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<td><strong>Author(s)</strong></td>
<td>Low, Hee Ann; Quek, Hui Ying; Tan, Wei Yuan; Ng, Wilson Kok Jung</td>
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Project ID: CS/12/009

RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

ABSTRACT

This paper presents a health communication campaign, Rise & Shine Breakfast Campaign, an initiative led by four final year students at the Nanyang Technological University Wee Kim Wee School of Communication and Information. The campaign aimed to get parents to prepare a healthy daily breakfast for their children through raising awareness of its importance and benefits, educating them on what constitutes a healthy breakfast and to commit to provide one for their children on a daily basis. Parents with children aged 4 to 12 were the campaign’s primary target audience group; children aged 4 to 12 were the secondary target audience. To achieve the campaign’s goals, the team engaged in thorough formative research, which provided an assessment of the global environment through secondary research, as well as primary research insights on the local scene using a quantitative pre-campaign survey and qualitative focus groups.

This report elucidates how the campaign reached out to its target audience using a combination of offline on-the-ground strategies and online engagements. Campaign communication strategies, tactics and resourceful execution of the campaign are elaborated in the report. The campaign’s overall effectiveness was evaluated using both quantitative and qualitative criteria, including a post-campaign survey, analysis of media coverage and metrics from on-the-ground and online communication efforts. The report concludes with a self assessment of the team’s efforts and explores recommendations for future extensions of the campaign. Documents detailing original documents, campaign collaterals and comprehensive diagrams can be found in the supplementing appendices.
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CHAPTER ONE: INTRODUCTION

Breakfast consumption can be defined as “self-reported and included consumption of any food or beverage consumed at a meal occasion named by the respondent as breakfast” (Deshmukh-Taskar, Nicklas, O’Neil, Keast, Radcliffe, & Cho, 2010). Breakfast, hailed as the most important meal of the day, is yet the meal most often missed (Affenito, 2007). Skipping breakfast can be defined as missing at least one breakfast in a typical week of seven days (Rampersaud, Pereira, Girard, & Adams, 2005). Skipping breakfast is an unhealthy dietary habit and a matter of health concern because it can entail physical and behavioural problems in the long run (Rampersaud et al., 2005). Specific to the Asia-Pacific region, the trend of skipping breakfast is reported to be more prevalent in industrialised countries such as Japan, Korea, Palestine, Australia, as well as Singapore, and is more pronounced among adolescents and young adults (Horikawa et al., 2011).

Good nutritional composition and dietary patterns from early childhood years is fundamental to health and can exert immediate or long-term benefits or adverse effects (Bellisle, 2004; Marmot, Friel, Bell, Houweling, & Taylor, 2008). Regardless of cultural diversity among countries, skipping breakfast is associated with high prevalence of obesity rates and other health problems later into life such as irregular eating patterns (Affenito, 2007; Horikawa et al., 2011). Examining the potential effects of nutritional factors on young children is of special significance, because childhood is an important period for gaining factual knowledge and picking up behavioural and social skills that will shape an individual’s capability of handling the demands of modern society (Bellisle, 2004). Hence, promoting the daily consumption of breakfast is beneficial and a basic dietary habit to inculcate in children.
RISE & SHINE BREAKFAST CAMPAIGN

The Rise & Shine Breakfast Campaign sought to promote daily consumption of a healthy breakfast among children aged 4 to 12 through communication of relevant information to both parents and children. This report will illustrate how campaign messages and influence were brought about by campaign activities designed and carried out, through a synthesis of on-the-ground outreach efforts and online media strategies. It is hoped that the team’s campaign efforts will contribute to building a healthier generation by kicking start children’s day right with a healthy breakfast daily.

CHAPTER TWO: LITERATURE REVIEW

2.1 Breakfast Consumption and its Impact on Children

With breakfast as an “important determinant of a healthy lifestyle”, the act of skipping breakfast leads to a host of problems (Affenito, 2007, p. 565). These problems include adverse effects on schoolchildren’s cognitive abilities (Bayerl & Stang, 2003; Devaney & Stuart, 1998; Rampersaud et al., 2005; Wyon, Abrahamsson, Järtelius, & Fletcher, 1997), problems in weight management such as overeating, weight gain and obesity (Croezen, Visscher, Ter Bogt, Veling, & Haveman-Nies, 2007; Dubois, Girard, & Potvin Kent, 2006; Leidy & Racki 2010), and adversely affecting moods and emotions (Gregoire, Martin, & Sneed, 1993).

Secondary research in the relevant fields has yielded scientifically recognised benefits of children eating breakfast daily. These wide range of benefits fall in the categories of physiological, psychosocial and cognitive benefits. Physiological benefits included better weight management and breakfast eaters were also more likely to meet the daily recommendations of nutrient intake when compared to breakfast skippers (Deshmukh-Taskar et al., 2010). In addition, breakfast consumption is part of a healthful lifestyle and is known to benefit children’s psychological and social wellbeing. Breakfast intake reportedly has a positive effect on mood,
alertness and contentment and better class attendance (Rampersaud et al., 2005). Lastly, medical literature also presents the cognitive benefits of breakfast intake. Breakfast consumption boosts learning ability in school and enhances aspects of cognitive and academic performance, such as improving short-term memory, information processing, arithmetic ability and problem-solving (Bellisle, 2004; Rampersaud et al., 2005).

2.1.1 What Constitutes a Healthy Breakfast?

A clear definition of what constitutes a healthy breakfast meal is required as there exists a gap between eating a healthy breakfast and the belief that one ate a healthy breakfast (Eilat-Adar, Koren-Morag, Siman-Tov, Livne, & Altmen, 2011). The five food groups recommended for a healthy breakfast for children consists of wholegrains, proteins, low fat dairy, fruits and vegetables. This definition of a healthy breakfast using five food groups complements the Singapore Health Promotion Board’s Healthy Diet Pyramid categorisation (2012), and is used by the U.S. Department of Agriculture (2013) and the South Australia’s Children Health Development Foundation (1998).

