

PROJECT BRIEF

TRANSLATING SCIENCE-BASED RECOMMENDATIONS FOR A HEALTHY BREAKFAST INTO AN EDUCATIONAL TOOLKIT FOR DIETITIANS AND CONSUMERS

**THE INTERNATIONAL BREAKFAST RESEARCH
INITIATIVE (IBRI)**

OBJECTIVES OF THE PROJECT

Develop a toolkit for dietitians to educate patients on how to build a healthy breakfast based on the IBRI Europe breakfast recommendations. The project will be comprised of three parts:

- 1) Review and validate existing communication CPW materials for breakfast education
- 2) Optimise the features and functionality of the MS nutrition tool to meet the needs of dietitians to educate patients about a healthy breakfast
- 3) Develop a simple intuitive tool based on the IBRI breakfast score that consumers can use to build a healthy breakfast by themselves

BACKGROUND

- CPW set up the International Breakfast Research Initiative (IBRI) in 2016, a project led by recognized nutrition experts, with **one main objective** :
 - To develop nutrient recommendations for a balanced breakfast,**
based on established daily nutritional guidelines and the observed nutritional contribution of breakfast
- Breakfast recommendations were developed separately for 3 key regions, based on local dietary intake data:
- **Europe and North America** – Denmark, France, Spain, UK, US, Canada – Published
- **Latin America** – Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Peru and Venezuela – Published
- **South-East Asia** – Malaysia, Indonesia, the Philippines – Ongoing
- The global launch of the recommendations is planned at the International Congress of Nutrition in December 2022

Why IBRI?

Balanced diet



Balanced breakfast ?



Today, dietary guidelines are provided for a daily diet rather than specific meals

CPW's mission is to make breakfast better for our consumers so having dietary guidelines for a healthy breakfast will help guide our innovation and renovation and help us educate our consumers

How were the recommendations derived ?

The added value of the IBRI methodology is that it accounts for the observed nutritional contribution of breakfast, using local dietary intake data provided by the experts.

The recommendations are derived in two steps:

1. Define base criteria from the nutritional contribution of breakfast in those people in the population with the best diets
2. Adjust criteria based on observed population needs (i.e. daily intakes) and the daily recommendations

This video explains the methodological approach: <https://vimeo.com/362063558>

RESULTS

IBRI Adults recommendations – Western Europe & North America

Nutrient	Recommendation
Energy	Approx 400 kcal
Total Carbohydrate	55 – 75 g
Added Sugars	< 10 g
Total Fat	9 – 13 g
Saturated fat	< 4.4 g
Protein	> 10 g
Fibre	> 5g
Calcium	25 %DV
Other key vitamins & minerals	20-30 %DV

Full details of the Europe and North America recommendation can be found here: <https://www.mdpi.com/2072-6643/10/10/1540>

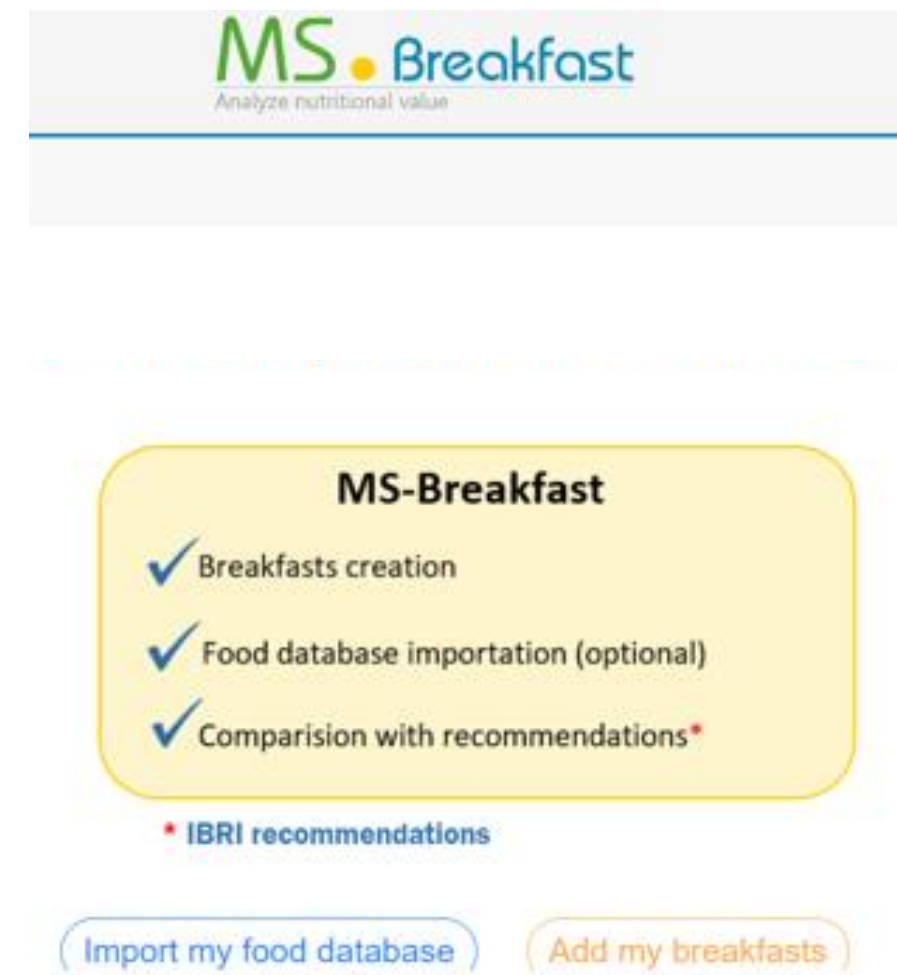
All country papers can be found in the special issue: https://www.mdpi.com/journal/nutrients/special_issues/breakfast_research

