

A Lost Education

The reality of hunger
in the classroom

Kellogg's[®]

Key Findings

This report, produced by Kellogg's, explores the impact of hunger in the classroom, its effects on learning and the long-term implications for our children. Our findings are based on research done by YouGov, conducted with more than 700 teachers in England and Wales.

One in seven children goes to school without breakfast¹ and this is on the increase, significantly impacting on the learning ability of children who lack the basic fuel required to concentrate and learn.

The report demonstrates:

- 1** **2.4 pupils in every class in England and Wales will arrive at school hungry at least once a week.**²
- 2** **Around 8,370 schools in England have children arriving hungry or thirsty every morning.**³
- 3** **If a child arrives at school hungry, teachers say they lose one hour of learning time a day.**
- 4** **If a child arrived at school hungry once a week they would lose 8.4 weeks of learning time (70 per cent of a term) over the whole of their primary school life.**
- 5** **28 per cent of teachers have witnessed an increase in children arriving at school hungry.**
- 6** **31 per cent of teachers say they have to spend a disproportionately higher amount of teaching time with children who arrive at school hungry, than with those who don't.**
- 7** **The grip of hunger could potentially cost the English economy at least £5.2million⁴ a year through teachers losing teaching hours to cope with the needs of hungry children.**

**If a child arrives at school hungry
once a week they will lose 70 per cent
of a term over the whole of their primary
school education**



Introduction

It's a shocking fact that an increasing number of children in England and Wales are going to school hungry.

While 44 per cent of teachers say that school breakfast clubs help children's learning and attainment, 28 per cent of teachers are seeing an increase in the scale of children arriving at school hungry.

We are determined to do our bit to tackle hunger in the classroom. That's why we've spent the last decade setting up more than 1,000 breakfast clubs, serving more than two million breakfasts each year to children who need them most.

That's why Kellogg's:

- Will donate 15 million breakfasts and snacks to people in the UK living in food poverty through our breakfast club programme and donations to foodbanks by the end of 2016.
- Will donate two million breakfasts this academic year (as part of the 15 million) to school breakfast clubs through our 'Help Give a Child a Breakfast' campaign.
- Will set up new breakfast clubs and continue to support existing clubs by providing school breakfast club grants and offer advice and training on setting up a breakfast club and give food vouchers.

Kellogg's believes all children should have the opportunity to start the day with a filling breakfast, and that's why we pledge to provide half a billion breakfasts worldwide to help children and families facing hunger and food insecurity by the end of 2016.





Hunger in our Classrooms

One in seven children goes to school hungry, and teachers have seen an increase in hunger in the classroom in the last year alone. Sadly, a third of teachers say that they see at least one child arrive at school hungry every day.

Every morning children at around 8,370 English schools arrive at school hungry or thirsty because they have not had enough to eat



2.4 pupils in every class arrive at school hungry at least once a week

This not only has a huge impact on the learning and development of the children arriving at school without breakfast, but it could also be impacting their classmate's education. 55 per cent of teachers say that the presence of hungry children in the classroom has a negative impact on the learning of the other children.



31 per cent of teachers say that the ratio of spending teaching time with children who arrive at school hungry versus those who don't is 60:40, while 17 per cent say it is as high as 70:30

Lost Learning Hours

Hunger affects children's learning ability. A large percentage (81 per cent) of teachers say hungry children are unable to concentrate, while 75 per cent say hungry children are more lethargic and 47 per cent say hungry children are unable to learn. **Perhaps more worryingly, a quarter of teachers (26 per cent) have seen a child fall asleep in the classroom through lack of food or drink.**

These effects could significantly influence a child's ability to learn and reach their full potential at school.

One hour a day is lost in learning time with a child every time they arrive at school with an empty tummy, according to their teachers.

If a child arrived at school hungry at least once a week for a school year, 36 hours of learning time would be lost. If this happened each year over the total time spent in primary school, a pupil would lose 8.4 weeks – the equivalent of 70 per cent of a school term. The loss would be significantly more if the child arrived at school without eating or drinking anything every single day.

This could mean a child missing out on the basics, like reading and writing skills. In the longer term, there is a belief that hunger could also affect exam results, which in turn could impact on their future prospects – and all this for the lack of something to eat in the morning.