2.2 Theoretical Frameworks

2.2.1 Socialisation of Children’s Health Behaviour

Socialisation is the process whereby individuals learn from others, resulting in a range of outcomes, including the acquisition of social norms, values and skills that are vital for them to perform given social roles in the society (Grusec & Hastings, 2006). According to Maccoby (2006), socialisation begins at home with parents and family members as important influences on a child’s development throughout one’s lifespan. As the child grows up, increased influence from agents of socialisation outside the family is observed as the child’s interaction and time spent with these agents increases. That is, children’s socialisation involves multiple social
systems and socialisation agents (Moore, Murphy, & Moore, 2011). As such, the campaign examined socio-ecological factors which can influence a child’s health improvement behaviour. These socio-ecological influences include proximal influences, such as parents (which affect the child directly), and distal influences, such as the community (which affect the child indirectly).

Young children’s dietary habits are largely formed at home and parental influence plays a main role in the socialisation of children’s health behaviour (Hays, Power, & Olvera, 2001). According to Hays et al. (2001), parents influence children through modelling, labelling, persuasion or rewards and punishments. Children’s health behaviours are also influenced by parents’ presentation of information, which make it possible for children to make their own health choices. Furthermore, parents play the role of “gatekeepers of opportunities and barriers to health-enhancing behaviours” in the child’s environment (Hays et al., 2001, p. 422).

Albeit so, extra-familial contexts such as school settings and community places which children frequent can help shape their nutrition and health. As health promotion has seen a shift from direct intervention to the socio-ecological approach, health education in schools also presents opportunities for children’s nutrition socialisation (Gable & Lutz, 2001). This socio-ecological health promotion approach recognises many levels of influence on individual health and behaviour, including individual factors, community, organisations, environment and interpersonal factors. Health intervention is more influential when adapted at several levels simultaneously (Green & Kreuter, 2006). Hence, by tailoring our campaign messages to influence children across different levels of influence, such as through schools, the community and parents, we aim to bring about the desired behaviour outcomes in children.
2.2.2 Elaboration Likelihood Model

The Elaboration Likelihood Model (ELM) developed by Petty and Cacioppo (1986) explains the process of persuasion through two distinct routes. The model posits that these two routes, the central and the peripheral route, may be taken in order for persuasion to take place. The central route requires the person to engage in cognitive elaboration, or careful thinking about the message. The person evaluates the message based on past experiences and previous knowledge. In order for the message to be centrally processed, the person must have motivation and the ability to process the information. Notably, personal relevance is one of the most important variables that motivates a person to think carefully about a message (Petty & Cacioppo, 1986). Whereas for the peripheral route, less cognitive effort is required as simple heuristic cues in the message, such as the likeability of the message, may result in a change in attitude (Cialdini, 2009). Under circumstances where the likelihood of mental elaboration increases, the central route is dominant. As the likelihood of mental elaboration decreases, the peripheral route becomes more important in the persuasion process (Petty & Cacioppo, 1986).

In our health related communication, it is likely that parents will engage in the central processing route as they are likely to have both motivation and ability to process the information centrally because they are the main decision makers and influencers of their children’s health behaviour. Whereas for children, the peripheral route is more likely—this is because children have comparatively lower cognitive complexity and are hence less likely to process the information centrally (O’Keefe, 2009). Moreover, children are likely to engage in the peripheral route because they are less likely to have high involvement in the topic of healthy eating habits, and hence have less motivation to process the message centrally (Petty & Cacioppo, 1986). To
persuade our target audience to engage in the desired behaviour, the team crafted campaign messages which are relevant and suitable for the target audience’s level of understanding.

2.2.3 Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) proposes that intentions and perceived behavioural control determine behaviour. Intentions are influenced by attitudes, subjective norms and perceived behaviour control. Attitude towards behaviour—the degree to which the person has a favourable evaluation of the behaviour in question—is important in predicting and explaining the behaviour. Favourable attitudes towards the behaviour are generated when largely desirable outcomes are associated with the behaviour. Perceived behavioural control is the same as self-efficacy, the perception of how well one can execute the actions required to produce the desired outcome (Ajzen, 1991). Self-efficacy is increased when resources and opportunities are accessible to the individual and “to some extent dictate the likelihood of behavioural achievement” (Ajzen, 1991, p. 183).

Overall, a more favourable attitude towards the behaviour and a greater perceived behavioural control are likely to indicate a stronger intention to engage in the behaviour (Ajzen, 1991). Based on these concepts, we associated our campaign key messages with benefits and favourable outcomes of the desired behaviour to generate positive attitudes towards it. Also, the campaign equipped our target audience with the necessary knowledge and appropriate resources to assist them in carrying out the desired behaviour by increasing their self-efficacy.

2.2.4 Two-step Flow of Communication

To develop effective campaign strategies, the campaign made use of the concept of opinion leadership which stems from the two-step flow of communication theory (Katz & Lazarsfeld, 1955). According to Katz and Lazarsfeld (1955), opinion leaders are noted to have
more influence over people’s opinions, actions and behaviour than the mass media, the original message source. As supported by the theory, “ideas often flow to opinion leaders and to the less active sections of the population” (Katz, 1957, p. 61). Through application of the concept of opinion leadership, the campaign worked with relevant opinion leaders such as nutrition experts, celebrity parents and parent bloggers to reach out to our target audience based on the concepts of personal influence, flow of personal influence and the opinion leaders’ relationship with the message source (Katz, 1957).

Opinion leaders are key players in the process of information diffusion and sharing, serving as efficient and effective sources of communication. As communication majors with limited credibility on health and parenting issues, the use of this theory allowed our target audience to be more receptive to our campaign’s health communication, through opinion leaders whom they look to for guidance.

