key Stage Two SATs last year shows increasing numbers of children are becoming weighed down by exams – with nearly a quarter admitting they couldn’t concentrate on their work because they felt so under pressure.

Worryingly, the research lead by Kellogg’s, showed that the majority (41 per cent) of the children struggled with their tests describing them as ‘quite difficult’ and nearly one in ten (9 per cent) said they were ‘very difficult’.

Sadly it would appear that peer pressure also comes into play for our studying kids, with around 30 per cent of ten and 11- year olds surveyed across the UK confessing their biggest concern was being embarrassed by their results, with 15 per cent worrying their friends would get better marks.

In recent years many parents across the UK have branded the SAT’s exam pressure on children ‘unnecessary’**, however it would appear mum and dad are still front of mind when it comes to getting top marks, nearly 40 percent of kids described ‘their biggest worry’ during their exams as letting their parents down.

All this troublingly pressure rises it means our children pay the ultimate price when it comes to happiness, as many (22 per cent) studying for their SATs exams felt it drove them to no longer ‘enjoy learning’.

Seeking support in the run up to exams more than one in six children attended extra lessons at their school breakfast club – with just under double the number of children attending breakfast club before exams than two years ago.***

Interestingly the study revealed a large proportion (60 percent) of children who achieved mostly 5's and 6's in their SAT's last year, had attended a breakfast club prior to their exams.

However while many children had breakfast at home or at a club, there were still those who missed out. Worryingly just under 10 per cent of children didn't eat most mornings of SATs week, with girls as likely as boys to abandon breakfast when under pressure.

Shockingly some pupils were swapping a hearty breakfast with energy drinks or coffee (4 per cent) and cigarettes (2 per cent) as an alternative way to get exam ready.

This SATs week, as part of Kellogg's 20th anniversary of its breakfast clubs programme, the cereal giant has teamed up with food redistribution charity FareShare and will be donating 500,000 free breakfasts to schools across the UK.

FareShare Chief Executive Lindsay Boswell said: "We all want to give kids the best start to the day through the food we provide – and using FareShare's network of 700 school breakfast and lunch clubs and after school clubs, we can do just that."

Kellogg's UK and Ireland director, Paul Wheeler, said: "This is the fifth year Kellogg's has donated extra food to schools during SATs week, so it is great to partner with FareShare.

"We're sorry to hear that children are feeling stressed and hungry before their exams, so we hope that by attending breakfast clubs they'll get the boost they need to do their best."

Over the last 20 years Kellogg's has supported 3000 school breakfast clubs with funds, food and training.

ENDS

For more information, please contact the Emma Lowe at the Kellogg's Press Office on 07909776617 or email pressoffice@Kellogg.com

NOTES

*Results based on a survey of 1,005 children who took their Key Stage 2 SATs exams last year in England. Research carried out by Ginger Comms on behalf of Kellogg's between 23/04/2018 and 31/04/2018.

** Campaign lead by Let our Kids be Kids

*** The research carried out for Kellogg's by Opinion Matters 24 / 03 / 2016 and 31 / 03 / 2016. Sample: 1,000 children aged 11-13 who sat their Key Stage 2 SATs exams in 2015 in England

FareShare is the UK's largest food redistribution charity. We save over 13,500 tonnes of good surplus food from right across the food supply chain and redistribute it to nearly 7,000 charities and community groups across the UK via our 21 Regional Centres. These charities provide meals as part of their services to people in need – such as children's breakfast clubs, day clubs for older people, domestic violence refuges, homeless shelters and drug and alcohol rehab units. In 2017 we provided enough food for 28.6 million meals (worth £22.4 million to the charity sector in savings), which helped to feed nearly half a million people.