

MyBowl™ Workbook

Your Guide to Helping
Clients Make Eating a Balanced
Breakfast a Daily Habit!



Acknowledgements

Curriculum Created By:

Melanie Hall, MS, RD
Sarah Woodside, MS, RD
Susan Stephenson-Martin, MS, CD/N

Technical Support Provided By:

National WIC Association

Curriculum Reviewed By:

Produce for Better Health
Gauri Rao, MS, RD PHFE WIC

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Table of Contents

Lesson Leader Guide

- 2 Introduction
 - 3 How to Use This Workbook
 - 5 What You'll Need
 - 6 Adaptations for Different Lesson Formats
 - 7 Adaptations for Different Audiences
 - 8 Breakfast 101
 - 10 How Cereal is Made
 - 11 Frequently Asked Breakfast Questions
-

Lesson 1: The Benefits of Breakfast

- 14 Overview
 - 15 Lesson Preparation
 - 16 Lesson
 - 19 One-on-One Adaptation
-

Lesson 2: A “Good” Breakfast

- 20 Overview
 - 21 Lesson Preparation
 - 22 Lesson
 - 25 One-on-One Adaptation
-

Lesson 3: Build a Better Bowl

- 26 Overview
 - 27 Lesson Preparation
 - 29 Lesson
 - 33 One-on-One Adaptation
-

Lesson Materials

- 35 MyBowl™ Icon
- 36 MyBowl Score Card
- 38 U.S. Department of Agriculture's MyPlate Icon
- 39 Lesson Leader Evaluation Form
- 40 References



Lesson Leader Guide



Introduction

Welcome, and thank you for your interest in MyBowl™. This program was designed to help your clients make small, sustainable changes that can add up to big results!

This toolkit is for nutrition professionals and paraprofessionals who work with various groups of people. Whether you have a private practice, work with WIC moms, teach in an outpatient clinic, lead nutrition lessons for school-based parent groups, conduct SNAP education sessions, or lead grocery store tours, this toolkit and its digital expansion lessons will provide you with the basic information, tools, and structure to help your clients:

- Eat breakfast more often, preferably every day
- Choose a balanced breakfast
- Serve and eat appropriate portion sizes at breakfast

The client-centered curriculum in this toolkit uses the MyBowl tool, facilitated discussion techniques, and interactive activities to help clients develop their own solutions to challenges that may be preventing them from establishing a healthy breakfast routine. For one-on-one sessions, there are modification tips to help facilitators adapt the lessons.

Our Approach

Many curricula use the traditional KSA model based on Bloom's Taxonomy of Learning: Provide Knowledge, teach Skills, and Attitude change will follow. This curriculum engages clients in experiential learning to focus on attitude change first, then build problem solving skills that help clients get the most from what they learn.

Each class includes:

- A number of questions that invite clients to think about their experiences and attitudes toward breakfast
- An activity to help them analyze their experiences, share solutions, and develop problem solving skills to overcome challenges
- A wrap up section where they can link newly learned skills and attitudes to their motivation
- A tip sheet to help them remember what they have learned
- A pledge card calling them to take action with small, effective changes they can make to their breakfast routine for 21 days to help them build a sustainable habit



How to Use This Workbook

Your role as a lesson leader will be less about lecturing to clients and more about facilitating discussions that lead to solutions that are meaningful. Your clients are the experts when it comes to their lives and routines. You will be the expert when it comes to breakfast.

Step 1: Review Breakfast 101 at the end of the Lesson Leader Guide.

The information in Breakfast 101 applies to all the lessons in this toolkit. As you guide participants through each class, you are likely to hear many misconceptions and myths about breakfast. As the lesson leader, you will be able to gently correct misconceptions, while affirming and encouraging clients when they express positive experiences. This is especially effective in group situations where others can be encouraged by the successes of their peers.

Step 2: Review the lesson you plan to teach.

Each lesson helps clients learn about the benefits of a MyBowl™ breakfast within the context of one of the following themes:

- Why eat breakfast?
- What makes a good breakfast?
- Let's try a good breakfast!

Choose and review the lesson that meets your needs. Take note of the tips and tricks that will help you guide your clients through the material, including:

- **Lesson tips**-Shown in the border throughout the lesson to help you respond to challenges that may arise.
- **Possible answers**-A Q&A format helps clients think about their experiences with breakfast and analyze ways they can change their habits. To help you prepare for and practice the lesson, we list several possible answers after each scripted question.

- **Prompts**-These lessons require clients to feel comfortable enough to interact with you and their peers. We follow each of the questions in the lesson with some suggested prompts in case your clients are a little shy and need some friendly encouragement to participate in the conversation.

Step 3: Make sure that the lesson you've chosen is right for your group.

Check out the Class Adaptations section (page 6) in this guide and following each individual lesson. These suggestions will help you modify the lesson to best meet the needs of your clients.

Step 4: Practice!

This curriculum is not a strict script, so feel free to make it your own.

- **Celebrate your style.** Practice saying the scripted questions and explanations in your own words.
- **Learn from the past.** Think of the questions around breakfast that you have already heard from your clients. How will you respond given what you have learned from Breakfast 101?
- **Learn from your clients!** Every time you lead one of these sessions, you have an opportunity to pick up best practices and real life tips from your group. Take note, recording examples and anecdotes you can use in future sessions.

Continue on next page »

How to Use This Workbook

- **Make it personal.** Did you recently make a change to your breakfast routine? How did you learn to add fruit to your cereal? Did you struggle with finding a cereal you liked that had a good source of fiber? It's good for clients to see that all of us have to work to make health a priority in our lives.
- **Check your space.** When you know the layout of the room you'll be working in, you can go through each step of the lesson and plan efficient ways to:
 - Separate the class into groups (count them off or split the room in half) when necessary.
 - Pass out materials (e.g. take one and pass along, place materials on chairs).
 - Invite participants to write on the flip chart or participate in other ways.

Step 5: Give yourself time to prepare.

If you share your teaching space with another group, try to make arrangements to have at least 10 minutes to set up before the class. If that is not possible, try and set up materials as much as you can before you enter the room so that you can set up quickly and get a few minutes of down time before the lesson begins.

Step 6: Relax and have fun.

If you are familiar with the material and have mentally prepared for modifications and adaptations, it will be easier for you to adjust according to client needs.

Step 7: Evaluate your experience and that of your clients.

Each workbook includes an evaluation sheet (page 39) as a valuable step for you to improve your teaching style.

What You'll Need



Markers
(All lessons)



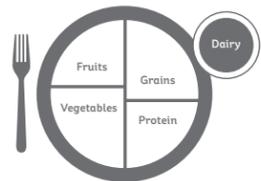
MyBowl™ tip sheets/pledge cards (included in kit)
(All lessons)



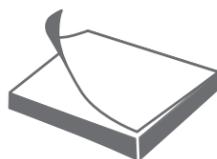
MyBowl bowls (included in kit)
(All lessons)



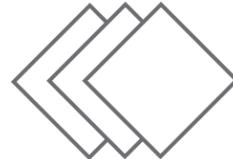
Flip chart
(All lessons)



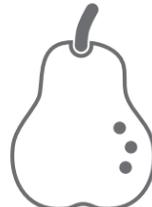
USDA's MyPlate visual (included in kit)
(All lessons)



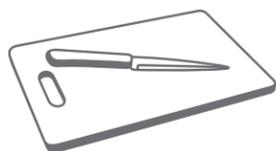
3x5 Post-it® notes
(Lesson 1)



Napkins
(Lesson 3)



Fresh cut and dried fruit (coupon for fruit included in kit)
(Lesson 3)



Cutting board, knife
(Lesson 3)



Low-fat or non-fat milk (LACTAID® or soy milk optional)
(Lesson 3)



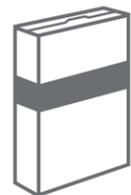
Gloves
(Lesson 3)



MyBowl score card (included in kit)
(Lesson 3)



Table
(Lesson 3)



Cereal
(Lesson 3)



Spoon
(Lesson 3)



Trash can
(Lesson 3)

Adaptations for Different Lesson Formats

A few simple modifications make it easy to adjust these lessons for different audiences or situations.