CHAPTER THREE: FORMATIVE RESEARCH

Formative research was undertaken to plan and develop campaign strategies. As part of the research, a situational analysis studied the landscape both locally and globally. Then, a quantitative survey and three qualitative focus group research were conducted with parents of children aged 4 to 12.

3.1 Situational Analysis

3.1.1 Breakfast Consumption Globally and Locally

Breakfast skipping is highly prevalent in the United States (U.S) and Europe, ranging from 10% to 30% (Affenito, 2007; Rampersaud et al., 2005). Studies in Asian and Pacific regions cited major concerns in the unhealthy dietary habit of skipping breakfast (Horikawa et al., 2011). Particularly, decline in breakfast consumption was notable among older children aged...
15 to 17 (Affenito, 2007). The most common reasons cited for skipping breakfast include lack of time, lack of hunger and dieting reasons (Rampersaud et al., 2005).

Reports in the local Singapore context have also reflected the importance of breakfast for schoolchildren and the health risks that come with skipping breakfast (Today SG, 2005; Tan, 2008). Skipping breakfast was a common practice among children and teenagers surveyed in a study carried out by Ang and Foo (2002), which found that 33.9% of participants did not consume breakfast in a 3-day food intake study. Media reports on the problem of breakfast skipping habits in children revolved around the misplaced importance of a daily breakfast, its cognitive benefits, and urged schools to relook the initiatives to provide a wholesome and balanced breakfast (Gan, 2012; Ng, 2012) (see Appendix A.1 for list of media reports). Furthermore, in face of rising childhood obesity rates, the Singapore government has called for measures to tackle this problem, amongst which include educating children on good dietary habits with the involvement of parents (Ong, 2012).

3.1.2 Breakfast Campaigns Globally and Locally

To identify learning points to aid the planning of our campaign, we examined non-profit and commercial breakfast campaigns and programmes initiated overseas and locally.

3.1.2.1 Breakfast Clubs in United Kingdom

To tackle the problem of breakfast skipping in United Kingdom (UK) children, school breakfast clubs were set up across the UK. The scheme is strongly supported by Magic Breakfast, a charity organisation who works closely with partner schools to eradicate child hunger in the morning (Rayner, 2012b). The breakfast club provision is available at approximately half the schools in England. These breakfast clubs provide nutritious breakfast for
children where they learn about the benefits of breakfast. This programme is steered by government legislation and guidelines (Hoyland, McWilliams, Duff, & Walton, 2012).

Reasons for parents to enrol their children under breakfast clubs include difficulty feeding their children at home due to work commitments and the ability to afford enough food. The key objectives of breakfast clubs in UK were to improve learning in class and to promote healthy eating habits among children. In fact, 88% of teaching staff reported that breakfast clubs helped improve attendance and 93% said the programme led to better concentration in class (Rayner, 2012a). A limitation identified lies in the programme’s heavy dependence on schools’ funding and resources, neglecting the role of parents in providing breakfast for their children.

From this programme, the team gathered that schools are heavily involved because the campaign puts much emphasis on the benefits of breakfast linked to academic grades and pupil behaviour in class. We surmised that parents could become more involved if the campaign could also promote the benefits of breakfast on the child’s physical and mental health wellbeing, instead of only cognitive aspects.

3.1.2.2 National Breakfast Promotion Campaign in Australia

O’Dea and Wagstaff (2011) argued the promotion of breakfast is particularly relevant in countries which do not provide school meals, a situation similar to Singapore’s. The study highlighted the need for increased parental awareness in improving education about the various benefits of breakfast. Through a national mass media publicity campaign by the Dietitian Association of Australia, parents and school administrators were involved in a broader community discussion on the importance of a nutritious breakfast.

Aside from the mass media publicity campaign, improved breakfast consumption was also attributed to healthy education through the breakfast promotion programmes at the school
level (O’Dea & Wagstaff, 2011). Key messages conveyed the importance of breakfast in maximising children’s attentiveness and school performance. Nutritional advice was provided to school administrators and parents. Key outcomes of the campaign saw a drop in the frequency of skipping breakfast, from 17.0% to 12.7% before and after the campaign.

From this study, a learning point for our campaign was seen in the important role that parents play during health promotion activities. O’Dea and Wagstaff (2011) also suggested future breakfast promotion programmes to include parents to drive the message home. The study also acknowledged its exclusion of the impact of breakfast consumption on childhood obesity and weight issues. Hence, the team kept in mind the impact of breakfast on various aspects of health while formulating campaign messages, instead of solely focusing on the link between breakfast and academic performance.

### 3.1.2.3 Commercial Campaigns

An instance of a commercial-run breakfast campaign is the Kellogg Company’s collaboration with non-profit group Action for Healthy Kids for the Share Your Breakfast programme in the US. The programme encourages healthy breakfast eating habits while providing underprivileged children with a nutritious breakfast (Kellogg Company, 2012). The Kellogg Company donates a breakfast meal to an underprivileged child for every photo of breakfast food submitted at shareyourbreakfast.com. This national advertising campaign supports the National Breakfast Day in USA, which was started by the School Nutrition Association in 1989 to raise awareness of the relation between breakfast consumption and academic achievement (Vega, 2011). The campaign has since garnered nearly 200,000 breakfasts shared.

We assessed the campaign’s association with a major brand such as Kellogg as a limitation, as it restricts the food category to just cereals, and Kellogg’s products. An approach
focusing on the constitution of a healthy breakfast should expose the target audience to all recommended dietary food groups, and essentially, a range of healthy but diverse breakfast foods.

3.1.2.4 Breakfast Campaigns in Singapore

An example of local breakfast campaigns for children is the 2009 Nestle Breakfast Cereal Outstanding Kids Campaign. While serving an advertising purpose for its products, the campaign focused on the importance of breakfast in helping children start their day right through games and contests (Chew, u.d.). Another local breakfast programme is the School Breakfast Programme (SBP) which provides needy children with breakfast coupons to start their school day. The programme is run by the Ministry of Education under the Financial Assistance Scheme (Ministry of Education Singapore, 2012). Aside from these, there were no other prominent campaigns advocating healthy breakfast-eating across the population in the local scene.