44
per cent

of teachers say being hungry in the classroom is a significant factor in them having to work harder to **prepare the children for their exams.**

46
per cent

of teachers say hunger in the classroom is a significant factor in them having to work harder to **teach the children the curriculum.**

51
per cent

of teachers say being hungry in the classroom is a significant factor in children **not performing as well in exams.**



The Importance of Breakfast Clubs

Fortunately, there is a proven – and cost effective – way to tackle child hunger and thirst in the morning; school breakfast clubs.

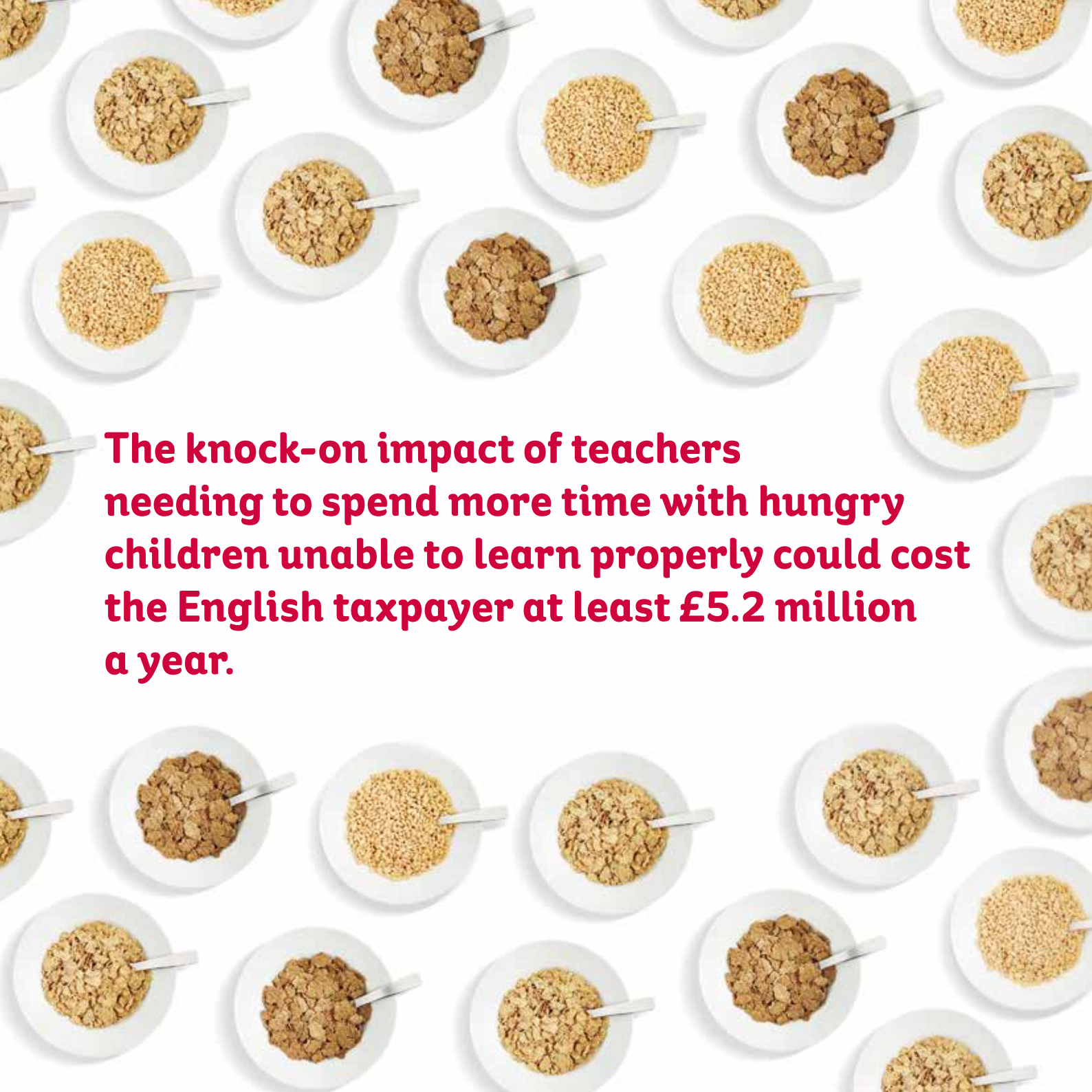
Operating from schools or community settings, a breakfast club costs just £4,000 per year to run, but offers children a safe, friendly and relaxed environment where they can enjoy breakfast.

