



KickStart BREAKFAST



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATŪ WHAKAHIATO ORA

KickStart Breakfast is a community partnership initiative helping more tamariki and rangatahi achieve their best by getting a kickstart to their day. KickStart Breakfast provides kai and guidance to help schools to run a successful, sustainable breakfast club to meet their needs.

KickStart Breakfast is designed to work for your school!



Serving

Breakfast before school, morning tea, lunchtime and/or during class



Available

Deciles 1-10 schools



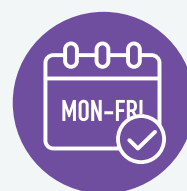
Location

School hall, classroom, staffroom



Led by

Volunteers, students, school staff, charity groups



Flexibility

To run once a week to every school day



Schools report a variety of benefits to children participating in KickStart Breakfast*:

- ✓ Improvement in general health & wellbeing
- ✓ Improvement in class concentration levels
- ✓ Improvement in behaviour of students
- ✓ Increase in student attendance

**Term 2 2022 KickStart Breakfast survey*

Serving more than 180,000 breakfasts each week

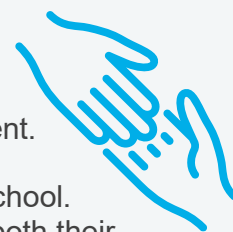
Over 50 million breakfast served since 2009



We're in nearly 1,400 schools nationwide

About KickStart Breakfast Programme

KickStart Breakfast is a joint initiative between Fonterra, Sanitarium and the Ministry of Social Development. The programme is designed to positively impact child well-being through providing access to nutritious food at school. It's helping give our tamariki and rangatahi a boost to both their school day and their future by ensuring they have a healthy start along with a full puku to keep them alert in the classroom. KickStart Breakfast is the only national breakfast programme of its kind, and has been delivering Anchor™ Milk and Weet-Bix™ to New Zealand schools since term 1 2009. The programme is now serving over 180,000 breakfasts each school week.



Why does the programme exist?

In 2008, Fonterra compiled existing research to establish an understanding of food security for children in New Zealand and it was found that 10% of children were attending school without breakfast (CPAG, 2005), which was having an impact on their learning ability and performance at school.

KickStart Breakfast exists to make sure Kiwi kids can get a great start to their school day with a healthy nutritious breakfast.

Schools report since they have been part of the programme, they have noticed an improvement in concentration and children are more settled in class. The programme enables a safe and welcoming environment for children to socially connect and share each other's experience. The support and interaction with peers, school staff & teachers and volunteers along with a nutritious start to the day helps children stay engaged for a day of learning.

How long has the programme been going?

In 2009, Fonterra and Sanitarium partnered to provide free Anchor™ milk and Weet-Bix™ twice a week to decile 1-4 schools. The Government came on board in 2013, extending KickStart Breakfast to five days a week and opening up the programme to all schools in New Zealand across all deciles including New Zealand, across all deciles including primary, intermediate and secondary as well as Teen Parenting, Special Schools and Alternative Education Providers.

How does it work?

Fonterra provides Anchor™ milk, Sanitarium provides Weet-Bix™ and the Ministry of Social Development support the programme through funding. It's up to each school to provide the rest; the bowls and cutlery, the space and the people to run the breakfast club. The KickStart Breakfast team support schools sourcing equipment and how to find volunteers along with running the programme to suit their school's needs.



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KickStart Breakfast Enabling school-aged learners to realise their full potential by supporting their wellbeing and nutrition