One-on-one counseling:

One-on-one sessions will be very much like the group lessons with some slight modifications to the activities in lesson one and two. The questions do not need to change for this type of lesson. See the One-on-One Adaptation Section following each lesson for more tips and guidance.

For larger groups or events (e.g. health fairs):

Add additional time to complete the lesson for groups larger than 15 people. With larger groups, you will not be able to get feedback from many participants. Instead, for each question, ask for feedback from no more than 2-5 people and do your best to call on different people for each question.



Adaptations for Different Audiences

Pregnant clients who could be dealing with morning sickness or food aversions:

- They don't have to eat breakfast first thing in the morning; it is okay to wait an hour or so.
- Ask what triggers their morning sickness, then suggest choosing foods with a mild taste or smell.

Clients with children under the age of one who may be dealing with trying to eat while nursing a child or helping a child learn to use a spoon:

- Can she find time to eat right before or after nursing her child?
- Are there healthy foods she can easily eat with one hand while feeding her child?
- If she wants to keep eating cereal, a parfait might be a better choice since the yogurt won't spill the way milk can.
- She could also use cereal to make high-fiber muffins that are easy to eat while nursing.

Clients with young or school-age children at home:

- Mention how kids stop eating breakfast as they grow older in a "did you know" format.
- Emphasize the importance of modeling the breakfast habit.
- Use the information in Breakfast 101 to help clarify the facts about whether or not sugars are a problem in breakfast cereals.
- If they feel guilty about not making homemade hot meals for their kids, this is a great lesson to teach how they can feel good about a cereal breakfast. Consider providing information on school breakfast programs if appropriate for your audience.

Clients with teenagers at home:

- It may be hard to fit breakfast into the day, especially if they have a teen that participates in a lot of activities or has to leave the house early to get to school. Do your best to drive home the importance of breakfast at every age and time-saving tips (like healthy grab-and-go options). Modeling good habits is especially important for teens.

Clients with diabetes:

- Advise them to talk with their healthcare team and refer to their management plan for more information on what they should eat.
- Keep a few boxes of cereal on hand in case they are carb counting so they can compare the total carbohydrate and dietary fiber content of different options.
- They may also talk with their healthcare team about enjoying a bowl of cereal as a snack later in the day if their blood sugar tends to be higher in the morning.

Clients from various ethnic groups and cultures:

- Some groups tend to have a lower consumption of dairy foods like milk or yogurt due to increased incidence of lactose intolerance. Be prepared to discuss lower lactose options (e.g. yogurt) or alternatives with no lactose (soy milk, LACTAID®, etc.).
- Clients from countries with fewer prepared food options may be concerned about foods like cereal or dried fruits. Refer to Breakfast 101 for information that will address their questions.
- Fiber is mentioned in these lessons as something that helps keep you full. However, Hispanic audiences are more likely to think of fiber as a nutrient that promotes regularity/laxation. Be prepared to provide additional information on the filling effect of fiber.

Breakfast 101

Breakfast is a healthy habit

- Breakfast is the most important meal of the day. It literally "breaks the fast" after 8 to 10 hours of sleep to refuel the body and brain.
- Research has shown positive associations between eating breakfast and healthy body weight in children and adults.¹
- Eating a nutritious breakfast leads to higher intake of nutrients Americans need more of, including fiber, calcium and potassium.¹

Despite the benefits of eating breakfast, people think they are missing out on this important meal.

- In a 2011 survey, over 14,000 moms were asked about their breakfast routine.² While more than half (54%) of all adults would like to eat breakfast every day, only one-third (34%) actually do.
- Nearly all moms (89%) want their kids to eat breakfast every day; however, 40% of moms report their child doesn't eat breakfast daily. Most families do not have a lot of time for breakfast during the week. On average, moms report spending 17 minutes preparing breakfast and eating breakfast.
- Reasons people give for skipping breakfast include:
 - Not enough time
 - Not hungry first thing in the morning
 - Prefer to sleep in
 - No breakfast food in the house
 - Trying to lose weight
- While nearly all toddlers and preschool-age children are eating breakfast, consumption of breakfast dips as American children grow older; 77% of young children eat breakfast every day, but the number falls to 50% in the middle school years and 36% among high school students.

- Over one-third of moms (38%) feel that at least half of the milk their child drinks, if not more, is consumed with cold cereal.

Cereal is a great breakfast choice

- Research shows the value of a cereal breakfast.
 - Numerous studies show that a cereal and milk breakfast is associated with lower BMIs in both children and adults.^{3,4} This seems to hold true regardless of whether the cereal is pre-sweetened or not.⁵
 - Cereal provides important nutrients. Most studies have focused on children and show better intakes of B vitamins (thiamin, riboflavin, niacin, folic acid, B6 and B12) and iron in those children who eat breakfast cereal regularly.^{6,7,8,9,10}
- A cereal, milk, and fruit breakfast provides many of the 2010 Dietary Guidelines for the nutrients of concern that most Americans don't get enough of (fiber calcium, potassium, vitamin D).
- Cereal is typically a low-fat, cholesterol-free food, which fits into healthy eating recommendations.
- Cereal is relatively low in calories and nutrient dense. An average serving of cereal with skim milk has less than 200 calories (less than many other breakfast choices) and delivers valuable essential nutrients including B vitamins and iron.
- Breakfast cereals provide only a small proportion of the average person's daily intake of sugars and sodium. For example, breakfast cereal accounts for just 4% of daily added sugar and 2% of daily sodium intake in the U.S.^{11,12}

Continue on next page »

Breakfast 101

MyBowl™ Helps People Build Healthy, Balanced Meals

- MyBowl - an educational tool designed by Kellogg - shows how easy it is to apply the 2010 Dietary Guidelines for Americans to meals served in bowls, such as breakfast cereals.
- MyBowl was created to be used as an interactive educational tool, with the size and color of the bands changed to reflect the amount and type of foods in the “filled” bowl.
 - For example, a MyBowl visual can illustrate how a cereal breakfast with fruit delivers servings from the Grains, Dairy and Fruit Groups.
- With only 8% of cereal eaten with fruit on top,¹³ MyBowl is a great tool for helping families increase their fruit consumption at breakfast.
- 89% of registered dietitians said MyBowl complements USDA's MyPlate, and 95% of RDs surveyed expect the MyBowl graphic to be used in addition to USDA's MyPlate.¹⁴
- Another survey of consumers found that 83% thought MyBowl conveyed breakfast meals, and 41% also thought MyBowl works together well with USDA's MyPlate.¹⁵

How Cereal is Made

Cereal starts with wholesome grains like wheat berries, rice and corn. From those simple grains, a variety of cereals can be made with very little processing, using only a handful of ingredients plus the vitamins and minerals families need for a healthy beginning to their day.

Many cereals are made in a method similar to what you do in your own kitchen, just on a larger scale.

Shredded Wheat

Whole-wheat berries are cooked, cooled and shredded into layers of fiber-packed goodness - then cut into squares, toasted and dusted with a touch of sweetness.

Wheat Flakes

Wheat berries are cracked and combined with a mixture of bran and malt flavoring before being cooked. After it cools, it's shaped into tiny droplets to dry. Finally, each drop is rolled and then toasted into a crispy flake.

Rice Cereal

Medium grain rice is cooked with a lightly sweetened malt flavoring and partially dried. The warm rice is lightly rolled, making each tender grain ready for puffing. After a day of rest to let the flavor blend, the rice is toasted, causing each grain to expand into a crispy puff.

Corn Flakes

Large kernels of corn grits are cooked with a lightly sweetened malt flavoring and partially dried. Then they are allowed to rest so that when rolled out, each grit becomes a flake that is ready for toasting.



Frequently Asked Breakfast Questions

These questions and answers can help prepare you for commonly-asked questions from your clients.

