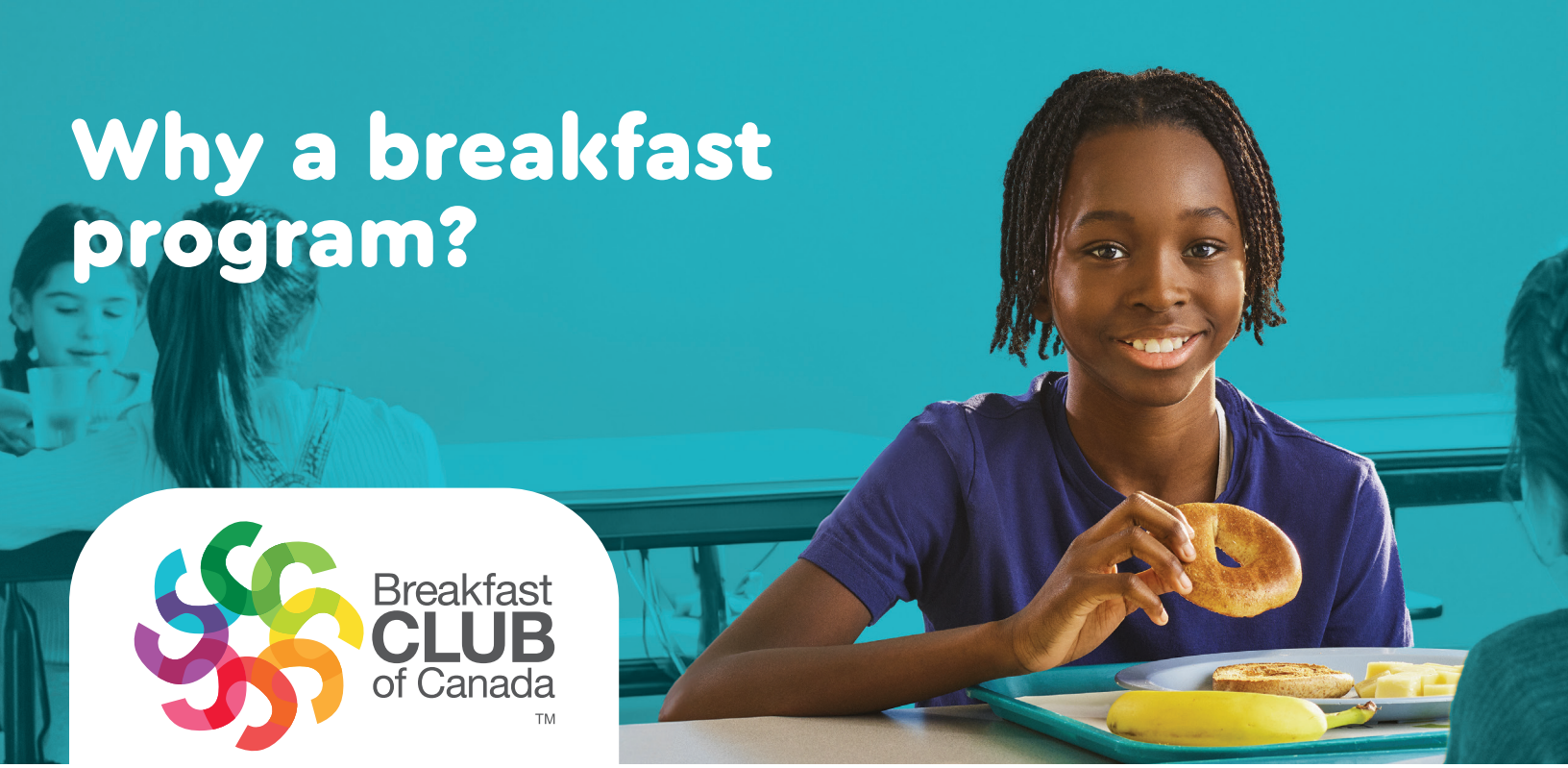
Why a breakfast program?



Breakfast CLUB of Canada™

There are **many reasons** a child might not have breakfast before coming to school, such as limited access to healthy foods at home, lack of appetite early in the day, a hectic morning routine or a long bus ride.

Breakfast programs not only provide students with the energy they need to learn and stay focused all day long, but also **ensure they have access to the nutrition that is essential to their cognitive and physical development**. Plus, they instill a positive attitude toward healthy eating that will last a lifetime.

Testimonial

"As a new school principal, I've seen for myself how Breakfast Club of Canada is making a difference in our students' lives. They are made to feel at home by the volunteers, who welcome them with a warm smile and treat them with such kindness. The kids know that they can start each day with a full belly. They enjoy selecting from a variety of good foods and spending time with their friends. Our program is a little family, a community that encourages healthy lifestyle choices, gives students hope and encourages them to succeed."

Pascale Delorme,
Principal, Saint-Joseph School (Lacolle, Quebec)

Why a breakfast program?

1. To improve eating habits

Having a balanced and varied breakfast on school days promotes the adoption of **healthy dietary habits**.



Only half of young Canadians say they **eat fruit and vegetables** daily.



The World Health Organization recommends limiting consumption of free sugars* to **5% of daily energy intake**. **Most young people go over this limit**.

*Free sugars refer to added sugars as well as sugars naturally present in honey, maple syrup and fruit juices.



While it is recommended that breakfast account for 15%–25% of daily energy intake, **almost 2 million children and youth** in Canada — **more than a third** — are at risk of starting their school day on an empty stomach at least once per week.

2. To improve student well-being and the learning environment

BCC-supported breakfast programs report* **results consistent** with those in scientific literature.

*Through surveys and reports in which school staff highlight the tangible impacts of breakfast programs on their students, schools and communities.

- Boost attendance and punctuality
- Improve learning capacities
- Alleviate hunger
- Provide greater access to nutritious and varied food choices
- Boost attendance and punctuality
- Improved wellbeing, mood, and behaviour
- Foster a sense of e ngagement and belonging
- Promote greater nutritional awareness
- Engage the community

3. To create a social safety net

In 2022, **1 out of every 4 children** across Canada was living in a household experiencing food insecurity. This represents **1.8 million children, an increase of almost 30% since 2021**.

