

Breakfast is Best

Charter of the Breakfast is Best Campaign

Mission

Although the idea of “breakfast being the most important meal of the day” is widely known and understood, many Europeans don’t act on this knowledge. In doing so, they miss out on the clear and demonstrable benefits of breakfast.

The purpose of this campaign is to help address this problem by significantly changing perceptions amongst European and national level opinion formers about the importance of breakfast.

More specifically, this campaign aims to ensure that the message “*breakfast is the most important meal of the day*” is as well understood and acted upon at opinion former levels as the advice to “*eat five portions of fruit and vegetables per day.*”

Objectives

The ‘Breakfast is best’ campaign will be launched during Breakfast Week in September, and will focus attention on the campaign objectives which are to call on the European Union and Member States to:

- Include “eat breakfast every day” in public health information campaigns
- Have “eat breakfast every day” added to all lists of standard nutrition advice tips
- Include the importance of breakfast in school curricula
- Encourage employers to promote breakfast to their employees

What do we mean by “Breakfast is Best?”

Breakfast is known to be very beneficial for ‘common sense’ reasons, but few people are aware of the scientifically substantiated evidence that breakfast is indeed the most important meal of the day.

- It allows for greater control over appetite, **thereby assisting weight control and helps to prevent obesity**
- A healthy breakfast provides essential nutrients and fluids at a critical time of day and there is evidence that regular breakfast consumption **may even decrease the risk of heart disease.**
- Increases cognitive ability and concentration, **which helps to increase kids’ educational performance and improve health and safety in the workplace**

- Helps to boost energy levels that kick start your metabolism which in turn **helps to keep people active and fit**, as well as curbing hunger

The “Breakfast is Best” campaign strategy

The inspiration for this campaign came from a realisation that few legislators or commentators understand the importance of breakfast. Whilst no-one doubts that it is beneficial, their focus has been on other areas of nutrition advice. Consequently, latest figures show that over 61% of Europeans skip breakfast more than once a week, a situation which has a negative impact on Europe’s broad public health

To raise the importance of breakfast, we must transform the statement “breakfast is the most important meal of the day” from being fireside wisdom to broadly accepted and scientifically-based nutritional advice. This campaign seeks to make breakfast a scientifically grounded public health issue and therefore a practice that must be actively encouraged by Europe’s decision-makers.

In making the scientific case for breakfast, it is important that the campaign explains the variety of positive ‘outcomes’ derived from regularly eating breakfast: weight management, bodily health, particularly heart and bowel, educational attainment and health and safety, and active sport and fitness approach. These various benefits will be best communicated by individuals and organizations that are expert in, and have an interest in, each particular activity area.

Campaign Coalition

The “Breakfast is Best” campaign is actively seeking to work with other organizations who share support for any and all of the above benefits of eating breakfast.

The Breakfast is Best coalition is intended to be an informal, loose coalition, of like-minded organizations all of whom have an interest in promoting the benefits of breakfast. The campaign will be organized and resourced by CEEREAL. To take this initiative forward, and with a particular focus on the launch of the campaign at Breakfast Week, a working group of members will be established.

The campaign will provide members with a platform to express their support for the objectives of the campaign, as well as to explain how regular consumption of breakfast is important to help achieve and promote their own particular public policy issues and objectives.

Once the campaign has been launched it will be followed by additional events and initiatives which may include seminars and breakfast meetings, media relations, speaking opportunities, public surveys, original research, educational initiatives, etc., all focused on the benefits of breakfast around the demonstrated benefits. All of these will provide ongoing opportunities for members to highlight their own contributions to public policy on a regular basis.

About CEEREAL

CEEREAL (www.ceereal.eu) represents the breakfast cereal and oat milling industries towards the European Union and its institutions, industry and consumer associations as well as consumers. CEEREAL was established in 1992 by eight national breakfast cereal associations and counts today 13 member associations in 12 European countries.

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