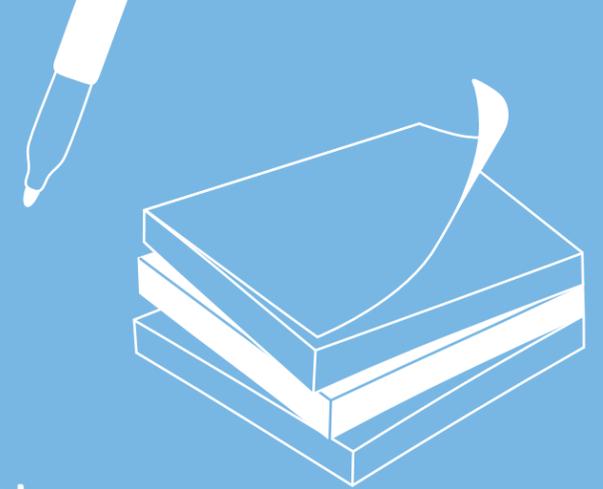
Question	Answer
I don't like breakfast foods. What can I eat instead?	There are many foods that can be a healthy option for breaking the fast. While cereal eaters tend to have better nutrition and healthier body weights than other breakfast eaters, there are still benefits from other breakfast choices.
<p>Why do I get hungry so soon after eating breakfast?</p> <p><i>Be aware, a lot of people use the term "metabolism" without a good understanding of what slows it down (loss of muscle mass, skipping meals) and with a lot of myths about what speeds it up (specific foods, etc.). Be prepared to provide simple clear information on this topic.</i></p>	If you've skipped breakfast for a long time, your body has adjusted to not eating. When you start eating again, that mid-morning hunger is just your body adjusting to getting food earlier in the day. Choose a healthy snack like a fruit or vegetable to tide you over until lunch.
I'm always running late in the mornings. How do I make time for breakfast?	<p>Get prepped! After dinner the night before, take a few minutes to set the table for tomorrow's super-fast breakfast. Put out boxes of cereal, fresh fruit and other nonperishable items. Keep fat-free milk and yogurt and 100% fruit juice within easy reach in the fridge.</p> <p>Or, you can pack a breakfast and take it with you. Pack cereal or a cereal bar, a container of fat-free yogurt and a banana in a bag.</p>
I feel queasy if I eat breakfast first thing in the morning. What can I do about this?	It's okay to wait an hour or two to eat breakfast. If you need to leave the house, pack a portable breakfast of a cereal snack mix and fruit to take with you.

Frequently Asked Breakfast Questions

Question	Answer
Does whole milk have more vitamins and minerals than low-fat or non-fat milk?	Low-fat and non-fat milk have the same nutrition as whole milk with less fat and calories. While there are benefits for children under the age of two who drink whole milk, dietary guidelines recommend that children older than two and adults should make the switch to low-fat or non-fat milk.
I don't like the taste of low-fat or non-fat milk. Do I really need to drink it?	Dietary guidelines recommend that children older than two and adults should make the switch to low-fat or non-fat milk. Try making the switch at breakfast with cereal. The change in flavor is less noticeable when you are consuming milk with other foods.
Is fresh fruit more nutritious than frozen or canned fruit?	Not necessarily; it depends on how long the fresh fruit has been picked and shipped. All fruits provide nutrition, and breakfast is a great chance to eat it.
Fruit is so expensive. How can I eat more of it when I can't afford it?	Look for lower prices on fresh fruit either at a grocery store or farmers' market when it is in season. Keep track of sales on fruit using your local grocery store circular. Try using fruit canned in 100% juice or dried fruit which can provide good nutrition and be less expensive than fresh fruit depending on the time of year.
Isn't cereal a heavily processed food?	There are many cereals you can choose from that are simply made. Similar to how you would make grain based foods at home, grains are cooked, allowed to dry, and either shredded, flattened into a flake, or puffed, before being toasted.

Frequently Asked Breakfast Questions

Question	Answer
What kind of cereal should I eat or feed my kids?	Any type of cereal can be enjoyed by you and your family. Research shows that cereal eaters tend to have healthier body weights and nutrient intake compared to people who skip breakfast or eat other foods for breakfast. This seems to be true whether the cereal is pre-sweetened or not.
Do all whole grain foods provide a good source of fiber?	No, not all whole grains provide a good source of fiber. Read the nutrition facts panel on your packaged foods and look for at least 3 grams of fiber per serving of the food.
What is an appropriate cereal serving size for my child?	Serving sizes vary based on the type of cereal. A cereal that recommends a one-cup serving for an adult would likely recommend a $\frac{3}{4}$ cup serving for a young child, but older children and teens will likely eat a regular serving size.
Won't eating breakfast make it hard for me to lose weight?	People who eat breakfast tend to weigh less than people who skip breakfast. In particular, people who eat a cereal breakfast also tend to weigh less than breakfast skippers or people who choose other foods for breakfast.
Can eating cereal for breakfast really satisfy me?	There are a variety of cereals that provide enough fiber or protein to help you feel more full than other cereal options.
Is cereal a healthy choice?	Cereal is a great breakfast choice that provides good taste and nutrition. For example, most Americans don't get enough fiber, potassium, vitamin D, or calcium, but a cereal, fruit and milk breakfast can provide all four of these "nutrients of concern."



Lesson 1

The Benefits of Breakfast

This lesson will invite clients to find ways to overcome their barriers to eating breakfast every day.

Time for a Group of 10–15 Clients



10 minute preparation



25 minute lesson

Learning Objectives

After this session, participants will be able to:

- Describe the benefits of breakfast
- Troubleshoot their morning routine to increase breakfast consumption
- Describe the benefits of a MyBowl™ breakfast

Materials

- Markers
- Flip chart
- MyBowl bowls (included in kit)
- 3x5 Post-it® notes
- MyBowl tip sheets/pledge cards (included in kit)
- USDA's MyPlate visual (included in kit)

Lesson Activity Outline

Lesson Preparation: 10 minutes

Introduction: 5 minutes

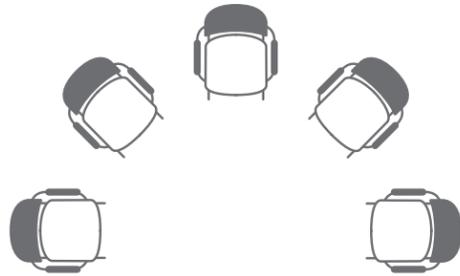
Activity 1: 10 minutes

Activity 2: 5 minutes

Wrap Up: 5 minutes

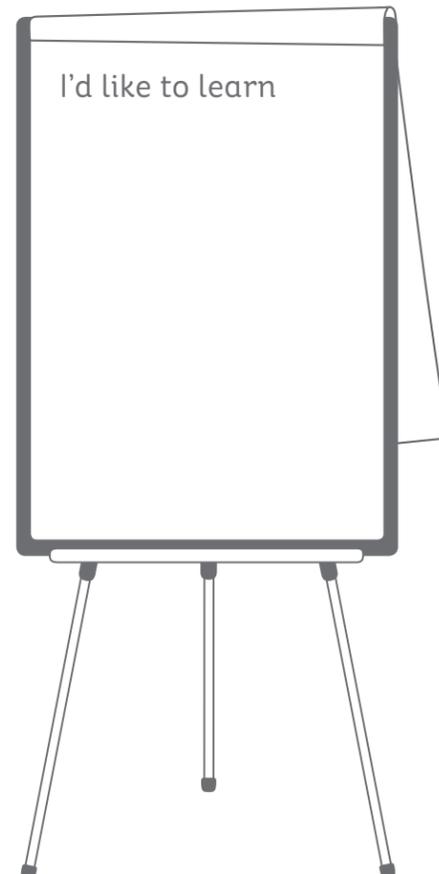
Lesson Preparation 10 minutes

1. Set up chairs in a semi-circle towards the front of the room if possible.

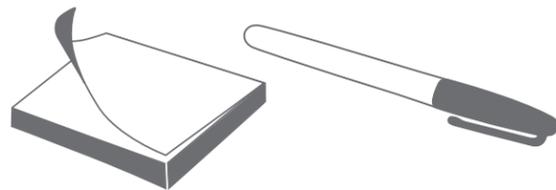


4. To save time, write each of the following headlines on a piece of flip chart paper:

- I'd like to learn
- Americans need more
- Breakfast eater
- I learned
- Breakfast skipper



2. Set out pens and large Post-it® notes on every other chair. If the group is sitting around a table, place pens and Post-its on the table in front of every other chair.



