

Breakfast Go Power

Be the Advocate in the Workplace...Send a healthy message.

What is the secret of Go Power? Breakfast!

Create a connection between the workplace and the healthy message you provide.

Become a champion for your employees to make healthy eating choices in the workplace and at home. Take the opportunity to use the **Breakfast Go Power** theme for an extended period of time. A month is a good suggested amount of time. Publicize the message frequently with employees throughout the month. When trying to help employees take action to make healthy changes it helps to:

- **Encourage employees** that small steps and goals are necessary for change.
- **Focus on good habits** and healthy “choices” rather than body weight.
- **Maintain good staff-community relations** by making recommendations welcoming and fun.
- **Make employees partners for change** by welcoming and healthy change ideas and feedback.

Start by looking at your workplace setting. What opportunities and messages can you give to your employees to make **breakfast** a part of their day?

Tips

- **Provide** opportunities for employees to eat breakfast at work by opening the cafeteria before the work day begins.
- **Supply** healthy breakfast options available in the cafeteria such as hot cereal, fruit, whole wheat breads and eggs.
- **Provide** vending machine options for breakfast foods such as dry cereals, fresh fruit, instant oatmeal, bottles of 100% juice.
- **Make** it possible for employees to bring and store breakfast from home by providing them with refrigeration options.

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How to Take Action:

- Provide employees with the **Breakfast Go Power** tip sheets to learn easy ways to eat breakfast.
- Use the action ideas provided.
- Frequently communicate action ideas and messages to employees during the designated **Breakfast Go Power** theme time period.
- Download resources provided to provide employees with additional information.

Workplace Challenge

Breakfast Go Power

Fit & Fun Families

Take Action:

Action #1: **Be a Go Power Breakfast Champion**

Our mother always told us that breakfast was the most important meal of the day and research shows that she was right! Studies have shown that when children have breakfast, they are more alert and participate more fully in school activities. This applies to adults in the workplace, too. Breakfast is a very simple meal and does not have to be time-consuming or costly to prepare. Encourage all employees to take the breakfast challenge.

Start by posting ideas in the workplace for healthy breakfast menus. (Use the Be a Breakfast Champion Worksheet.) Ask employees to add to the list.

Action #2: **The Breakfast Club**

Create **monthly potluck breakfasts**.

Have each employee sign up to bring in healthy breakfast food and beverage choices. Use this time to have employees engage in some type of physical activity such as walking, followed by breakfast. Or use this time to learn about a timely health tip or exchange healthy recipes.

Why Breakfast Go Power?

According to the most recent National Health and Nutrition Examination Survey (NHANES 1999-2001), fewer than 70% of Americans eat breakfast.

Breakfast is one of the most important meals of the day. Eating breakfast sets you in motion to have energy for the rest of the day. It fuels your brain and your body. Breakfast foods are great at providing a variety of vitamins and minerals, such as fiber and folic acid.

Studies show that those people who eat breakfast are less likely to be overweight. Breakfast eaters have a much higher intake of vitamins and minerals than those who skip this meal. This is because non-breakfast eaters are more apt to snack on unhealthy food throughout the day.

Resources:

- win.niddk.nih.gov/publications/better_health.htm Healthy eating and Physical Activity across your Lifespan- Better Health and You: Tips for Adults.
- www.healthierus.gov/dietaryguidelines/ The Guidelines provide authoritative advice for people two years and older about how good dietary habits can promote health and reduce risk for major chronic diseases.
- www.nutrition.gov/ Nutrition.gov provides easy access to the best food and nutrition information from across the federal government. It serves as a gateway to reliable information on nutrition, healthy eating, physical activity, and food safety for consumers, educators and health professionals. Providing science-based dietary guidance is critical to enhance the public's ability to make healthy choices in the effort to reduce obesity and other food related diseases.

This message brought to you by CIGNA HealthCare and the Healthy Kids Challenge.
Working to make healthy eating and physical activity a regular part of your life at home and at work.

