



**National
Aboriginal
Diabetes
Association**



INVESTING IN HEALTHY BREAKFAST IN COMMUNITIES



Your Toolkit to Healthy Breakfast Programming

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Introduction

On April 30, 1999, Assembly of First Nations Grand Chief Phil Fontaine proclaimed the first Friday in May as “**National Aboriginal Diabetes Awareness Day**”. Since then, thousands of children, adults and Elders have participated in community walks, gatherings and events that promote the prevention and management of type 2 diabetes.

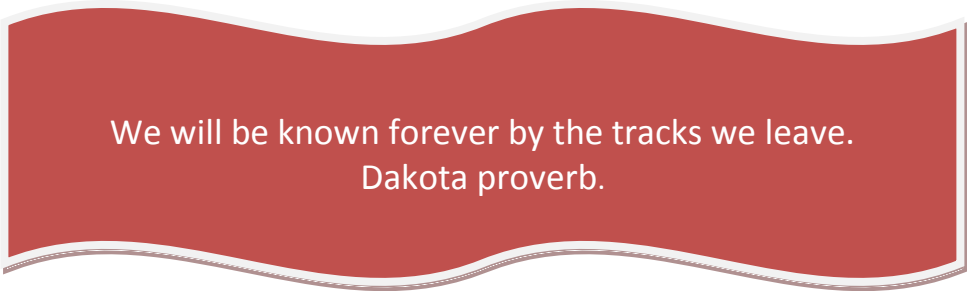
Over the years, Aboriginal communities across Canada have organized health promotion events to mark National Aboriginal Diabetes Awareness Day (NADA-D). These events are aimed to raise awareness of diabetes and increase health promotion activities to reduce incidence of type 2 diabetes. This year National Aboriginal Diabetes Association (NADA) would like to offer a new resource to help communities raise awareness of healthy breakfast as a health promotion activity to prevent the risk of type 2 diabetes.

The importance of starting the day with healthy breakfast as a health promotion activity to prevent diabetes and its complications is one of the themes highlighted by the International Diabetes Federation (IDF) for 2014-2016.

IDF also highlights the following messages related to the importance of healthy breakfast:

- Eating a healthy breakfast decreases the risk of developing type 2 diabetes
- A healthy diet containing leafy vegetables, fresh fruit, whole grains, lean meat, fish and nuts can help reduce a person’s risk of type 2 diabetes and avoid complications in people with diabetes
- Skipping breakfast is associated with weight gain, one of the main risk factors for type 2 diabetes. Overweight and obesity account for up to 80% of new cases of type 2 diabetes
- Ensuring access to an affordable and healthy breakfast is essential to reducing the global burden of diabetes.

For this reason, NADA would like to offer you this resource that brings a very actual and important message. Investing in Healthy Breakfast in Communities is a toolkit to help you raise awareness of the importance of healthy breakfast and organize events aimed to promote healthy breakfast in your community. It contains practical information and tools to help you achieve that goal.



We will be known forever by the tracks we leave.
Dakota proverb.

Definition of Healthy Eating

Canada's Food Guide developed by Health Canada defines healthy eating for Canadians. The Food Guide recommends eating foods from the four main food groups which are: vegetable and fruit, grain products, milk & alternatives and meat & alternatives. It also shows how many servings of food to choose from each food group every day and how much food makes a serving.

Healthy eating should help achieve the following objectives:

- Help children and teens grow and thrive
- Help you meet your needs for vitamins, minerals and other nutrients
- Help you lower your risk of obesity, type 2 diabetes, heart disease, certain types of cancer and osteoporosis (weak and brittle bones).

The following tips will explain how to use the table below:

- Find your age and sex group in the chart below
- Follow down the column to the number of servings you need for each of the four food groups every day
- Look at the examples of the amount of food that counts as one serving. For instance, 125 mL ($\frac{1}{2}$ cup) of carrots is one serving in the vegetables and fruit food group.