3. Thoroughly review Breakfast 101 and Frequently Asked Questions to prepare for the discussion in Activity 1 (page 8-13).

Introduction



Lesson Tip: Use this exercise as an icebreaker to help participants feel comfortable speaking up, validate their concerns, and get a feeling for how familiar they are with this topic.

Lesson Tip: For the sake of time, you won't be able to hear from every client when you ask questions. Try to hear from 2-4 different people every time you ask a question and only use prompts if no one is responding.

Lesson Tip: After a few participants speak, point out where their questions line up with objectives. If questions don't match up, try and find a way to include their concerns in the lesson or offer to respond at the end of the lesson.

1. Welcome clients to the lesson and hold up the MyPlate image.

Explain: Today we are going to talk about the Benefits of Breakfast. But first, how many of you are familiar with the USDA's MyPlate symbol? MyPlate replaced the old food pyramid and helps us remember how to make healthy choices one plate at a time.

2. Hold up the MyBowl™ bowl.

Continue: Later in our discussion, we are going to use MyBowl. MyBowl can help us remember MyPlate messages about healthy choices and balanced meals at breakfast time.

Ask: When you think about your morning routine, what is at least one thing you want to learn about breakfast today?

Possible Responses

- Why is breakfast called the most important meal of the day?
- How can I choose healthy foods for breakfast?

Prompts if no one speaks:

- Has anyone taken a class on breakfast before? What else would you like to learn?
- Do you need ways to get your family excited about breakfast?

3. Write responses from a few clients on the flip chart page with the "I'd like to learn" headline.

- If not mentioned, add the following points so that the learning objectives are easy to see.
 - What are the benefits of breakfast?
 - How to eat breakfast every day.

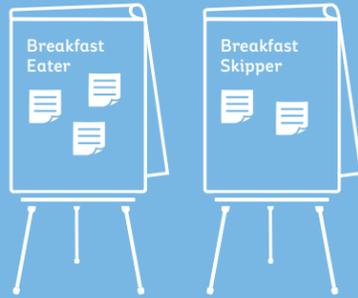
Activity 1



4. **Explain:** We are going to start by discussing all the reasons why people eat or skip breakfast.

Split the group into two teams, the Breakfast Eater Team and the Breakfast Skipper Team. Instruct the Breakfast Eater team to think of as many reasons as they can to eat breakfast, and instruct the Breakfast Skipper team to think of as many reasons as they can to skip breakfast.

Activity 1 Continued



- Give them three minutes to place answers on Post-it® notes and post their comments on their team's flip chart pad under either the "Breakfast Eater" headline or the "Breakfast Skipper" headline.
5. As a group, discuss each of the reasons to eat breakfast. Take the time to correct myths and add more comments to the list.
- As a group, discuss the reasons to skip breakfast. Correct myths and Help the group correct myths and find solutions to any listed breakfast barriers by writing them on the Post-it® and moving it to the "Breakfast Eater" side.

Activity 2



5 minutes

6. Hold up a MyBowl™ bowl.

Explain: Now that we have discussed why we should be breakfast eaters instead of breakfast skippers, let's see how MyBowl helps us make good choices.

Continue: Balance and variety are very important in a healthy diet. Balance helps us avoid eating too much of what we don't need, and variety helps us get more of the nutrition we might be missing out on.

Indicate the flip chart page entitled "Americans need more."

Explain: For example, most Americans don't get enough fiber, potassium, calcium, and vitamin D (write these nutrients on the page as you say them), but some foods we choose for breakfast could add more calories than we need without giving enough of the nutrition we are missing.

As you explain the next 5 points, point to the section of the bowl you are referring to.

Explain:

- MyBowl helps us avoid overeating because it is big enough for one cup of cereal, half a cup of fruit, and half a cup of milk, which adds up to less than 300 calories.
- MyBowl gives us three out of four of the foods the USDA says we should eat more of - whole grains, low fat dairy, and fruit.

Activity 2 Continued



- Choose cereals with at least 3 grams of fiber to help you feel fuller. If your favorite cereal does not have 3 grams of fiber, have some fun mixing it with a high-fiber choice (place a check by fiber on the flip chart page).
- Fruit can help you add more variety to breakfast, fill up on more fiber, and get some potassium (place a check by fiber and potassium on the flip chart page).
- Low-fat or non-fat milk or yogurt adds protein that can help you feel full as well as calcium, vitamin D, and potassium (place a check by potassium, calcium, and vitamin D on the flip chart page).
- Last but not least, a MyBowl™ breakfast is fast. That gives you more time to enjoy your meal, talk with your family, and get ready for your day!

Wrap Up



5 minutes

Lesson Tip: Have clients place reminder notes where they'll see them at the right time to take action. For example, "I pledge to set out breakfast the night before" should be on the refrigerator so they can start preparing breakfast as they're putting dinner away.

8. **Ask:** What was something new or interesting you heard today?
- Write responses on the "I learned" flip chart page

Possible answers:

- How to get my kids up in time for breakfast

Prompts if no one speaks:

- If you didn't learn something new, did you change any of your views about breakfast?

9. As you pass out the MyBowl tip sheets and pledge cards:

Explain: We are going to wrap up this lesson by thinking about what we learned and deciding what we can do differently when it comes to breakfast.

10. Have participants fill out their Try It! Pledge Cards and remind them that trying something new for 21 days (three weeks) can help them make it a habit.

11. **Say:** Please grab a MyBowl before you leave and have a great day!

One-on-One Adaptation

- If you are using this material for a one-on-one session, all the questions, prompts, and possible answers in the lesson are still appropriate.
- Instead of using the flip chart, you can write on standard paper so that your client can follow along with the main points you are writing down.
- For Activity 1, work together with your client to create both the Breakfast Eater and Skipper list so that they can think about both sides of the situation.
- Instead of using the I learned flip chart page, refer to the pledge card where clients can identify what they learned and what they want to work on in the future.



Lesson 2

A “Good” Breakfast

This lesson is a chance for clients to discuss their thoughts on what makes a good breakfast (taste, nutrition, convenience, etc.) and to realize that a daily breakfast habit can be delicious, fast, and healthy.

Time for a Group of 10–15 Clients



10 minute preparation



25 minute lesson

Learning Objectives

After this session, participants will be able to:

- Discuss how perceptions of what makes a breakfast meal “good” can lead to poor choices
- Describe the benefits of a MyBowl™ breakfast

Materials

- Flip chart
- USDA’s MyPlate visual (included in kit)
- MyBowl™ bowls (included in kit)
- MyBowl tip sheets/pledge cards (included in kit)
- Markers