In evaluating the local breakfast programmes above, we noted that the SBP supports needy children, only giving attention to underprivileged children and neglects the children population at large. Also, the Nestle campaign ultimately serves an advertising and marketing purpose. In addition, we learnt from past overseas and local school-based breakfast campaigns that an effective way to reach out directly to children would be through schools as they present a captive audience. Moreover, social influences stemming from peers and teachers can be leveraged on as we promote our campaign messages in a school setting. This helped to form a strategy revolving around school engagement for our campaign.

3.2 Primary Research

The purpose of the campaign’s primary research was to gather data on children’s breakfast consumption habits and insights to parents’ existing knowledge and challenges of
preparing a healthy breakfast in the Singapore context. As secondary research revealed a lack of
data specific to the local context, our primary research aimed to address this gap and identify
insights helpful in shaping a non-commercial community-centric breakfast campaign. Primary
research by the team consisted of a quantitative survey and qualitative focus group discussions.

3.2.1 Quantitative Survey

3.2.1.1 Objectives and Methodology

Primary quantitative research was conducted to (i) understand current breakfast
consumption frequency among schoolchildren, (ii) assess parents’ awareness of the benefits of
breakfast and knowledge of the constitution of a healthy breakfast and (iii) identify barriers and
challenges to healthy breakfast preparation.

The quantitative survey consisted of a self-report questionnaire completed by parents of
primary school children aged 7 to 12 (Appendix A.2). In September 2012, we conducted the
survey with 363 parents of primary school children. Using MOE’s directory where schools are
split into four regions, North, South, East and West, we assigned each school in each region a
number and ran a number generator to pick one school per region using a stratified random
sampling method. Five primary schools participated in the survey (Appendix A.3). A total of 541
surveys were distributed, with 363 surveys completed and returned, reporting a response rate of
67%. To ensure a good mix of gender, only co-education schools were included. Heads of the
Physical Education or Health Education departments at the chosen schools were contacted. The
questionnaires were take-home surveys, which school children were told to bring home to a
parent to complete before returning them to their teachers.
3.2.1.2 Key Findings, Observations and Analysis

Detailed survey findings can be found in Appendix A.4. Key findings of the quantitative survey data showed that 33% of schoolchildren skipped breakfast at least once a week. The most common reason cited for skipping breakfast was “not enough time for child to eat”, indicated by 46% of those who skipped. Furthermore, it was observed that the older a child is, the more likely he is to skip breakfast—this is seen in that 82% of Primary 1 students eat breakfast daily, while only 54% of Primary 6 students did so. In addition, open-ended questions asking the type of breakfast foods typically given to children showed that healthier alternatives appeared less frequent on the plates of children. Less healthy options appeared at least 3.5 times more common than healthier options in the identified food groups. Common breakfast foods also included deep fried food and foods high in sugar and fat, calling for a need for health education on the recommended food for breakfast intake.

As reported in the survey findings, respondents showed moderately high agreements (scoring an average 3.70 on a 5-point scale) with statements of benefits about breakfast, indicating moderate awareness about the benefits of breakfast. Among these identified three benefits of breakfast, respondents ranked “managing my child’s mood and emotions”, “controlling my child’s weight” and “makes my child smarter” in descending order of importance to them. Hence, it is important to note that unlike previous campaigns examined in Chapter 3.1.2 that focused primarily on the link between breakfast consumption and academic performance, our campaign incorporated the physiological and psychosocial benefits of breakfast consumption to appeal to our target audience.
The top three barriers to the consumption of a healthy breakfast were identified as “access to recipes”, “confident preparation” and “delicious”. These insights helped to formulate campaign strategies to lower barriers to promote the desired health behaviour.

3.2.2 Qualitative Focus Group Discussions

3.2.2.1 Objectives and Methodology

The qualitative research consists of three focus group discussions conducted with parents of children aged 4 to 12 years old (see Appendix A.5 for focus group discussion guide). The key objectives of all three focus groups were (i) to identify key challenges parents faced in getting children to eat breakfast daily, (ii) to find out who and what kind resources do parents look to for a healthy breakfast preparation and (iii) to pre-test and refine campaign strategies. The last focus group session with parents of preschoolers had an additional fourth objective—to explore the relevance and significance of starting health education at preschool age.

Focus group participants were recruited via convenience sampling. Two focus group discussions were held in October 2012 with parents of primary school children at the Project Room in Bishan Public Library with five participants. Another focus group in December 2012 was conducted with seven participants at Serene Centre with parents of preschoolers. In total, we spoke to 12 participants. The gap in between the October and December focus groups was spent on synthesising formative research to include preschool children as we decided to extend our secondary target age group from 7 to 12 years old to 4 to 12 after the October focus group.

Table 1
Profile of Focus Group Participants

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<td>October 2012</td>
<td>Discussion #1: Parents of primary school children who eat breakfast every day</td>
<td>Discussion #2: Parents of primary school children who do not eat breakfast every day</td>
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<tr>
<td>December 2012</td>
<td>Discussion #3: Parents of preschoolers, regardless of breakfast consumption frequency</td>
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3.2.2.2 Key findings, Observations and Analysis

The October focus groups were conducted with five parents of primary school children. Extracts from the discussion can be found on Appendix A.6. We observed a stark contrast between parents of daily eaters and parents of non-daily eaters. The former group demonstrated commitment to feed their children nutritious breakfast meals through educating them on the importance of breakfast consumption since a young age. Whereas for the latter group, these parents cited “there is nothing you can do” if the children choose to skip breakfast. This showed that parents are not the sole decision makers in children’s dietary habits and it is important to educate children on making the right food choices too. Also emphasised was that parents in both groups cited that primary school children might have internalised dietary habits formed since young and pointed out the importance of “good habits start young”.

