

**A One Page Factsheet on Breakfast**

**Top reasons for having a healthy breakfast**

Most people can quote, 'Breakfast is the most important meal of the day!' but why is this so true?

- > People who usually eat breakfast have improved mental performance including; concentration; problem solving; reading; and listening comprehension.
- > Some people skip breakfast because they are trying to lose weight. This is a big mistake. People who regularly eat breakfast tend to be slimmer than those that skip it! You just don't crave the sugar and fatty foods if you've had a healthy breakfast.
- > Breakfast does not just benefit you physically and mentally, it also helps you socially as you are more prepared for your day. You may feel more relaxed having chatted with friends than if you had skipped your breakfast and rushed straight into double chemistry.
- > Cereal in particular is high in fibre which helps with digestive health, but also helps the heart, blood sugar levels, and can decrease risk of some cancers.

**Benefits of attending a breakfast clubs**

- > The positive impact of Magic Breakfast's support in schools to those children who attend breakfast club is clear, with Headteachers and Breakfast Club Co-ordinators reporting the following:
  - 93% say that they've witnessed increased concentration and energy amongst pupils in class
  - 74% have seen an improvement in students' behaviour
  - 94% have healthier eating habits as a result of attending Magic Breakfast Clubs.

And even more importantly, 93% of the 257 children we spoke to confirmed that breakfast club is an excellent way to start the day!