Lesson Activity Outline

Lesson Preparation: 10 minutes

Introduction: 5 minutes

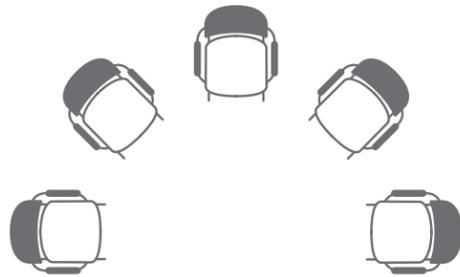
Activity 1: 5 minutes

Activity 2: 10 minutes

Wrap Up: 5 minutes

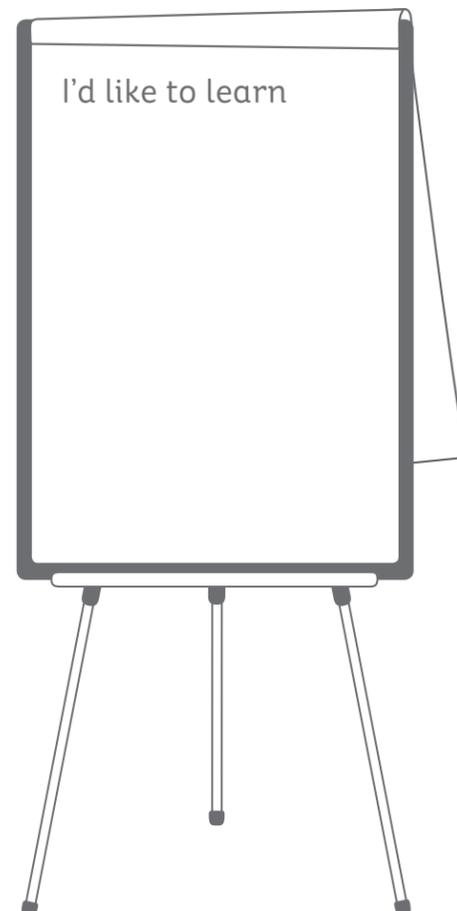
Lesson Preparation 10 minutes

1. Set up chairs in a semi-circle if possible.



3. To save time, write each of the following headlines on a piece of flip chart paper:

- I'd like to learn
- I learned
- A good breakfast
- Americans need more



3. Thoroughly review breakfast 101 to prepare for the discussion in Activity 2 (page 8).



Introduction



5 minutes

1. Welcome clients to the lesson and hold up the MyPlate image.

Explain: Today we are going to talk about what it means to eat a good breakfast. But first, how many of you are familiar with the USDA's MyPlate symbol? MyPlate replaced the old food pyramid and helps us remember how to make healthy choices one plate at a time.

2. Hold up the MyBowl™ bowl.

Continue: We are going to use MyBowl for our lesson today. MyBowl can help us remember MyPlate messages about healthy choices and balanced meals at breakfast time.

Ask: When you think about your morning routine, what is at least one thing you want to learn about eating a good breakfast today?

Possible Answers

- How to make healthy breakfast choices
- How to start eating breakfast

Prompts if no one speaks:

- Has anyone taken a class on breakfast before? Is there something new you'd like to learn?
- Think about your breakfast routine. Is there anything you want to change?

3. Write responses on the flip chart page with the "I'd like to learn..." headline,

- If not mentioned, add the following points so that the learning objectives are easy to see:
 - What makes a healthy breakfast
 - How to read packages to make better choices

Lesson Tip: After a few participants speaks, point out where their questions line up with objectives. If questions don't match up, try and find a way to include their concerns in the lesson or offer to respond at the end of the lesson.

Activity 1



5 minutes

4. **Ask:** What makes a good breakfast?

Possible answers

- Meat/protein
- Hot
- Filling
- Made from scratch

Prompts if no one speaks

- Think about this morning. Did you have a good breakfast? If not, what would you do differently to make it better?

5. Write answers or draw pictures representing answers on the flip chart page with the “Good Breakfast” headline.

Activity 2



10 minutes

6. Place the “Good Breakfast” list (Activity 1) beside the “Americans need more” flip chart page.

Explain: We are going to learn a little more about MyBowl™ so we can put the MyBowl breakfast to the test and see if it has what we want in a good breakfast.

Continue: Balance and variety are very important in a healthy diet. Balance helps us avoid eating too much of what we don’t need, and variety helps us get more of the nutrition we might be missing out on.

Indicate the flip chart page entitled “Americans need more.”

Explain: For example, most Americans don’t get enough fiber, potassium, calcium, vitamin D, and potassium (write these nutrients on the page as you say them), but some foods we choose for breakfast could add more calories than we need without giving enough of the nutrition we are missing.

As you explain the next five points, point to each section of the bowl you are referring to:

Explain:

- MyBowl helps us avoid overeating because it is big enough for one cup of cereal, half a cup of fruit, and half a cup of milk, which adds up to less than 300 calories.

Activity 2 Continued

- MyBowl™ gives us three out of four of the foods the USDA says we should eat more of: whole grains, low fat dairy, and fruit.
- Choose cereals with at least 3 grams of fiber to help you feel fuller. If your favorite cereal does not have 3 grams of fiber, have some fun mixing it with a high-fiber choice (place a check by fiber on the flip chart page).
- Fruit can help you add more variety to breakfast, fill up on more fiber, and get some potassium (place a check by fiber and potassium on the flip chart page).
- Low-fat or non-fat milk or yogurt adds protein that can help you feel full as well as calcium, vitamin D, and potassium (place a check by potassium, calcium, and vitamin D on the flip chart page).
- Last but not least, a MyBowl breakfast is fast, giving you more time to enjoy your meal, talk with your family, and get ready for your day!

7. Refer to the “Good Breakfast” flip chart page and ask: How many of the things on this list describe a MyBowl cereal, fruit, and milk breakfast?

Work with the group to check off the characteristics that describe a MyBowl breakfast (fast, easy, etc.).

Circle the things on the list that the group does not think describes a MyBowl breakfast.

8. **Explain:** There may be a few things we are looking for in a good breakfast that we don’t think we can get in a MyBowl Breakfast. But let’s dig a little deeper here.

Work with the group to address every characteristic of a good breakfast that they don’t think they can get from a MyBowl breakfast. Use your knowledge from Breakfast 101 to discuss the nutrition, health benefits, affordability, satisfaction, and convenience that a MyBowl breakfast can provide.

As you or other clients in the group correct myths and misconceptions about a MyBowl breakfast, check off the characteristics that you circled.

Lesson Tip: To help participants evaluate how a cereal, fruit, and milk breakfast compares to their perceptions of a “good” breakfast, you will have to rely heavily on the information you gathered from the Breakfast 101 section of the lesson leader guide.

Lesson Tip: Use this discussion to build on a client’s experiences and introduce new information to correct any misconceptions. But if a MyBowl breakfast still isn’t the best choice for someone, that is okay.

Wrap Up



5 minutes

Lesson Tip: Have clients place reminder notes where they'll see them at the right time to take action. For example, “I pledge to set out breakfast the night before” should be on the refrigerator so they can start preparing breakfast as they're putting dinner away.

9. **Ask:** What was something new or interesting you heard today?

- Write responses on the “I realized” flip chart page

Possible answers:

- Cereal is a healthy choice.
- People who eat cereal tend to weigh less than people who eat other things for breakfast.

Prompts if no one speaks:

- If you didn't learn something new, did you change any of your views about cereal?

10. As you pass out the MyBowl™ tip sheets and pledge cards:

Explain: We are going to wrap up this lesson by thinking about what we learned and deciding what we can do differently when it comes to breakfast. What was something new or interesting you heard?

11. Have participants fill out their Try It! Pledge Cards and remind them that trying something new for 21 days (three weeks) can help them make it a habit.

12. **Say:** Grab a MyBowl before you leave and have a great day!

One-on-One Adaptation

- If you are using this material for a one-on-one session, all the questions, prompts, and possible answers in the lesson are still appropriate.

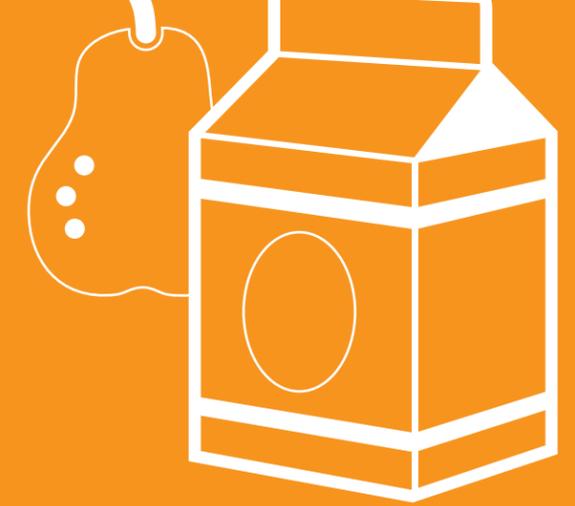
- Instead of using the flip chart, you can write on standard paper so that your client can follow along with the main points you are writing down.

- Since there is no group for your client to interact with, help them think through the material with open-ended questions such as, “How do you think that fact relates to our list?”, “Tell me more”, “What else?”, etc.

- Instead of using the I Learned flip chart page, refer to the pledge card where they can identify what they learned and what they want to work on in the future.

Lesson 3

Build a Better Bowl



This lesson is an interactive food demonstration. At the end of the lesson, participants will have a chance to mix, match, and taste different cereal, fruit, and milk combinations.