Moreover, a healthy breakfast meal is often seen as “not tasty”, something which children might resist. Hassle-free preparation was something which appealed to parents due to a lack of time, a sentiment echoed by all parents across all focus groups. Resources which our campaign offered had to be “practical”, while teaching parents and children on the “consequences of skipping and benefits of eating breakfast”.

Overall, parents suggested our campaign activities make use of both offline and online approaches because not all parents are active in cyberspace. Facebook, parenting websites and parenting blogs are common online sites the participants visited. To reach out to both parents and children, participants recommended venues where families would frequent—namely libraries, shopping malls and parks. Aside from reaching out to parents, participants also commented that school programmes and health education in schools are influential among children.
The December focus groups conducted with seven parents of preschoolers delved deeper into changes in the children’s breakfast-eating habits as they prepare for transition from preschool to primary school. Parents cite a good foundation and health education from a young age as factors that may curtail the likelihood of development of bad dietary habits such as skipping breakfast. “Health education is appropriate for preschool” and starting young is important “so that they can make the right choice when they’re older” because “habits formed are hard to change”. This drove the decision for the campaign to target parents of children aged 4 to 12, instead of the initial age range of 7 to 12.

3.3 Discussion of Formative Research

Based on secondary research, breakfast is the most skipped meal of the day (Affenito, 2007). Even among young schoolchildren, the rate of skipping breakfast ranges from 10% to 30% in western countries (Affenito, 2007; Rampersaud et al., 2005). The lack of research data applicable to the Singapore context directed our primary research to yield data relevant to the local context.

From our survey research, we confirmed breakfast consumption patterns in the Singapore context and found that one third of primary schoolchildren did not consume breakfast daily, with the act of skipping being more prevalent among older children. Respondents’ current knowledge and behaviour showed that they were not making healthier choices for breakfast. Respondents reported moderate barriers to prepare a healthy breakfast meal and displayed moderate awareness of the numerous benefits of the most important meal of the day.

Following the completion of the qualitative focus groups, it was further confirmed that even though parents are the main decision makers, children demonstrated autonomy in their
dietary intake as they grow older. While breakfast skipping is more prevalent among older children, it is imperative that education starts at a young age.

Focus group participants expected both offline and online campaign strategies to be employed in disseminating campaign messages. These campaign strategies should be practical for the target audience to tackle and eliminate barriers to engage in the desired health behaviour, and to educate recipients of its benefits. Traditional media such as newspapers, radio and on-the-ground activities should complement communication efforts on websites and Facebook.

93% of surveyed respondents indicated they had no prior knowledge or awareness of any breakfast campaign in Singapore—a figure which motivated us to spearhead this campaign to promote healthy daily breakfast consumption among schoolchildren in Singapore.

3.4 Target Audience

This section considers the psychological and behavioural factors in both parents and children as we set our primary and secondary target audience. Media consumption patterns of the target audience were also examined in order to develop campaign strategies to reach out to them. The primary audience identified for this campaign is parents of children aged 4 to 12. The secondary target audience is identified as children aged 4 to 12.

Evidence shows that dietary behaviours established in childhood tracks into adolescence and adulthood. As in Pearson, Biddle and Gorely’s (2008) review of 24 breakfast studies pertaining to children and adolescents, the research also suggests that starting at a young age and the role of parents is important to promote healthy breakfast behaviours.
3.4.1 Primary Target Audience—Parents’ Role in Children’s Breakfast Consumption

Parents seek the best for their children and want them to grow up healthy, happy, successful and respectable members of the society (Waldfogel, 2006). Studies have investigated the impact of “parents as influential models and sources of information” for children, where health-related knowledge, beliefs and behaviour may be “transmitted both indirectly through parent modelling, and directly though specific instruction and verbal comments” (Lowes & Tiggemann, 2003, p. 136). Hence, parents play a pivotal role in instilling their children with the knowledge and application of healthy eating habits.

Aside from serving as role models, parents are also predominantly the ones who make decisions on the type and quantity of food children consume (Tamburro, 2007). As reflected in our quantitative research, 56% of parents surveyed indicated themselves or their spouses as the decision maker of what is fed to their child for breakfast. In addition, it was found that parents tend to consume online media sources less often and relied more on both formal and informal offline sources such as newspapers, word of mouth and medical experts to obtain information regarding their children’s health (Appendix A.4, Fig. 17 and 18). The qualitative focus groups also reported community places such as libraries and shopping malls as venues which parents and children visited together on a frequent basis. We kept in mind these behavioural patterns as we develop campaign strategies to reach out to our target audience.

3.4.2 Secondary Target Audience—Children’s Role in Breakfast Consumption

The influence of parents is relatively greater than other means of transmission of beliefs in young children (Lowes & Tiggemann, 2003). Children learn and internalise health beliefs through interaction with their parents. Albeit so, preschoolers can demonstrate autonomy and
exert control over food intake by refusing food or only eating specific foods. In addition, as a child moves on to primary school, the receiving of pocket money provides the child with increased autonomy in food choices (Blinkhorn, Roberts, & Duxbury, 2003).

As reflected in the quantitative survey conducted, 33% of respondents indicated their children were the decision makers for breakfast. The qualitative focus groups revealed that parents sometimes go with the children’s choices as they did not want to force them. Hence, children aged 4 to 12 are set as the secondary target audience group for our campaign.

Aside from reaching out to children in the presence of their parents, the campaign also strategised to reach out to this target group in other social settings, such as schools. This is because both secondary and qualitative research has indicated the influence that teachers and peers have on children. Moreover, a school setting presents a captive audience for the dissemination of campaign messages.

Thus, we catered our campaign strategies and tactics to reach out to parents and their children at favourable locations with the right communication.