We will continue to help set up breakfast clubs for schools in the most disadvantaged areas and aim to support over 1,000 new and existing clubs in this academic year offering new breakfast clubs a £400 grant plus £50 food vouchers and a 'Lets Get Started' training pack to ensure as many children as possible get the best start to the day.

69 per cent of teachers say that a breakfast club has a positive impact on their ability to teach their class



**Kellogg's aims to support
over 1,000 breakfast clubs
this academic year**



The knock-on impact of teachers needing to spend more time with hungry children unable to learn properly could cost the English taxpayer at least £5.2 million a year.

Conclusion

Hunger in the classroom is increasing. Problems like squeezed food budgets, increasingly busy parents and a growing problem of food poverty in the UK are contributing to the reasons why children are arriving at school already hungry.

This in turn is putting an extra burden on teachers, who are spending more time dealing with the effects of hunger in the classroom and less time teaching.

Going without food in the morning has a direct impact on children's behaviour and concentration in lessons, making them less likely to reach their full potential at school and could in turn affect their future prospects.

Hunger in the classroom could also have a huge effect on the economy as a whole. The knock-on impact of teachers needing to spend more time with hungry children unable to learn properly could cost the English taxpayer at least £5.2 million a year.⁴

There is a simple way to combat hunger in the classroom however – and that's school breakfast clubs



Appendix One

About Breakfast Clubs

Breakfast clubs have become increasingly popular throughout the UK, but it's a common misconception that they simply provide a convenient form of childcare.

Many working parents do rely on these clubs to provide affordable, wrap-around childcare, with breakfast clubs enabling them to drop children safely off at school and still make it into work on time while giving their little ones a welcome opportunity to play with their friends.

However, breakfast clubs also play a key role in safeguarding children's health and wellbeing. This is because they provide a direct and cost-effective way to prevent child hunger, improving behaviour and boosting academic performance in the process.

69 per cent of teachers say that having a breakfast club has a positive impact on being able to teach their class.



Appendix Two

Methodology

This research has been conducted using an online interview administered to teachers on the YouGov Plc GB panel of 350,000+ individuals who have agreed to take part in surveys.

Total sample size was 762 teachers. Fieldwork was undertaken between 27/06/13 and 04/07/13. The survey was carried out online. The figures have been weighted and are representative of the UK school population by school phase, location and teacher gender.

YouGov is an international, full service online market research agency offering custom research, omnibus, field and tab services, qualitative research, syndicated products and market intelligence reports.



Around 20 per cent of our company is owned by a charitable trust which aims to help children in poverty across the globe.





Playing our Part

Helping people is at the heart of Kellogg's. Around 20 per cent of our company is still owned today by a charitable trust, started in the 1930s by our founder William Keith Kellogg, which helps children in poverty across the globe.

Here in the UK, we've spent the last decade setting up more than 1,000 breakfast clubs, serving more than two million breakfasts each year to children who need them most. This initiative is purely about helping children get into a good breakfast habit and nothing more. That's why our donations are made in the form of a grant for the club's organiser to invest as they see fit, and as vouchers for much-needed food.

What can schools do?

If you have an existing breakfast club, or you'd like to set up a new breakfast club at your school, visit www.giveachildabreakfast.co.uk to apply for a grant and food vouchers.







Kellogg's Breakfasts for
Better Days

¹ Source: UK Hoyland et al (2012) Nutr Bull, 37 (3), 232-40.

² The average class size is 23.5 in England, based upon an average 10 per cent of pupils in each classroom arriving hungry at least once a week we can estimate 2.4 pupils in every class arrive at school hungry at least once a week.

³ Based upon the data that 35 per cent of teachers report that they see at least one child arrive at school hungry every day. Using the total school population in England (23,910) we can estimate that 8,370 schools in England every day see at least one child arriving at school hungry in the mornings.

⁴ This figure is based upon the assumption that, on average, 10 per cent of children in a school class arrive at school hungry at least once a week. If we assume that this is 10 per cent of all pupils in England (8,210,925) this equates to c.820,000 pupils arriving at school hungry at least once a week. The research has shown that pupils can lose 1 hour of learning for each day they arrive hungry, which can mean that £6.36 of teaching resources could be lost (based upon a total annual spend of £6,199 a year and 5 hours a day at school over 195 days). At a national level for c.820,000 pupils this equates to £5.2m or £26k a day.