Time for a Group of 10–15 Clients



20 minute preparation



35 minute lesson

Learning Objectives

After this session, participants will be able to:

- Compare and contrast different cereal, fruit, and milk combinations and determine their preferences
- Explain why cereal, fruit and milk are a nutritious breakfast option
- Describe how portion control can help prevent overeating

This lesson is a little longer because of the cereal tasting, but smaller groups may still be able to complete it in less than 30 minutes. It's also an ideal lesson for health fairs and larger events. Refer to the Adaptations section at the end of the lesson for more tips.

Materials

- MyBowl™ score card (included in kit)
- Table
- Cutting board, knife
- Flip chart
- 2–3 varieties of cereal
- Spoons
- Fruit (fresh seasonal, dried, or canned in 100% juice, like peaches)
- Low-fat or non-fat milk (LACTAID® or soy milk optional)
- Markers
- MyBowl bowls (included in kit)
- Gloves and napkins
- USDA's MyPlate visual (included in kit)
- Trash can
- MyBowl tip sheets/pledge cards (included in kit)

Lesson Activity Outline

Lesson Preparation: 20 Minutes

Introduction: 5 Minutes

Activity 1: 5 Minutes

Activity 2: 5 Minutes

Activity 3: 5 Minutes

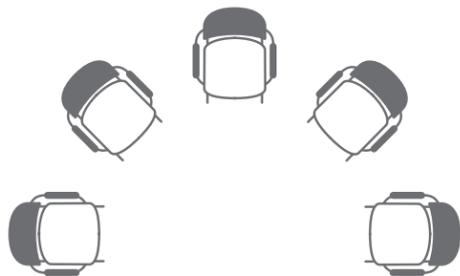
Activity 4: 5 Minutes

Activity 5: 5 Minutes

Wrap Up: 5 minutes

Lesson Preparation 20 minutes

1. Set up chairs in a semi-circle towards the front of the room if possible

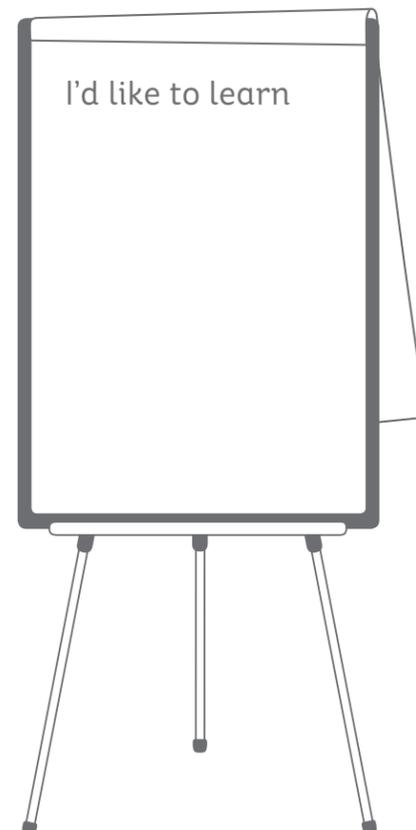


2. Choose 2-3 different types of fruit for this lesson. Let cost guide whether or not you choose seasonal fresh fruit, dried fruit, or canned fruit in 100% juice for this lesson. Cut fruit during set up.



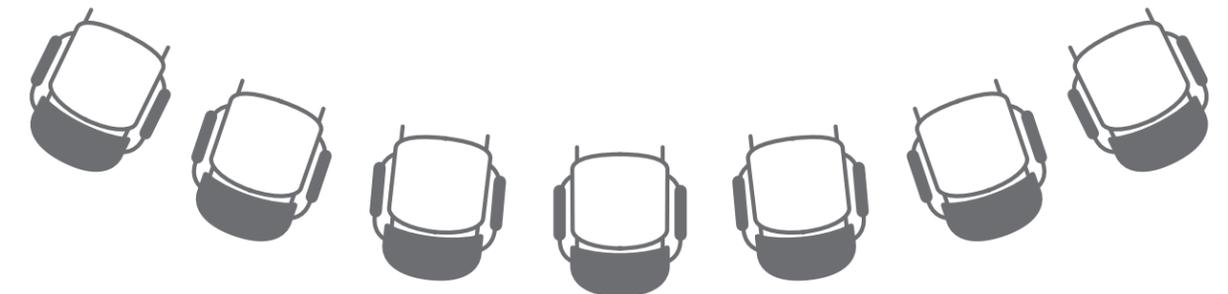
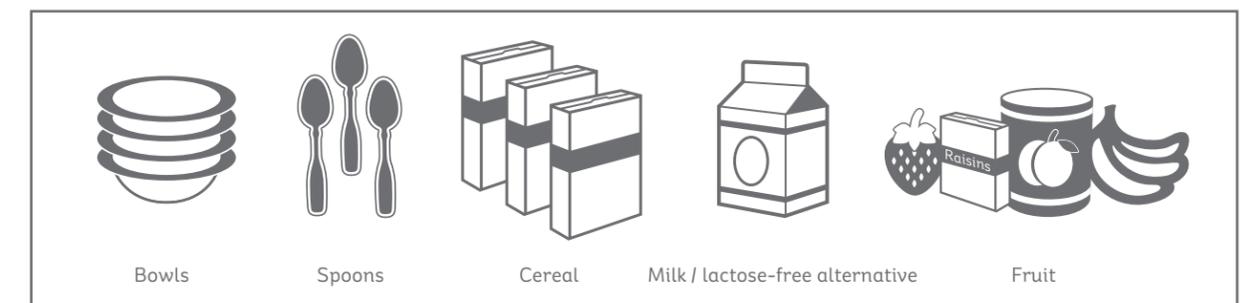
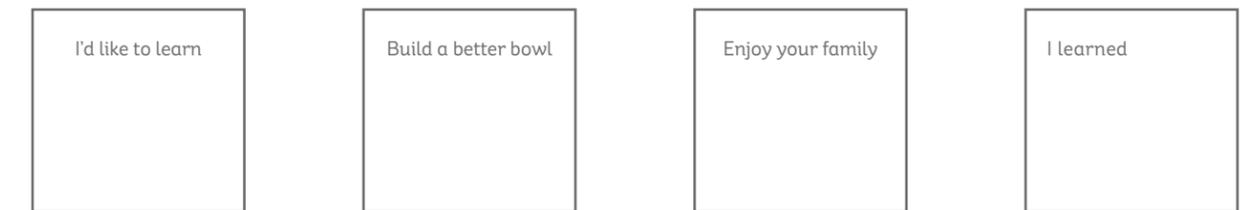
3. To save time, write each of the following headlines on a piece of flip chart paper:

- I'd like to learn
- Build a better bowl
- Enjoy your family
- I learned



Lesson Preparation Continued

4. Place pages on the wall behind the table. Leave enough room for yourself to stand behind the table, and encourage participants to approach the table from the front (see diagram below).



Before the Class Begins

- Allow clients to serve themselves as they come into the class and take their seats. Start the conversation while they are still lined up choosing their cereal.
- **Say:** Today we are building and tasting a MyBowl™ breakfast. Go ahead and choose a cereal, some milk or yogurt, and at least one of the fruit options here.

Introduction



5 minutes

Lesson Tip: Depending on the size of the class and whether young children are present, you may need to have participants wait until the end of the lesson to come up and try different combinations. If the group is small enough, allowing people to experiment with combinations during the lesson can help spur conversation.

Lesson Tip: After a few participants speak, point out where their questions line up with learning objectives. If they don't match up, try to include their concerns in the lesson or offer to respond at the end of the lesson.

1. Welcome clients to the lesson and hold up the MyPlate image.

Explain: Today we are trying a MyBowl™ breakfast which is a great option for a fast and nutritious breakfast you can be proud to feed your families every day. But first, how many of you are familiar with the USDA's MyPlate symbol? MyPlate replaced the old food pyramid and helps us remember how to make healthy choices one plate at a time.

2. Hold up the MyBowl bowl.

Continue: MyBowl can help us remember MyPlate messages about healthy choices and balanced meals at breakfast time.

3. **Ask:** Is there anything about the MyBowl breakfast that you would like to learn more about during our time together?