CHAPTER FOUR: STRATEGIC CAMPAIGN COMMUNICATION

4.1 Problem Identification and Resolution

4.1.1 Problem Identification

Based on findings from the formative research, we identified the following issues:

1. One in three primary school children do not eat breakfast daily with the most common reason cited as the lack of time.

2. Top three barriers to a consumption of a healthy breakfast were “access to recipes”, “confident preparation” and “delicious”.
3. Despite moderate awareness of the benefits of breakfast, common breakfast food items given to children included deep fried food and foods high in sugar and fat, indicating a lack of commitment on parents’ part to provide a healthy breakfast.

4. The older a child is, the more likely he is to skip breakfast.

4.1.2 Problem Resolution

The overall approach is aimed at getting parents to prepare a healthy daily breakfast for their children. We first emphasised the multiple benefits of breakfast for children to parents, appealing to their psyche of seeking the best for their child (Waldfogel, 2006). The campaign then provided parents with the necessary tools to overcome the barriers that may stand in the way of preparing a healthy daily breakfast, allowing them to take the step towards behavioural change.

The approach for children was to instil in them knowledge of breakfast and that a healthy, daily breakfast is both fun and beneficial. By improving the child’s perception and attitude towards breakfast, it makes it easier for the parent to introduce the child to a healthy breakfast routine.

4.2 Campaign Goals and Objectives

4.2.1 Campaign Goals

1. To raise level of awareness of the importance and benefits of a healthy, daily breakfast among parents and children.

2. To educate parents and children on what constitutes a healthy breakfast and how they can prepare one.

3. To encourage parents to commit to providing a healthy breakfast for their children on a daily basis.
4.2.2 Campaign Objectives

The objectives for the Rise & Shine Breakfast Campaign were developed to meet our goals, and categorised into impact objectives and output objectives. Impact objectives measure the specific intended effects that the campaign was to have on the target audience, while output objectives are “stated intentions regarding program production and effort” (Hendrix, 1998, p. 25).

Our objectives are operationalised as follows:

Table 2

<table>
<thead>
<tr>
<th>Campaign Objectives</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Impact Objectives</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Informational</strong></td>
<td>1. Achieve awareness of the five recommended food groups among at least 60% of primary target audience.</td>
</tr>
<tr>
<td></td>
<td>2. Achieve an average overall score of at least 4.20 out of 5 among our primary target audience on awareness of the three physiological, psychosocial and cognitive benefits that breakfast brings about.</td>
</tr>
<tr>
<td><strong>Attitudinal</strong></td>
<td>Achieve an overall score of at least 6.00 out of 7 for primary target audience’s attitude towards desired behaviour outcome.</td>
</tr>
<tr>
<td><strong>Behavioural</strong></td>
<td>Achieve positive behavioural intentions to engage in desired health behaviour among at least 75% of primary target audience.</td>
</tr>
<tr>
<td><strong>Output Objectives</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Media Coverage</strong></td>
<td>Raising awareness of the campaign and its initiatives in at least 10 media articles with 10 million impressions from 15 Jan 2013 to 27 Mar 2013. 60% of these coverage should be of high quality.</td>
</tr>
<tr>
<td><strong>On-the-ground Outreach</strong></td>
<td>Spread campaign messages by achieving at least 5,000 engagements through all on-the-ground activities outreach from 14 Dec 2012 to 27 Mar 2013.</td>
</tr>
<tr>
<td><strong>Online Media Impressions</strong></td>
<td>Spread campaign messages by achieving at least 10,000 impressions from all online campaign materials from 10 Dec 2012 to 27 Mar 2013.</td>
</tr>
<tr>
<td><strong>Event Participation</strong></td>
<td>Engage both primary and secondary target audience through direct participation by attaining at least 1,300 participants for the Carnival on 3 Mar 2013 to enter the Singapore Books of Records for the “Most number of people having breakfast together”.</td>
</tr>
<tr>
<td><strong>Sponsorship</strong></td>
<td>Secure monetary sponsorship of S$13,000 to support our campaign efforts and sponsorship-in-kind for the five essential food groups for Carnival goodie bags and game vendors for event day.</td>
</tr>
</tbody>
</table>
Our output objectives serve as quantifiable guides to securing impressions and spreading messages among the target audience, which eventually will lead us to the first two goals of raising awareness and educating parents and children. The two informational objectives are also directly linked to our goals of raising awareness and education. Our attitudinal and behavioural objectives are direct indicators of how close we are to the ultimate goal of encouraging parents towards preparing a healthy breakfast for their child.

4.3 Campaign Message and Strategies

4.3.1 Key Message

A clearly defined key message guides a campaign to ensure consistency and contributes to the achievements of a campaign (Sciulli & Bebko, 2005). Therefore, we have formulated one key message for both target audiences:

*Having a daily, healthy breakfast with the five essential food groups helps children grow up fitter, smarter and happier.*

The two key points about breakfast, that it should be both healthy and provided daily, were weaved in together with the three physiological, psychosocial and cognitive benefits of breakfast.

4.3.2 Campaign Strategies

A four-pronged strategic plan was formulated for the campaign to achieve our objectives.

*On-the ground Engagement*

Parental influence plays a main role in the socialisation of children’s health behaviour (Hays et al., 2001). Leveraging on socio-ecological influences in the form of peers, teachers in school and community settings, we adopted a direct, on-the-ground approach to engage parents
and children with our messages. Direct tactics ensured that parents fully understand our messages enough to be able to pass on the information to their children.

In addition, insights from our formative research indicated that many parents and children are not expected to have a significant online presence. Hence, an on-the-ground approach ensures that parents and children who may not be active online can be aware of our campaign. Instead of using online media as a primary tactic, online platforms were utilised as supporting tactics.