TRANSLATING THE RECOMMENDATIONS INTO EDUCATIONAL TOOLS

PROGRESS TO DATE

An online tool has been developed for researchers

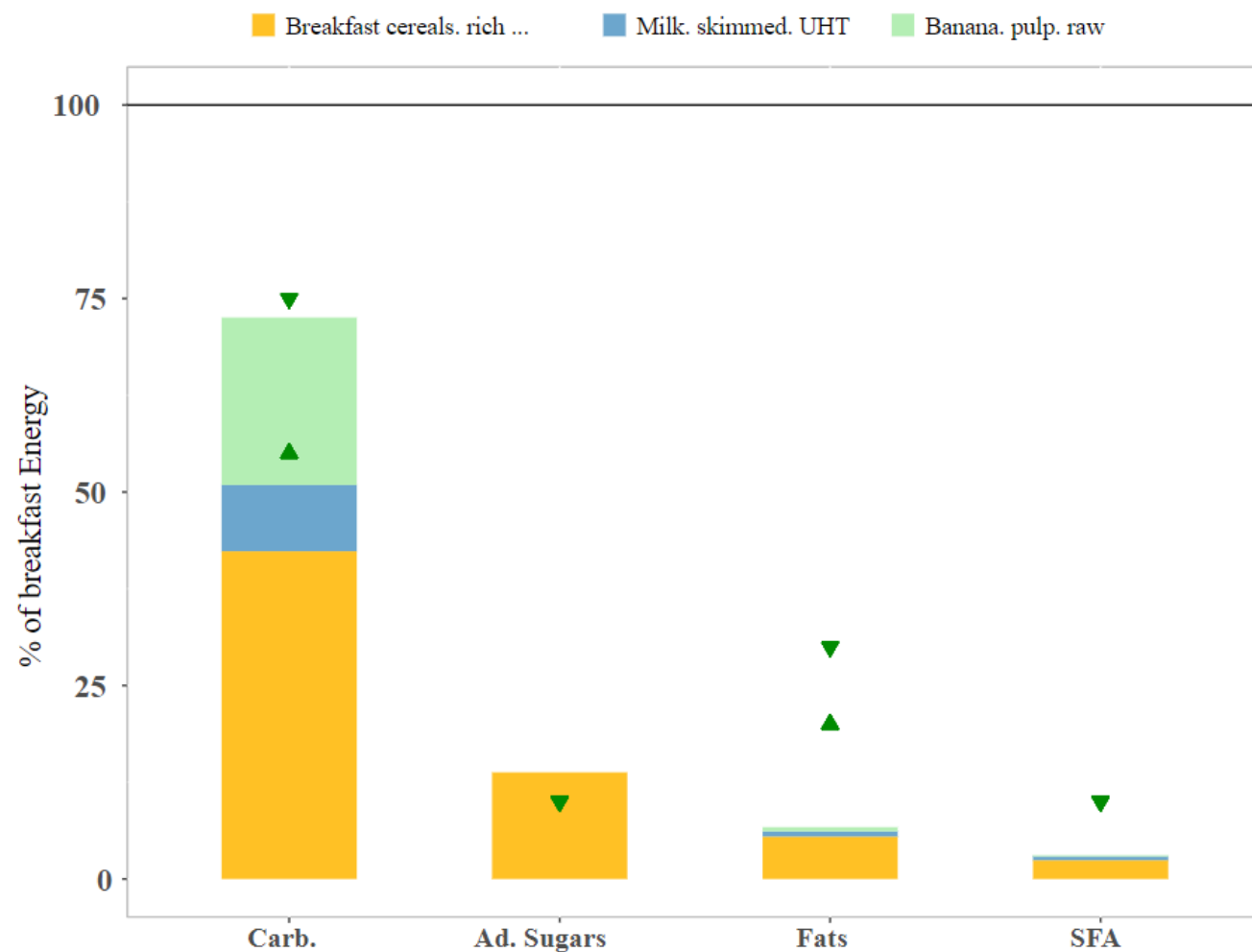
- One of our Partners MS Nutrition has developed a tool, hosted on their website which enables researchers to:
 1. Create a breakfast using food composition data from Ciqual 2013 French food composition table
 2. Import new food composition data if needed
 3. Compare the breakfast composition to the IBRI recommendations for all nutrients



