

CRISIS in the CLASSROOM

Survey of Canadian teachers reveals the shocking impact of students starting the school day without eating breakfast. For the 1 in 5 at risk of going to school on an empty stomach, hunger is drastically affecting them both emotionally and academically.^{1,2}

New Award celebrates the Breakfast Club Volunteers who are making a difference!

95% OF TEACHERS AGREE that children who start the day without eating breakfast **ON AVERAGE ENGAGE LESS + PERFORM WORSE ACADEMICALLY THAN THOSE WHO HAVE HAD BREAKFAST**²




87% of teachers agree that children who don't eat breakfast are **MORE RESERVED AND LESS INTERACTIVE**²

On average, teachers estimated that children who come to school

HUNGRY LOSE UP TO **2** HOURS A DAY due to lack of productivity 

THAT'S almost **4** MONTHS in a school year² OR MORE THAN **4** YEARS FROM Kindergarten to Grade 12²

86% said students who are **HUNGRY** are more likely to engage in **BULLYING** THAN THEIR PEERS³ 



61% of surveyed teachers observed that **HUNGRY** students **STRUGGLE** TO MAKE FRIENDS³ 

Breakfast Clubs Make a Difference

98% of teachers **BREAKFAST WITH A CLUB** in their school say it has a **POSITIVE IMPACT**  on their ability to teach their class³

69% of teachers in **SCHOOLS** **A+** **WITHOUT A BREAKFAST PROGRAM AGREE** that starting one would help set students up for **SUCCESS**³

#Feeding BetterDays

Know an outstanding **Breakfast Club Volunteer** who is making a difference?

Visit www.KelloggsFeedingBetterDaysAward.com and nominate them today for the chance to win \$10,000 for their Breakfast Club.

 **Breakfasts for Better Days**