**Customised Communication Approaches**

Applying the ELM, the campaign tactics used on our primary and secondary target audiences were tailored according to their information-processing tendencies. Communication presented to parents was made relevant to them, backed with easily comprehensible information so as to facilitate central processing of the messages. On the other hand, children tend to process information through the peripheral route as they are less likely to possess both motivation and ability to process the information (Petty & Cacioppo, 1986). Therefore, tactics to reach out to children included heuristic cues such as likeable characters that appeared fun, colourful and engaging. Aside from memorable characters, we also made use of colourful designs and music to appeal to children.

**Provision of Right Resources**

Applying the Theory of Planned Behaviour, we provided extensive resources for parents such as recipes, tips from credible sources and dietitian recommendations to assist them in preparing a healthy breakfast. Making these resources accessible to parents facilitated the process of healthy breakfast preparation, which increased parents’ self-efficacy and would result in a greater likelihood of behavioural achievement (Ajzen, 1991).
Opinion Leadership

It is crucial to establish the campaign’s credibility in the eyes of our primary target audience. Applying the concept of opinion leadership, we worked with prominent parent bloggers, celebrity parents and trained dietitians to disseminate breakfast-related information. As parents were more likely to take heed of messages from credible and trustworthy sources, we leveraged on these opinion leaders to exert their status and influence to convince our target audience and boost the credibility of our campaign (see Appendix B.1 for list of opinion leaders).

4.4 Campaign Identity

4.4.1 Campaign Theme

The Rise & Shine Breakfast Campaign is so named because we wanted children to rise in the morning to have their breakfast and shine as a healthy child. The phrase “rise and shine” is commonly associated with mornings and also conveys a sense of active living and a good start, which is in line with the campaign’s key message. However, when we named our campaign, we chanced upon a group of representatives from Giraffe Consulting Asia (GCA) who are organising a health exposition with the trademarked name, Rise & Shine. Seeing that both GCA and us have the common objective of raising happier and healthier children, we saw it as an opportunity for a partnership. We retained Rise & Shine as our campaign name and took a step further to collaborate with GCA on a carnival, although our Breakfast Campaign functioned independently of GCA.

4.4.2 Campaign Logo

An effective logo should “provide a quick visual shorthand for all the meaning, associations, and brand equity” developed for the campaign (Pimentel, 1997, p. 10). A rising sun,
the sole visual element in our logo, represents breakfast as the meal that kickstarts children’s day and also symbolises the early stages of children’s development (Appendix B.2, Fig. 1).

To project an image of positivity and dynamism, elements in the logo were drawn in brush strokes, thus retaining an angular feel to the overall design and bright palettes were used to convey a sense of energy and positivity.

4.4.3 Campaign Collaterals

Campaign collaterals used in our campaign were tailored according to the characteristics of the target audience.

As mentioned in Chapter 4.3.3, collaterals produced for adults were informational and practical to allow parents to centrally process the information. To aid recall and improve readability, information was presented in short paragraphs. A conversational tone was adopted so that the collaterals do not sound like we are preaching to or instructing parents.

For children, collaterals were designed with the purpose of attracting their attention, hence bright colours and bold copy were used more liberally. To convey the key points of our campaign messages, we designed the five Breakfast Friends for use on our collaterals, each representing an essential food group our campaign espouses. The five Breakfast Friends serve as visual aids to help children recall the five food groups to consume for a healthy breakfast (Appendix B.3).

Though collaterals for children and parents differ in nature, we maintained consistency across all messaging collaterals through the application of the brush stroke element and colour palette used in the logo design.
4.5 Campaign Timeline

The three communication phases in a public communication campaign as put forward by Rice and Atkin (2001)—awareness, education and persuasion—were used to guide the formulation of the campaign timeline.

The four phases in our campaign incorporated the components of awareness, education and persuasion, as seen in Figure 1 below. We first created awareness of the campaign and the ongoing problem of children skipping or having unhealthy breakfast. Next, we educated parents and children on the importance of breakfast and what constitutes one. Lastly, we hoped to effect attitudinal change and persuade parents and children into action by providing them with the avenues to overcome the barriers to making a healthy breakfast.

![Diagram of campaign timeline](image)

Figure 1. Campaign timeline

A detailed description of each phase will be covered in the following chapter.

CHAPTER FIVE: CAMPAIGN EXECUTION

This chapter provides details of the execution of activities throughout the four phases of the campaign.
5.1 Campaign Phases

Our campaign was carried out in four phases spanning from mid-December 2012 to mid-April 2013. The phases were differentiated in terms of strategy with differing focus on the two target audiences. According to Smith & Taylor (2004), using a mix of communication tools in tandem with each other optimises the effectiveness of a campaign. This is reflected in our campaign tactics as shown in Table 3.

Table 3
Summary of Campaign Activities

<table>
<thead>
<tr>
<th>Phase 1: Raising Awareness</th>
<th>Phases 2: Education and Engagement</th>
<th>Phase 3: Mass Outreach</th>
<th>Phase 4: Carnival and Post-event Follow-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast Website Launch</td>
<td>Celebrity Interviews</td>
<td>Ask a Dietitian</td>
<td>Rise &amp; Shine Carnival</td>
</tr>
<tr>
<td>Management of Facebook Page</td>
<td>Collaterals for Parents and Children</td>
<td>Bloggers’ Outreach</td>
<td>Pre-school Sustenance Programme</td>
</tr>
<tr>
<td>Pull-Up Banners in Public Spaces</td>
<td>Cooking Demonstrations</td>
<td>Media Coverage</td>
<td>Primary School Sustenance Programme</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phase 2: Education and Engagement</th>
<th>Phase 3: Mass Outreach</th>
<th>Phase 4: Carnival and Post-event Follow-up</th>
</tr>
</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Baby Bear’s Theatre Performance</td>
<td>Media Coverage</td>
<td>Primary School Sustenance Programme</td>
</tr>
<tr>
<td>Breakfast Song</td>
<td>Marketing and Publicity for Carnival</td>
<td>Evaluation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Phase 4: Carnival and Post-event Follow-up</th>
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<td>Cooking Demonstrations</td>
<td>Media Coverage</td>
</tr>
</tbody>
</table>

The execution of the Rise & Shine Breakfast Campaign from Phases 1 to 3 was solely supported by funds from the National Youth Council’s Young Changemakers Grant and the Wee Kim Wee Legacy Fund. The combined amount of both grants totaled to S$4,600, which was used to fund all on-the-ground activities, which included visits to public libraries, schools and shopping malls (see Appendix C.1 for budget breakdown). The Rise & Shine Carnival in Phase 4 was co-organised with GCA, with GCA providing funding of S$9,670 in total.
5.2 Phase 1: Raising Awareness

The first phase of the campaign was aimed at developing our campaign identity and raising awareness of our cause among parents through a combination of online and offline tools.