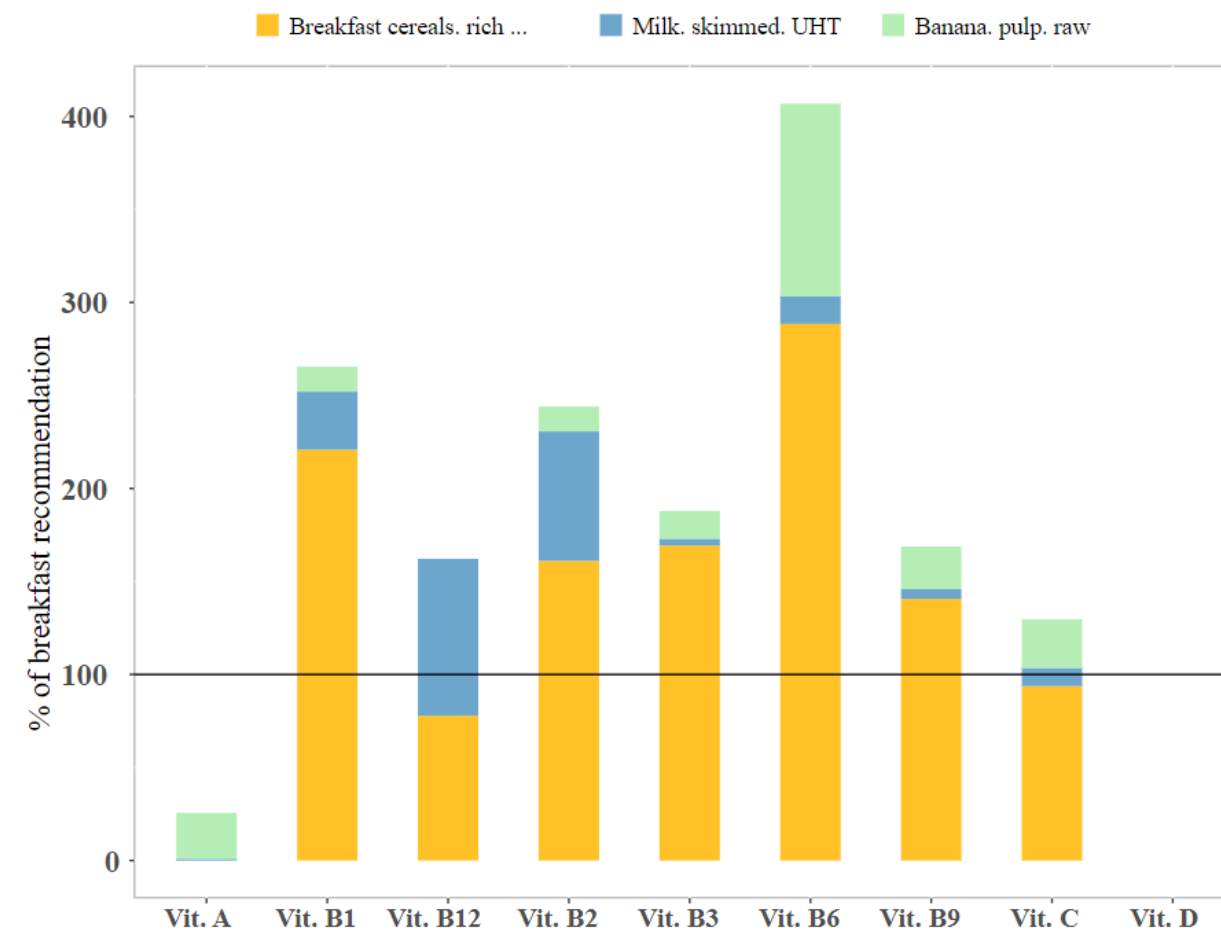
Find the online tool here: <https://ms-nutrition.com/web-app/ms-breakfast/>
English is available on the top left-hand corner.

