



Make it long term

- Catering venues could have a healthy breakfast menu that is available until mid morning
- If you run a breakfast program for children, work to incorporate more healthy breakfast options on the menu and ask OPAL for more ideas about getting the healthy brekky message home
- As a school, commit to State Government healthy eating programs, such as Right Bite, and make use of resources like the Healthy Eating Curriculum Kit available at www.decd.sa.gov.au/eatwellsa/pages/eatwell/42667/?reFlag=1



Sources of information

2007 Australian National Children's Nutrition and Physical Activity Survey – Main Findings.

PANORAMA: Physical Activity and Nutrition Observatory: Research and Monitoring Alliance. Breakfast Rapid Review. April 2012. Flinders University.

Breakfast Behaviours Computer Assisted Telephone Interview Report, McGregor Tan Research, 2012. Commissioned by OPAL.

What is OPAL?

OPAL is about everyone in our community working together to create all kinds of ways to enjoy eating well and have fun being active. It is a program funded by the Australian and State Government, together with selected Local Councils.

The way OPAL comes to life in each community will depend on your input and enthusiasm. New information about healthy eating and physical activity will regularly be provided to help you make healthy choices in your life and for the people you and your organisation come into contact with. Your council will also be supporting the campaign for a healthy brekky, by coordinating activities to make sure healthy choices are easy for you, your family and your clients.

OPAL has four previous campaigns, and we thank you for your support in activities around them:

- 'Water. The Original Cool Drink' – encouraging a reduction in soft drink consumption
- 'Give the screen a rest. Active play is best' – encouraging kids to switch off screens and get out and play
- 'Make it a fresh snack' – encouraging the replacement of junk food snacks with fruit and vegetables
- 'Think Feet First' – encouraging kids to step, cycle, scoot to school.

To find out more and become involved, visit opal.sa.gov.au

A healthy brekky is easy as

Peel a banana Pour milk on cereal Pop grainy bread in the toaster



Stakeholder's action sheet

Every twelve months, OPAL introduces a new healthy lifestyle message to our community. The current message is 'A healthy brekky is easy as...Peel, Pour, Pop' to encourage families to start the day with a healthy brekky.

What you should know

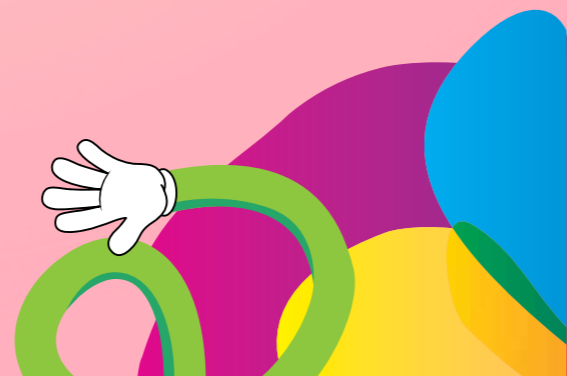
- Children who skip breakfast are more likely to be overweight or obese than children who eat breakfast
- The OPAL 'Peel, Pour, Pop' campaign focuses on improving the quality of breakfast choices to increase the benefits to children
- A healthy brekky comprises at least two to three food groups, preferably from wholegrain breads and cereals, dairy and fruit, and is low in sugar, salt and fat
- To assist children to eat a healthy brekky, we need to support both parents and children
- 98% of parents think breakfast is important but they need support to:
 - » buy healthy breakfast choices
 - » offer healthy breakfast choices

- » role model eating a healthy breakfast
- » establish morning routines and limit unhealthy choices such as sugary cereals.

Some facts

- 91% of parents agree that being a good role model is important so that children eat a healthy breakfast
- 24% of parents are not role modelling good breakfast behaviour because they skip breakfast at least half the week
- Parents say they are too busy/lack time (51%) or not hungry (27%) to eat breakfast everyday
- Parents say children are not hungry (32%) or sleep in (29%) instead of eating breakfast everyday
- We need to support children to:
 - » try a range of healthy breakfast choices
 - » develop independence in preparing their own breakfast from a range of healthy foods.

You can really make a difference by getting involved.