Possible Responses

- How to make healthy cereal choices
- Why the bowl is so small

Prompts if no one speaks:

- What has your experience been with adding fruit to your cereal?

4. Write responses on the flip chart page with the "I'd like to learn" headline,

- If not mentioned, add the following points so that the learning objectives are easy to see:
 - Which MyBowl combination I like Best
 - Why MyBowl is a nutritious breakfast option
 - How to control portions with MyBowl

5. **Explain:** Balance and variety are very important in a healthy diet. Balance helps us avoid eating too much of what we don't need and variety helps us get more of the nutrition we might be missing out on.

Continue: For example, most Americans don't get enough fiber, potassium, calcium, vitamin D, and potassium but some foods we choose for breakfast could have more calories than we need without giving enough of the nutrition we are missing.

Activity 1



5 minutes

Activity 1 Continued

6. **Ask:** Does anyone notice anything that makes MyBowl™ different from other bowls?

Possible Answers

- Colored rim
- Too small

7. Size

Explain: The size helps us understand how many servings we are eating. Inside of each bowl, there is a line showing a one-cup serving of cereal. Could someone take a look at the label on one of the cereal boxes and tell us all how many calories are listed? (Wait for response.) That is how many calories are in a serving this size. Usually, one cup of cereal, half a cup of fruit, and half a cup of milk add up to less than 300 calories. Serving sizes may vary, but it is usually a cup.

8. MyBowl Colors

Explain: The colored rim on MyBowl is to remind us to eat from several food groups for a balanced breakfast. Let's dig a little deeper and learn about each one.

Activity 2



5 minutes

9. Grains

Explain: The orange color on the rim represents the grain food group. We have several different cereals on the table. (Hold up each box one by one.) Raise your hand if this cereal is similar to the kind of cereal you usually eat.

10. **Ask:** Can anyone tell me what is the number one thing we look for in a healthy grain choice?

Possible answers

- Low sugar
- Whole grain

Lesson Tip: If clients ask about added fiber, explain that we should eat whole grains to get more fiber in our diet. Added fibers, bran cereal, and other high-fiber foods can help us achieve that goal.

11. The grain food group can be a great way to get the fiber you need in your diet. A simple rule of thumb is to look for cereals with at least 3 grams of fiber. Don't assume that all whole grain foods are good sources of fiber. Many corn or rice whole grain foods are not. Could I get some volunteers to read out the amount of fiber in each box?

Activity 2 Continued

- Write “3 grams of fiber” on the “Build a better bowl” page.

12. Continue: Now, one of these options does not have a lot of fiber. If we really like this option, how do we compensate for that?

Possible answers

- Choose other high-fiber grain options during the day.
- Mix with a higher fiber cereal.

Prompts if no one speaks

- The USDA recommends that half of the grains we eat every day are whole grain choices with at least 3 grams of fiber. So if we don't get that at breakfast, what can we do the rest of the day?

Activity 3



5 minutes

Lesson Tip: If you are using dried fruit, this is a good time to remind them that a quarter cup of dried fruit is like a half cup of fresh fruit. Clients counting carbs or calories might do better with fresh fruit or fruit canned in juice.

Lesson Tip: Give some examples of fruits that are normally thought of as expensive. Talk about how their price can drop significantly in the right season.

Lesson Tip: Even if you have a cereal with a flavor like vanilla or berry, adding fruit is a delicious way to balance your breakfast.

13. Fruit

Explain: We have cereal which gives us vitamins and minerals, and some of us chose one that provides fiber too. Now let's add some color to the bowl with at least a half cup of fresh or canned fruit. (Point to the red color.) How many people here usually add fruit to their cereal?

Get a show of hands and ask: Why?

Possible answers

- Taste
- Healthy

Ask: For those who don't, why not?

Possible answers

- Takes too much time to cut up
- Too expensive
- Spoils too easily
- Eat flavored cereals

Activity 3 Continued

Lesson Tip: Remind clients that they don't have to be an expert to know what is in season. Their grocery store ads will highlight low-cost fruits in season.

14. For those of you who tried some fruit today, what do you think now?

Possible answers

- Good
- Still don't like it

Explain: The fruit we add to our cereal is going to give us a little more fiber, vitamins, and minerals like potassium. Look for fresh fruit in season, dried fruit, or fruit canned in 100% juice to save money. All forms of fruit (fresh, canned, dried) can give you good nutrition.

- Write on the “Build a better bowl” flip chart page “Find all forms of fruit on sale.”

Activity 4



5 minutes

15. Milk

Explain: Okay, we have stocked up on some great choices. Now it's time to add some dairy which is represented by the blue color on the bowl. We are going to get calcium, potassium, vitamin D, and some protein from half a cup of our low-fat or non-fat milk choice. On cold mornings, you can also try heating up your milk before pouring it on shredded wheat.

- Write on “Build a better bowl” flip chart page “Yogurt for parfaits, try warm milk.”
- Ask if anyone is lactose intolerant and what kind of alternative they prefer. Write their ideas on the paper. If the person has not tried any alternatives, recommend soy milk, LACTAID® or other easy-to-find options.

Activity 5



5 minutes

16. Explain: We are going to close on one last suggestion. If you aren't doing this already, consider making breakfast your family meal. What a great way to start your day before everyone's schedules start to get in the way. If you don't have time to eat together during the week, make it a tradition on the weekend. Does anyone here already do that? How did you get that tradition started?

- Write responses on the “Enjoy your family” flip chart page.

Activity 5 Continued

If you don't have breakfast as a family, which of these suggestions do you think you can try?

17. If you have young children, try these conversation starters when you get your family around the table:

- What part of your day are you most excited about?
- Is there something nice you want to do for someone today?
- Where do you think the food you're eating grows?

Wrap Up



5 minutes

18. I'd like everyone to come up and sample at least one other cereal, fruit, and milk combination that you've never tried before. Who tried something new that they liked? Tell us about it. Do you think you can do this at home? Why or why not?

- Write responses on the "I learned" flip chart page

19. As you pass out the MyBowl™ tip sheets and pledge cards:

Explain: We are going to wrap up this lesson by thinking about what we learned and deciding what we can do differently when it comes to breakfast.

20. Have participants fill out their Try It! Pledge Cards and remind them that trying something new for 21 days (three weeks) can help them make it a habit.

Say: Have a great day!

One-on-One Adaptation

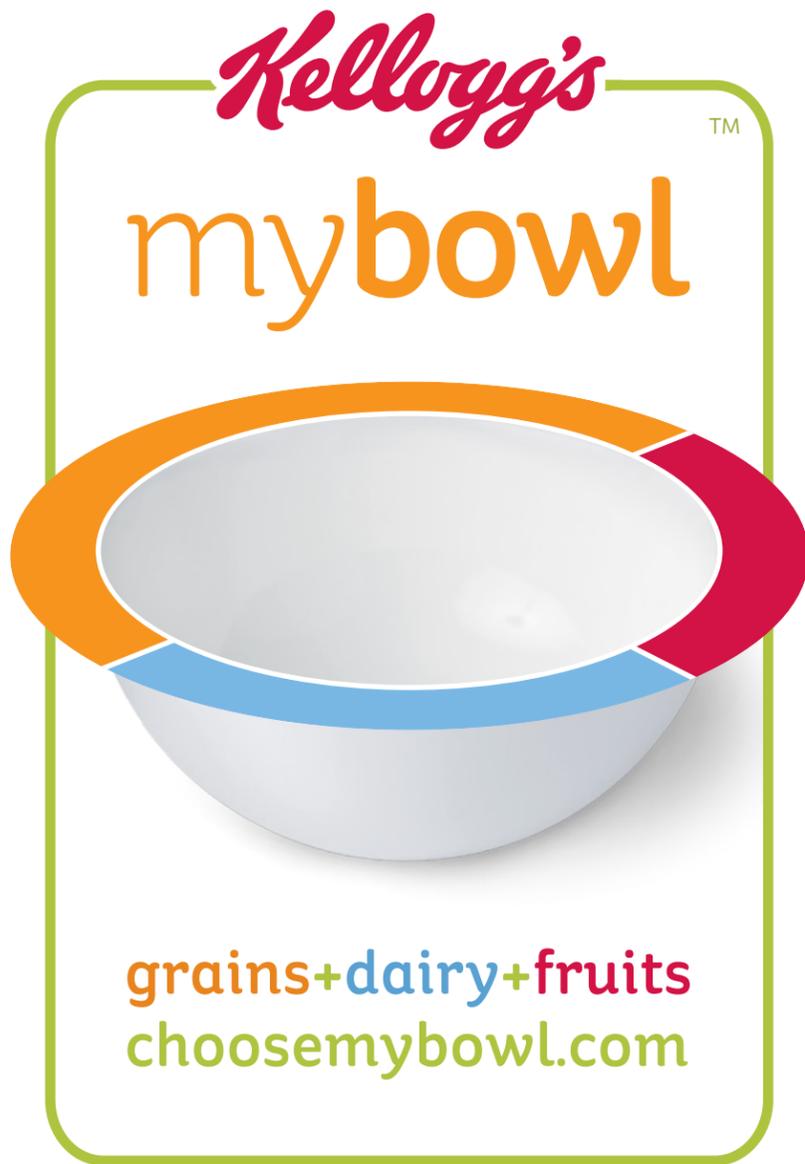
If you are using this material for a one-on-one session, all the questions, prompts, and answers are still appropriate.

