

News Release

FOR IMMEDIATE RELEASE

Breakfast for Better Learning Campaign

Kuujjuaq, October 9, 2015 – The Nunavik Regional Board of Health and Social Services is very proud to launch its new campaign "Breakfast for Better Learning" across the region. Aimed at promoting the importance of breakfast for schoolchildren, a complete kit of educational activities and promotional materials focussing on breakfast was created to help this campaign spring into action in classrooms. The material includes a poster, a factsheet, classroom discussion about breakfast ideas, educational activities and a booklet about healthy food.

"Breakfast is an important meal because it provides the energy to start the day. Studies show that schoolchildren who eat breakfast perform much better at school and have more energy in sports and other physical activities," says Dr. Serge Déry, Nunavik Director of Public Health of the NRBHSS. Also, in addition to the materials created, funding is also available through the Healthy School program and Nutrition North Canada for schools that would like to add their own ideas to the mix and organize nutrition-promotion activities.

The NRBHSS would also like to underline the fact that all Nunavik schools and their staff, through various projects, are making great efforts to give their schoolchildren access to healthy food in the morning. All schools have a cereal-and-milk program under the Kativik School Board. Many schools are part of the Breakfast Club of Canada and others have custom programs. Additionally, the Kativik Regional Government, the NRBHSS and the Breakfast Club of Canada are proud to financially support local efforts to improve children's access to breakfast. Together we are working at making sure that nutritious options are available throughout the region, as a good breakfast is the start of a great day.

The NRBHSS is a public agency created in 1978 under the James Bay and Northern Québec Agreement. It is responsible for nearly the entire Québec territory located north of the 55th parallel in terms of the provision of health and social services for the inhabitants of the 14 communities.

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Source: Nunavik Regional Board of Health and Social Services

Department of Public Health



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