



‘What’s in it for me?’

SCHOOL & COMMUNITY BREAKFAST CLUBS DELIVERY TO IMPACT

TALK ABOUT.....

- ✘ Breakfast club pilot
- ✘ Strategic partnerships
- ✘ Views of stakeholders
- ✘ Interesting stuff!
- ✘ Conclusion



'SQUARE SOCIETY'



DEFINITION OF POVERTY

Individuals, families and groups in the population can be said to be in poverty when they lack the resources to obtain the types of diet, participate in the activities, and have the living conditions and amenities which are customary, or are at least widely encouraged and approved, in the societies in which they belong.



BREAKFAST CLUB PILOT ABERDEEN CITY

4 primary schools Easter to Summer 2007/8

7644 breakfasts delivered costing £12,320

- × Readiness to learn – attendance, homework concentration
- × Behaviour – in classroom , social skills
- × Healthy eating – messages to parents & staff

Focus groups ,questionnaires, DVD , limitations

STRATEGIC PARTNERSHIPS

- × Policy and Planning
- × Facilities management
- × Family information service
- × Out of school care services
- × Healthier living network
- × Early years
- × Head Teacher representation



VIEWS OF STAKEHOLDERS

- ✕ Pupils
- ✕ Parents
- ✕ Catering staff
- ✕ School staff



VIEWS OF PUPILS

- × It saves time
 - × Food
 - × Friends
 - × Choice
 - × Atmosphere
 - × Miss class
 - × Gives me energy
-
- × Noise
 - × Choice



VIEWS OF PUPILS

BEFORE

Cereal

Fish Fingers

Toast

Biscuits

Yogurt

Tea

Fruit

Fruit Juice

Lasagne

Eggs

AFTER

Cereal

Fruit Juice

Toast

Biscuits

Water



VIEWS OF PARENTS

Breakfast Service means I can go to work earlier	28
Breakfast Service means my child will eat breakfast	39
I want my child to eat breakfast at home	3
My child enjoys Breakfast Service	56
Breakfast Service means the school day is too long	1
Breakfast Service means my child will brush teeth	7
Breakfast Service means I can have a long lie	3
My child does not enjoy Breakfast Service	6
My child won't get up that early	2
Breakfast Service means my child will be with friends	35
It makes no difference to me if my child goes to Breakfast Service or not	12
Too much of a rush in the morning	3



VIEWS OF CATERING STAFF

- × Pupils have breakfast when they don't otherwise
- × Pupils are well behaved, well mannered
- × Improved skin and complexions of pupils who are now eating breakfast
- × Pupils have early start due to transport arrangements
- × Allows pupils to undertake homework
- × Improves attendance/ timekeeping
- × Calmer kids
- × Teachers have commented to catering staff that there has been as improvement in schoolwork



VIEWS OF CATERING STAFF

- × Waste of certain food items
- × Lack of training for catering staff
- × Children getting bored towards end of service
- × High sugar content in certain food items
- × Requirement for more fruit
- × Requirement for greater menu choice
- × Children arriving too early
- × Behaviour (one school)



VIEWS OF SCHOOL STAFF

- ✘ Set up process was not well organised
- ✘ Excessive amount of administrative time to organise
- ✘ Recruitment and selection problems
- ✘ Lack of HR knowledge & training
- ✘ Lack of provision of appropriate materials
- ✘ Access to building
- ✘ Some children are slow eaters
- ✘ Some food provided is high in sugar & carbohydrates
- ✘ Queuing similar to school lunches



VIEWS OF SCHOOL STAFF

- × Well received by parents
- × Quality and choice of food
- × Socialisation
- × Good routine
- × Less minor irritations
- × Reduced lateness
- × Improved concentration



INTERESTING STUFF

Provide games for last 10-15 minutes

Provide staff training

Alter timing of service (shorter)

Introduce toothbrushing (or apple as alternative)

Provide Smoothie machines



INTERESTING STUFF

- Book bags
- Line management issues, e.g. absence cover
- Offer jobs as additional hours to existing staff
- Structure time better
- Let children outside after eating (needs supervision)
- Uniforms for staff
- More child involvement in menu planning etc.
- TV for winter
- Puzzles and games
- Increase numbers by promoting to needy
- Involve other agencies and the community e.g. WhiteSpace to improve the dining hall conditions, inviting parents/other members of the community to share a breakfast, classes being involved in enterprise activities etc.
- Hot drinks for staff
- More variety on menu
- More fruit, less sugar
- Prevent pupils losing teaching time
- Fruit platter on table, less queuing
- Fair distribution of food
- Toaster
- Extend experience by eating different things



BREAKFAST CLUB EXCELLENCE

- × Well prepared and supported workforce
- × Joint agency implementation
- × Continued Pupil involvement consultation
- × Community partnerships
- × Clear and targeted marketing
- × Leadership
- × Innovation
- × Investment
- × Evaluation
- × Sustainable

QUESTION FOR TABLE DISCUSSION

- Given the information from the short presentation on stakeholder groups. Which group do you think schools should focus on more to improve breakfast club provision?

(please give your rationale for choice of stakeholder group)

THANKS

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