

Children's Health

Kids Who Skip Breakfast Miss Important Benefits

(NAPSA)—Three out of four children (76 percent) ages six to 11 begin every morning with breakfast, according to a recent survey. While that's a great start, it also means that one in four kids heads off to school with an empty fuel tank. Adults, too, need to make a stop at the breakfast table to fuel up for the day. The survey, conducted on behalf of General Mills by Opinion Research Corp., revealed that only 48 percent of adults age 25 to 54 eat breakfast every day.

"Modeling healthy behavior is a great way to show kids the importance of breakfast," notes author and registered dietitian Kathleen Zelman. "Research shows that kids who skip breakfast rarely make up for missed nutrients later in the day."

Why Kids Skip Breakfast

Kids surveyed said that the number one reason they skip breakfast was that they don't have time to eat (53 percent). Kids also said they aren't hungry in the morning (51 percent) or didn't like the food choices (30 percent). Zelman offers a solution: "Keep it simple. A bowl of whole grain cereal, topped with low-fat milk or yogurt, and fruit or juice, is a quick, easy and nutritious start to the day."

What Kids are Eating

When asked what breakfast food children eat most often, the survey revealed that the majority—55 percent—choose cold cereal over hot breakfast (28 percent), oatmeal (9 percent) and handheld breakfast items (6 percent).

Why Breakfast Matters

Studies show that only four in 10 kids consume the recommended amount of calcium each

Are your kids getting enough Whole Grain & Calcium?



Only 1 in 10 kids gets the recommended servings of whole grain



Only 4 in 10 kids get the recommended amount of calcium



Make a stop at the breakfast table to fuel up for the day.

day, and only one in 10 meets the recommended amount of whole grain. Additionally, young breakfast eaters enjoy healthier body weights and increased academic success compared to nonbreakfast eaters. Among teenage girls, studies indicate that those who frequently eat cereal weigh less on average than those who do not.

Who Kids Want to Eat Breakfast With

Twins rule when it comes to choosing a celebrity breakfast companion. The General Mills survey asked kids (age six to 11) which TV personality they would most like to eat breakfast with. Forty-one percent chose Dylan and Cole Sprouse from "The Suite Life of Zack and Cody," followed by Raven Symone, Raven from "That's So Raven" (22 percent), Ashley Tisdale, Maddie from "The Suite Life of Zack and Cody" (20 percent) and Ricky Ullman, Phil from "Phil of the Future" (5 percent).

For more information about the benefits of breakfast and other smart food choices, go to eatright.org.