	Recommended Number of Food Guide Servings per day			
	Children	Children	Teens and Adults	
	2-3 years old	4-13 years old	(Females)	(Males)
Vegetables and Fruit Fresh, frozen and canned	4	5-6	7-8	7-10
Grain Products	3	4-6	6-7	7-8
Milk and Alternatives	2	2-4	Teens 3-4 Adults (19-50 years) 2 Adults (51+years) 3	Teens 3-4 Adults (19-50 years) 2 Adults (51+years) 3
Meat and Alternatives	1	1-2	2	3

For more information on what constitutes a serving, please download the Food Guide [here](#).

Reference: Health Canada website <http://www.hc-sc.gc.ca/fn-an/pubs/fnim-pnim/index-eng.php>

Healthy Breakfast Options

The following two pages demonstrate examples of healthy and unhealthy breakfast options:

Unsweetened tea, coffee or water	Vegetable
Wholegrain bread, rice or other products	Low fat milk
Peanut butter	Nuts and seeds
Eggs (boiled, scrambled or poached)	Grilled chicken and turkey
Unsweetened yoghurt, (with nuts, seeds and fresh fruit)	Fish
1 piece of fresh fruit (e.g. pear, apple, orange)	Cheese (small portion)
Low sugar high fibre cereal	Porridge



Unhealthy Breakfast Options

Fruit juice, fruit smoothies	Sugar sweetened yoghurt
White bread, pastries, croissants	Sugary breakfast cereals
Jam, chocolate spread	Fried food
Sugar sweetened beverages	Flavoured milk
Energy drinks	Chocolate milk



Raising Awareness of Healthy Breakfast

As communities are gearing up towards NADA-D, we hope that ADI workers, health care professionals, and leaders in communities decide to focus their events on raising awareness of the importance of healthy breakfast as a health promotion activity that may help prevent the risk of type 2 diabetes. Public events are an excellent way to promote this important message.

Here is a nominal list of what sort of events can be organized:

- Health fair with information booths teaching community members on the benefits of healthy breakfast and healthy eating in general
- A special presentation in the community hall for community members by an expert on healthy eating and benefits of healthy breakfast from a not-for-profit organization
- A healthy breakfast preparation class where community members participate in preparing healthy breakfast and promote the benefits to friends and family
- Traditional foods and healthy breakfast recipe sharing circles and workshops.

Whatever you decide to organize, NADA's aim is to support you and provide you with the necessary tools to ensure that your event is a success. In the next section, we aim to provide you with the information and tools to generate buy-in from your managers and leaders to give you much needed resources for your event.

It is very important to secure resources for your event before you actually begin to plan it. On the next page, you may find information that will help you present your case to your manager or leader in order to obtain the resources.



Generate Buy-in from Your Manager

This section offers quick tips before presenting your idea to your manager in order to obtain the resources. Please consider these steps:

- Decide on what event your going to organize
- Develop a draft agenda for your event
- Determine how many community members will attend the event
- Present a list of potential benefits derived by community members
- Determine and ask for specific resources needed to organize this event.

Please use this template below to present your case to your manager:

Sample Resource Release Form Template

Name of your event:	
Provide a short description of your event:	
Include a draft agenda for your event:	
Estimate how many people will attend the event:	
Describe why investing in healthy breakfast is important. You can find the important statistics here in order to present your case:	
Determine what resources you will need. Present a budget if necessary: (find a budget template on the next page)	
Seal your manager's approval:	
Get the date and signature of your manager:	Approved by _____ Date _____

Once you secure the resources for your event, it is time to start planning it.

Sample Budget Template


Consider presenting a budget along with the information above if you require financial resources. This template can be adapted according to the nature of your event.

Expenses	Total	Comments
Personnel (Itemize all positions indicating man hours and rate per hour)		
Fringe Benefits (specify rate)		
Subtotal personnel		
Venue		
Materials, supplies and equipment		
Entertainment		
Event incentives		
Meals (indicate rate per person)		
Overhead		
Taxes		
Subtotal		
Total expenditure		



How to Plan Your Event

When planning an event, it will be helpful to take the time with your team to clarify your goals and understand why you are doing it.

Use the space on the right to write down your planning ideas and methods. 

The template below will help you get your plan in order.