OPAL is a joint program of Australian, State and Local Governments.



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Opal





Breakfast habits of our kids

- 80% of children eat something for breakfast daily
- Some of these breakfast choices are unhealthy and children are missing an opportunity to get key nutrients into their day:
 - » 42% eat ready-to-eat cereals, many of which are high in sugar and salt and low in fibre
 - » 82% of pre-schoolers do not get enough fibre
 - » 38% eat something other than cereals with their breakfast, mainly consisting of white bread.

What makes having a healthy breakfast so hard?

Lack of time and lack of hunger are the main reasons breakfast can be a challenge for children and parents alike.

This campaign focuses on how easy, tasty and affordable a healthy breakfast can be for families.

What can parents do?

- Support their children by being positive role models and establishing morning breakfast routines
- Make wholegrain cereals, bread, milk and fruit readily available at breakfast time
- Get the children to prepare the night before by setting the table and getting out bowls and plates
- Eat breakfast with their children and allow them some independence in choosing from a range of healthy breakfast choices.



A healthy breakfast:

- contributes to the energy, vitamins and minerals children need for healthy growth and development
- assists learning and concentration
- gets children into good habits for life long benefits
- helps maintain a healthy weight
- reduces unhealthy snacking during the day.

Why focus on breakfast?

- Breakfast consumption is an indicator of a healthier lifestyle and better quality diet which includes increased consumption of fruit and vegetables and reduced intake of soft drinks.
- There is a link between skipping breakfast and increased risk of being overweight, obese or having a higher BMI.
- Breakfast consumers get their energy and nutrients from main meals and breakfast skippers get the majority of their energy from snacks, which can be lower in nutritional value.

Tools available:

- 'A healthy brekky is easy as Peel, Pour, Pop' posters (2 versions)
- 'A healthy brekky is easy as Peel, Pour, Pop' brochure for parents
- 'Peel, Pour, Pop' healthy brekky shopping list and menu list for parents
- 'Peel, Pour, Pop' cereal suggestions and recipes
- 'A healthy brekky is easy as 'Peel, Pour, Pop' resource guide for under 5s
- posters, shelf wobblers and floor artwork for food stores
- 'Peel, Pour, Pop' theatre show for junior and middle primary children
- school curriculum ideas for teachers.

Support from OPAL to assist you to get involved

Whether you are from a childcare centre or preschool, local council, school or retailer, medical centre/clinic or sporting club, health service or recreation centre, we all have a role to play in making our community one where families and young people can enjoy eating well and being active.

Here are some ideas about how you can get involved with the 'Peel, Pour, Pop' theme. Your local OPAL team is keen to work with your organisation and can help you implement these ideas.

Spread the message

You could:

- promote 'Peel, Pour, Pop' by putting up theme posters around your organisation
- display the 'Peel, Pour, Pop' theme brochure and distribute this to children and families
- use your newsletters and other communication channels to promote the 'Peel, Pour, Pop' message
- set up a 'healthy brekky' display to highlight easy, tasty and affordable breakfast ideas to children and families
- set up a 'Peel, Pour, Pop' noticeboard. Place information about weekly suggestions for breakfasts and invite your community to place drawings or suggestions about their favourite brekky.

Things you could do

- Host a 'back to brekky basics' event, providing a healthy brekky for families, reminding them of the benefits and showcasing options that are healthy, tasty and easy



- Provide taste testing of different healthy brekky choices (e.g. cereals, breads, reduced-fat dairy, fruit, etc) so that children and families have an opportunity to try foods without having to buy them initially
- Host a 'Peel, Pour, Pop' challenge and get families and kids to commit to having a week of healthy brekky choices
- Sports venues could incorporate healthy brekky menu options in the canteen for early morning sports events
- Host a 'Brekky Tasting Tour' at an event with children, encouraging them to taste a range of brekky options, or perhaps a 'Brekky World Tour' of different nations' traditional breakfasts. Children can then take a 'checklist' home of the food they enjoyed
- Shops could promote healthy brekky choices using shelf wobbler labels or having sections that stock easy to prepare, affordable and tasty healthy breakfast choices.