Example of how results are displayed

Macronutrients (% of breakfast Energy)



Vitamins (% of breakfast recommendation)



Furthermore, we have been working with MS Nutrition to translate the IBRI recommendation into a one dimensional continuous score

Scientifically validated and published breakfast recommendations for 22 nutrients

Open Access Article

Towards an Evidence-Based Recommendation for a Balanced Breakfast—A Proposal from the International Breakfast Research Initiative

by [Michael J. Gibney](#)¹, [Susan I. Barr](#)², [France Bellisle](#)³, [Adam Drewnowski](#)⁴, [Sisse Fagt](#)⁵, [Sinead Hopkins](#)⁶, [Barbara Livingstone](#)⁷, [Gregorio Varela-Moreiras](#)⁸, [Luis Moreno](#)⁹, [Jessica Smith](#)¹⁰, [Florent Vieux](#)¹¹, [Frank Thielecke](#)¹² and [Gabriel Masset](#)^{6,*}



Simplified to one validated score to rate a breakfast



Scientific paper in progress

Breakfast score to be incorporated into the MS Nutrition tool

Note: More information will be shared on the breakfast score in a face to face meeting with MS Nutrition

RECAP ON OBJECTIVES OF PROJECT

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Inspiration can be drawn from EFAD's healthy hydration tools <https://www.hydrationsforhealth.com/en/hydration-tools/hydration-calculator/>

Key tasks

Tool for dietitians:

- Review the MS nutrition breakfast tool with dietitians and identify areas for further improvement and optimisation
- Consider how the tool can be easily translated for use in different countries
- Compliment the tool with additional education material/articles about a healthy breakfast
- Partner with MS Nutrition and/or digital agency to implement the changes to the tool (tbd yet where the tool will be housed)
- Pilot and validate the tool with dietitians

Key tasks

Tool for consumers:

- Review the MS nutrition breakfast score methodology
- Develop tool in partnership with digital expertise (to be confirmed where the digital resource comes from)
- Consider how the tool can be easily translated for use in different countries
- Pilot and validate the tool with consumers

Inspiration for a consumer-friendly tool

Step 1
Select your typical breakfast serving
from each food group

Step 2
Breakfast score &
recommendations on how to
optimise

Wholegrains



Dairy and alternatives



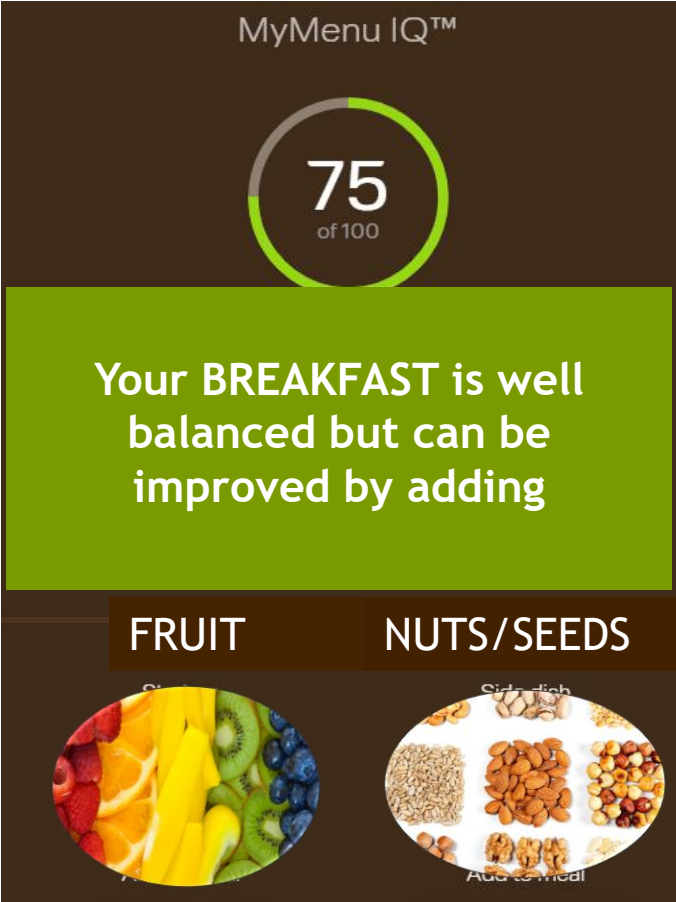
Nuts, Seeds & other
proteins



Fruit





Short dropdown
menu under
each food group



MyMenu IQ™

75
of 100

Your BREAKFAST is well
balanced but can be
improved by adding

FRUIT	NUTS/SEEDS
	

Inspiration from My menu IQ
<https://www.maggiarabia.com/en/recipes/vegetarian-broccoli-stir-fry-cashews/>