Get clear about your intentions and goals

Purpose:

Event name:

How many community members will participate:

Obtain support of volunteers:

Bring together your planning team and decide

Supplies:

Activities:

Venue:

Date and time:

How will it happen:

Staffing & volunteers (what are key roles):

Registration process:

Get the word out

Generate buy-in:

Send invitations:

Promote incentives:

Make a poster (sample attached):

Make copies and hand out:

Tips on what to do on the day of the event

Be there on time:

Set up:

Register and greet participants:

Welcome and introduction:

Ensure safety and security:

Thank participants:

Clean up:

Share success with your managers and leaders

Gather participant feedback:

Lead a conversation with staff and volunteers:

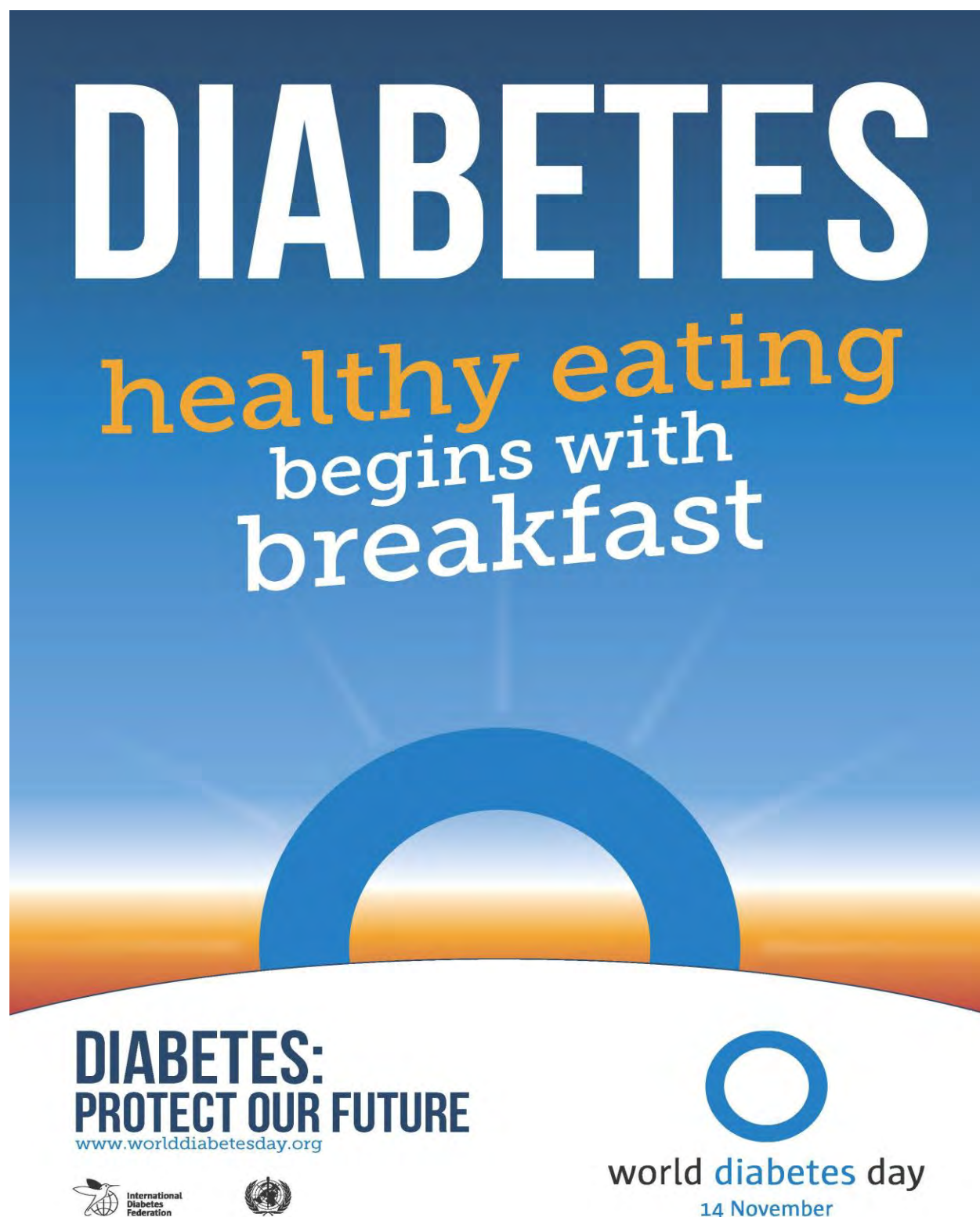
Distribute and gather evaluations:
(template provide below)