- Because the food demonstration aspect of this lesson is more difficult with one-on-one groups, consider taking them through the material without it.
 - As extra encouragement to try adding fruit to their cereal, use circulars from several stores (try store web pages too) to discuss which items are in season.
 - Let clients fill out a MyBowl™ score card to show you how they liked their MyBowl breakfast at their next visit.
- Instead of using the flip chart, let your client follow along as you write the main points on a regular piece of paper.

Large Event Adaptation

- Instead of using flip chart paper for each station of the food demonstration, you can refer to the tip sheet/pledge card. The tips in this lesson provide additional support for the demonstration.
- Instead of using the I Learned flip chart page, refer to the tip sheet/pledge card to help clients identify what they learned and want to work on in the future.

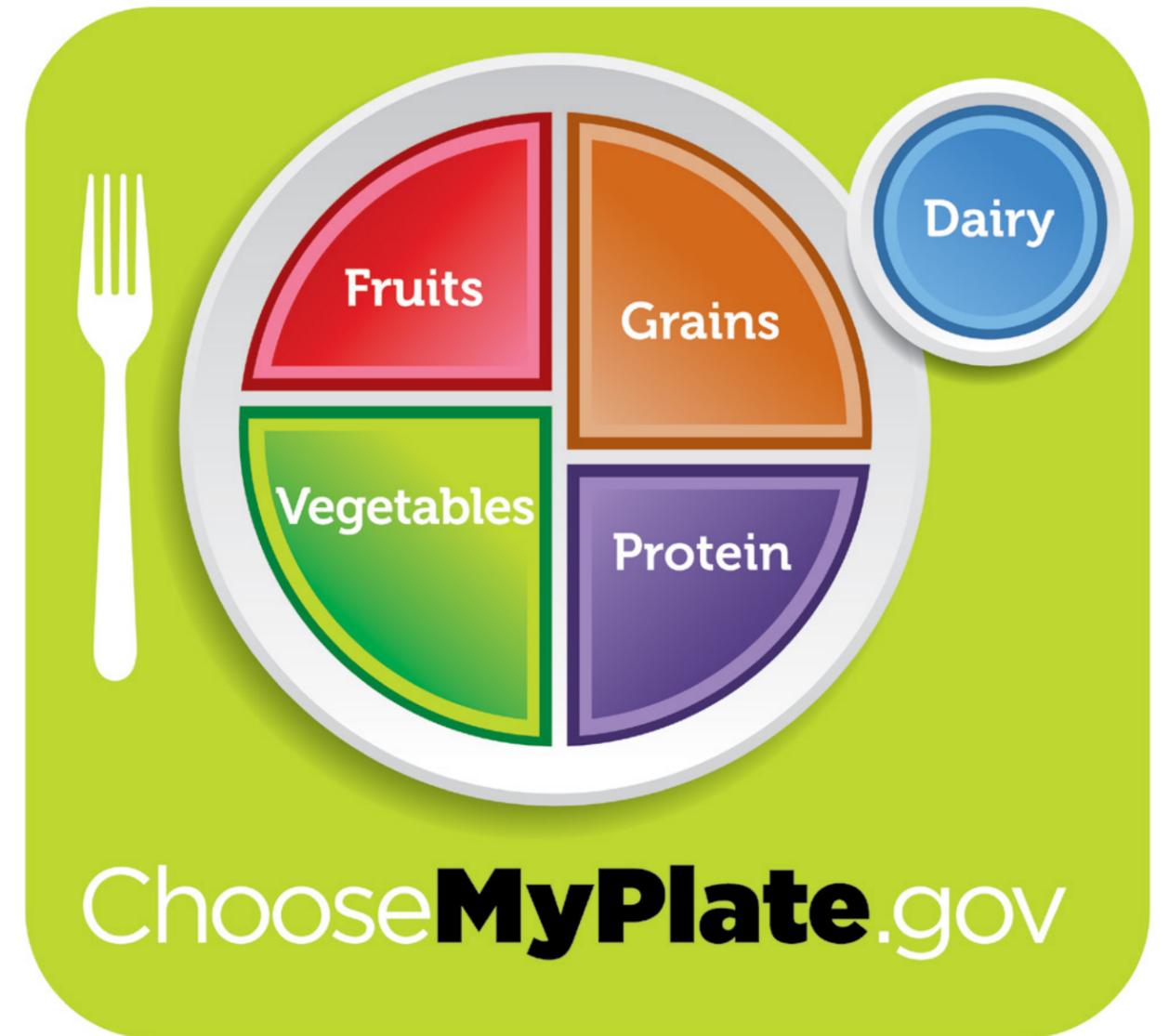
- For larger events like health fairs, National Nutrition Month celebrations, and in-store demonstrations, set up three separate areas:
 - The cereal buffet for clients to self-serve, ideally several feet away from where you will be presenting. You will likely need 1-2 people to keep the buffet clean and orderly and to refill food as needed.
 - A table with a MyBowl™ bowl, cereal boxes, whole fruit, and empty cartons of milk to use as visual aids while you take clients through the lesson.
 - Keep an area clear for people to stand or (if you have chairs) sit and listen, eat, and interact with your questions.
- With this set up, you are free to run through the lesson several times while clients stop, eat, and listen before moving on to another event activity.
- Have MyBowl Score Cards and pens available so people can rate the combinations they choose and post their combinations on a wall near your presentation.



- Fruit**
 - Banana
 - Raisins
 - Strawberries
 - Other: _____
- Dairy**
 - 2%
 - 1%
 - Lactose-free choice
 - Yogurt
- Grains**
 - Corn flakes
 - Shredded wheat
 - Rice puffs
 - Other: _____



- Fruit**
 - Banana
 - Raisins
 - Strawberries
 - Other: _____
- Dairy**
 - 2%
 - 1%
 - Lactose-free choice
 - Yogurt
- Grains**
 - Corn flakes
 - Shredded wheat
 - Rice puffs
 - Other: _____



Lesson Leader Evaluation Form

What went well? Why?

What needed improvement? Why?

Clients did not express confusion and completed the activities according to instructions.

T F (if false, consider improvement goals and list below)

All or most of my clients asked questions, showed interest, responded to my questions.

T F (if false, consider improvement goals and list below)

My goals for improvement are to:

I will achieve my improvement goals by:

- | | |
|--|---|
| <input type="checkbox"/> Practicing the lesson more | <input type="checkbox"/> Asking a peer or mentor for feedback |
| <input type="checkbox"/> Reviewing the breakfast 101/FAQ in more detail | <input type="checkbox"/> Asking clients for feedback |
| <input type="checkbox"/> Seeking additional information from other resources | <input type="checkbox"/> Other: |

What did I learn about my teaching style in leading this lesson?

What did I learn about my clients during this lesson?

References

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