

BREAKFAST LESSON FOUR: HIGH SCHOOL

Using Market Research to Make a Case for Eating Breakfast



The GOALS of this lesson are to:

- help teens understand that breakfast is an important meal, giving them energy to learn and start the day (SCIENCE, HEALTH)
- help teens understand that everyone needs breakfast – including kids their age (HEALTH)
- develop an awareness among teens about individual and teen breakfast habits through completing a survey, compiling the class's results, and completing a project based on the results (WRITING, SOCIAL STUDIES, MATH)

This lesson has three components: an **ACTIVITY** in which students complete an individual survey and compile the results; a **DISCUSSION** of the survey results; and an **ACTIVITY** in which students apply what they have learned about teenagers' breakfast eating habits.

ADVANCE PREPARATION

Duplicate one breakfast survey for each student (see page 50).



ACTIVITY/DISCUSSION

Tell students that you are doing some market research, and you want them to complete a survey. Distribute one survey to each student and give them a few minutes to complete it.

After students complete the survey, break them into small groups (4-5 students). Ask each group to compile their group's results for each survey question.

Set up a grid on the board with a number for each question down the left and "SA, A, D, SD" across the top. Have each group report their tally for each question, i.e. the number of students who strongly agreed with the questions, agreed with the question, etc. Record each group's results on the chart using hatch marks. Quickly total the results for the entire class for each question.



DISCUSSION

Discuss each question, focusing on reasons for differences.

For those of you who marked "strongly agree" for this question, what were your reasons?

As you discuss the statements (in italics below), include the following points:

Breakfast is the most important meal of the day.

- when we eat breakfast, we're more likely to get the important nutrients we need every day
- kids who miss breakfast generally don't make up for the nutrients they miss at other meals or snacks

NOTES

I'd rather sleep late than eat breakfast at home.

- with hectic schedules, it is often easiest to skip breakfast, and many teens do
- research shows that as kids get older they are more likely miss breakfast
- with some planning, we can generally get that 5 to 10 minutes it takes to eat breakfast
- nutritious breakfasts consist of foods from the Food Guide Pyramid

I can get a nutritious breakfast in the school cafeteria.

I'd rather eat breakfast at school than at home.

I'm not hungry when I get up.

- School Breakfast is a great option for kids who don't have time to eat at home, who don't have access to breakfast at home, or who aren't hungry when they get up in the morning

I'd rather eat breakfast on the way to school.

- grab-and-go foods are great -- string cheese, bagel and juice, banana, dry cereal in a baggie and yogurt are examples of foods that can be packed in your back pack and eaten on the way to school

I can get a nutritious breakfast at a fast food restaurant or convenience store.

- if kids choose carefully, they can select nutritious foods on the run at fast food places and convenience stores; examples include milk, juice, muffins, bagels, sandwiches, fresh fruit

Introduce the survey that students completed as an example of market research. Many campaigns, advertisements, and new products are developed from the results of market research. Marketers conduct research to learn about people's habits, products they want or need, the amount of money they will spend on a product, etc.

What can we conclude about our breakfast habits as a result of this survey?

If we conducted this survey with other classes, do you think the results would be similar? Why or why not?

At this point, transition into one of the activities on the next page:

NOTES

ACTIVITY

Working in cooperative learning groups, have students develop a multimedia breakfast campaign that encourages teens to eat breakfast every day. Have students consider the results of the class breakfast survey as they develop their plan.* Each group's plan should include the following elements:

- a theme for the campaign, e.g., "Take Five for Breakfast" or "Breakfast - Don't Go Without It!"
- a television or billboard advertisement for breakfast
- a newspaper article about breakfast for teenagers or for the parents of teenagers
- a flyer that has tips for eating breakfast every day, whether at home, at school, or on the run
- a school newspaper article about the high school cafeteria's School Breakfast Program

*NOTE: You may want to record the results of the class survey onto one master and distribute a copy to each student or group to use as part of their market research.

Working individually or in cooperative groups, have students develop a new breakfast product for teens or children based on their own market research. The research can include learning more about trends that affect the group selected, conducting a breakfast survey to find out about breakfast habits and food preferences, or conducting in-depth interviews with people.

Conduct a survey about the School Breakfast Program in your school. The survey might ask students whether they eat breakfast at school, reasons why or why not, which of the foods served they like best, foods they would like to see in the menu, and things that would get them to try the School Breakfast Program. Compile the survey results and share them with the food service director.

Have students do a comparative analysis of one or more products marketed for breakfast. Students' analysis should identify the following:

- the target audience for each product selected
- messages used to promote the product
- how the product is promoted (e.g., TV ads, magazine ads, supermarket promotions, etc.)
- how the product is packaged
- where and how it is sold
- cost

Analysis can be for one category of products (e.g., cereals or waffles or breakfast pastries) or a comparison of different products (e.g., waffles compared to breakfast pastries).

BREAKFAST SURVEY

Please provide your opinion for each of the following questions. Circle "SA" if you strongly agree; "A" if you agree; "D" if you disagree; and "SD" if you strongly disagree. There is no right or wrong response.

- | | | | | |
|---|----|---|---|----|
| 1. It's important to eat breakfast every day. | SA | A | D | SD |
| 2. Breakfast is the most important meal of the day. | SA | A | D | SD |
| 3. On the days that I eat breakfast, I feel better. | SA | A | D | SD |
| 4. I'd rather sleep late than eat breakfast at home. | SA | A | D | SD |
| 5. I can get a nutritious breakfast in the school cafeteria. | SA | A | D | SD |
| 6. I'd rather eat breakfast on the way to school than at home. | SA | A | D | SD |
| 7. I'd rather eat breakfast at school than at home. | SA | A | D | SD |
| 8. I can get a nutritious breakfast at a fast food restaurant or a local convenience store. | SA | A | D | SD |
| 9. I'm not hungry when I get up. | SA | A | D | SD |
| 10. My friends believe eating breakfast is important. | SA | A | D | SD |