Celebrate success:
(how will you)

Next steps:

Share the information with your manager and
leader in a report:
(template provided below)





Adaptable Poster Template for Your Event

Insert a picture or graphic

Name of the event:	
Who:	
What:	
Where:	
When:	
Why:	
Insert your contact information Name: Email: Phone:	Insert another picture

Make plenty of copies and distribute at health centres, community centres, band officers, community halls and other public facilities. You can also post it on social media such as Twitter or Facebook.



Use Social Media to Promote Your Event

In this time and age, social media can be a powerful tool to distribute information to various audiences. Below are quick tips that can help you decide which social media channels you can use and how you can distribute information effectively:

- Facebook and Twitter are some of the most popular social media channels
- Sharing posters and images on social media is more effective than using plain text
- Sharing your content more than once reaches more people
- Share your content at different times; for example: in the morning first week and in the afternoon next week
- Decided on a schedule to post your information well ahead of your event
- Alternate your wording every time you post information; use different word choice
- Click on [Facebook policies](#) to read the newly updated Facebook policies and rules.



Evaluate Your Event

After the event, it is very important to gather information from the community members in attendance regarding the benefits realized as a result of your event. This information will help you to:

- prepare a report for your management
- continue to generate buy-in from your manager or leader
- generate buy-in from community members at large
- help you obtain more resources for future events or projects.

Below is a sample evaluation form that you can use for evaluation information gathering purposes.

Name of the Event

	Please rate on a scale of 1 to 5 (1 being unsatisfactory and 5 being excellent)				
1. How would you rate the quality of activities and benefits to your health?	1	2	3	4	5
2. How would you rate the quality of information provided by this event?	1	2	3	4	5
3. How would you rate the impact of this event on your motivation to lead a healthier lifestyle?	1	2	3	4	5
4. How would you rate the planning of this event?	1	2	3	4	5
5. How would you rate the promotion of the event?	1	2	3	4	5
6. How would you rate the venue of the event?	1	2	3	4	5

7. Please provide any additional comments



Develop a Report for Your Manager or Leader

Once you have successfully held an event for NADA-D, it is important that you provide feedback to your manager in a form of a report. This report will provide the following benefits:

- Ensure accountability for resources expended
- Improve the relationship with your manager
- Improve the communication quality within your organization
- Provide evaluation information for community leaders
- Ensure release of resources for future events.

Sample Report Template

Executive summary (provide a short description why this event was held)	
Event summary (provide a description of the event held and what took place)	
Evaluation summary (provide a summary of data gathered from evaluations)	
Conclusions and recommendations (establish rationale for future event or projects)	
Date_____	Name_____ Signature_____

Healthy Breakfast Recipes



In this section, NADA would like to offer you a couple of healthy breakfast recipes. We hope that you will use these recipes during your NADA-D event.

Egg & Toast (breakfast #1)

In the morning, we all need good food to get our brains going! For your toast, choose whole-grain bread, such as whole wheat or rye bread. These breads have a lot of fiber.

For a light choice, put a small amount of jam or honey on your toast, without butter or margarine.

Boil an egg, or poach or fry it in a nonstick pan with no added fat. Choose eggs that have been enriched with omega-3 fats to boost your heart health.

Large eggs have almost the same yolk size as small eggs. Large eggs are larger because they have more egg white. This means that a small egg has about the same cholesterol as a large egg.

Drink 1/2 cup (125 mL) of skim milk or 1% milk with this meal; 1/2 cup (125 mL) of buttermilk is also low in fat.

A small serving of fruit or several slices of tomato goes with this meal. For a change, try 1/2 cup (125 mL) of tomato or vegetable juice. Tomato juice would be a light choice since it has half the sugar of fruit juice.

A note about fruit juice:

Fresh fruit is a better choice than fruit juice. This is because fresh fruit has more fiber and is more filling. However, you can choose 1/2 cup (125 mL) of unsweetened orange juice instead of one small orange.



Your Breakfast Menu	Large Meal (370 calories)	Small Meal (250 calories)
Egg (cooked without fat)	1	1
Brown Toast	2 slices	1 slice
Margarine	1 tsp (5 mL)	-
Jam or jelly	1 tsp (5 mL)	1 tsp (5 mL)
Skim or 1 % milk	½ cup (125 mL)	½ cup (125 mL)
Orange slices	½ medium orange	½ medium orange

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Hot Cereal (breakfast #2)

Hot cereals such as porridge (oatmeal), oat bran, wholegrain cereals and corn meal cereal are high in fiber. Adding 1 tablespoon (15 mL) of wheat bran to your hot cereal will give you even more fiber. If you add 1 to 2 teaspoons (5 to 10 mL) of ground flaxseed to your cereal, you will have a source of omega-3 fats.

If you don't add any sugar to your cereal, or if you use a low-calorie sweetener, you may have a whole fruit serving (as shown with most of the other breakfasts).

Packaged single servings of oatmeal are fast and easy, but most have a lot of sugar added. Look for the ones that say "plain" or "natural" and check that sugar is not listed in the ingredients.

You may want to mix half a package of instant unsweetened oatmeal with half a package of one of the flavored oatmeals. This way you'll get a lightly sweetened oatmeal and you can add a half fruit serving.

Research shows that people who eat breakfast find it easier to lose weight and keep it off and are more likely to get all the nutrients the body needs to be healthy.



Have a full fruit serving of fruit if you don't choose sugar:

- 2 tablespoons (25 mL) of raisins
- 2 prunes or dried apricots
- ¼ cup (60 mL) prune juice

Your Breakfast Menu	Large Meal (370 calories)	Small Meal (250 calories)
Hot cereal	1 ½ cups (350 mL) cooked (9 tbsp/135 mL dry)	1 cup (250 mL) cooked (6 tbsp/90 mL dry)
Brown sugar	2 tsp (10 mL)	2 tsp (10 mL)
Raisins	2 tbsp (25 mL)	1 tbsp (15 mL)
Skim or 1% milk	1 cup (250 mL)	½ cup (125 mL)

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Additional Resources

Organization	Description	Website
National Aboriginal Diabetes Association	Resource on nutrition and food security	www.nada.ca/resources/food-security/
Breakfast for Learning	Information on delivering school based nutrition programs	www.breakfastforlearning.ca
Canadian Obesity Network	Information and resources on combating obesity in Canada	www.obesitynetwork.ca
Eat Right Ontario	Resources to help improve your health and quality of life through healthy eating	www.eatrightontario.ca
Dial a Dietitian	Phone counselling and information on healthy meal planning	http://www.dietitians.ca/
Nourishing Minds	Information on nutrition policy development	http://www.education.gov.sk.ca/nourishing-minds/
Exploring Food and Healthy Eating	Information on food security challenges	http://bit.ly/1zoqNac
Food Matters Manitoba	Information and resources on healthy eating	www.foodmattersmanitoba.ca
Karen Graham's website	Resources on nutrition and healthy meal planning	http://karengraham.ca/
Manitoba School Nutrition Handbook	Information on healthy eating for children	http://bit.ly/1OfHrhC
Nutrition Resource Centre	Information and resources on nutrition and healthy eating	http://opha.on.ca/Nutrition-Resource-Centre/
Healthy Eating Physical Coalition	Information and resources on healthy eating	http://hepac.ca/
Food Education Action	Information and resources on nutrition and healthy eating	www.feastnl.ca
School Milk Program	Information on health benefits provided by milk	www.dairygoodness.ca/milk-in-school/
Traditional Food Fact Sheets	Culturally relevant information on traditional foods	http://bit.ly/1v0AGXF

Notes

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper or a document template. There are no margins, text, or other markings present.