Breakfast Website

A website was set up as a supporting, informational platform. The homepage was presented in light colours to reflect our campaign’s health and wellness focus. The carousel on the landing page showed a child and the five essential food groups. This established our campaign identity as a child-focused project. Please refer to Appendix C.2 for different sections of the website.

Launched on 10 December 2012, the website carried mainly practical information and resources for parents to read, which was in line with ELM’s prediction that parents process information centrally. Our survey results were distilled into an infographic for easy reading. We collected breakfast articles from both local and foreign media sources and organised them in a list. “Access to recipes” was cited by parents as a barrier to consumption of a healthy breakfast, hence we compiled breakfast recipes and categorised them based on preparation time. This is to help parents search for recipes suited to the timeframe they have to prepare breakfast; it also addressed the issue of lack of time that was identified as the key reason for children skipping breakfast. A “Latest Happenings” section was also created to document our campaign progress. In addition, we included an event calendar to allow parents to keep track of our activities. To sustain the audience’s level of interest, the articles, latest happenings and recipe sections are updated weekly and shown in the highlight section on the homepage. New sections were introduced in the website during the later phases of the campaign, which will be elaborated on in the following sections.
Facebook Page

The aim of the Facebook page was to provide bite-sized information about breakfast, establish relationships with the audience and chronicle the campaign’s progress (Appendix C.3). The cover photo featured a child having breakfast with the five essential food groups visible around her. All status updates adopted a conversational tone and were always accompanied with a visual aid to appear more personable to the audience. Likes on the Facebook page were driven by on-the-ground activities during the campaign. While the website facilitated parents to process information through the central route, the Facebook page, in its simple and interactive nature, appealed to parents through the peripheral route.

Pull-up Banners

As mentioned in Chapter 4.3.3, we aimed to engage parents directly on the ground to disseminate our key messages. Hence, we presented the campaign’s key messages on pull-up banners. These banners served as an effective medium in grabbing attention in public places and present information in a bold and quick manner. Three pull-up banners were produced, each carrying a key message of our campaign (Appendix C.4).

What Have Your Children Been Eating? Roaming Installation

Based on our survey findings, common breakfast food items given to children included deep fried food and foods high in sugar and fat. To create awareness of this unsettling finding, we devised the What have your children been eating? roaming installation (Appendix C.5).

The installation was conceptualised with the aim of surprising parents with the unexpected appearance of a dining table before bringing their attention to the fact that the oily and unhealthy food items on the table were inappropriately given to children for breakfast. When parents’ curiosities were piqued and they went forward to examine the installation, we
approached the parents to introduce the installation, its purpose and finally, the Rise & Shine Breakfast Campaign. Our pull-up banners accompanied the installation to create exposure to our campaign messages. Parents whom the team spoke to were directed to our Facebook page and website for more details.

5.3 Phase 2: Education and Engagement

Phase 2 spanned from January 2013 to March 2013. Tactics were used to educate parents on breakfast benefits and provide tips on a healthy daily breakfast preparation. In addition, we reached out to children to educate them on the importance of breakfast and what constitutes one.

**Celebrity Interviews**

We conducted interviews with five local celebrity parents including Adrian Pang, Evelyn Tan and Beatrice Chia-Richmond. These interviews yielded parenting insights and tips specific to children’s breakfast and were published on our breakfast website (Appendix C.6). Posts on Facebook directed attention to the interviews on the website. Tapping on the celebrities’ opinion leadership qualities and riding on the public’s interest in public figures, the celebrity interviews not only attracted eyeballs to raise awareness of the campaign, but also provided health education in the form of insights and tried-and-tested tips, which were relevant and more believable for parents.

**Collaterals**

Pamphlets were printed to carry key information on breakfast, our survey findings and the Carnival in March (Appendix C.7, Fig. 1). The pamphlets were given out specifically to parents during our on-the-ground activities to ensure that the pamphlets reached the right audience.
The design of the pamphlet was kept clean and simple to increase the readability of the content. Information on breakfast benefits and the five recommended food groups were presented in a conversational tone and bite-sized chunks to allow for quick reading and easy retention. We also included the illustrated five Breakfast Friends to attract the attention of children who may be tagging along with parents who received the pamphlets. A magnetic meal planner was produced for parents to help them plan out their children’s breakfast. The meal planner was given out during the Carnival.

For children, campaign badges and EZ-link card stickers were produced and given out during on-the-ground activities (Appendix C.7, Fig. 2 and 3). The purpose was for children to be able to bring home something which can function as a trigger to remind them of our campaign and our messages; in addition, the badges and stickers could serve as walking advertisements to other children.

**Cooking Demonstrations**

Lack of time was the main reason cited by parents for children skipping breakfast in the morning. Hence, we held two 30-minute cooking demonstrations at two major libraries to demonstrate preparation of selected breakfast recipes (Appendix C.8, Fig. 1). Publicity for the cooking demonstrations was done through libraries’ posters, Facebook posts and announcements (Appendix C.8, Fig. 2 and 3). Recipes from our website were used in the demonstrations; printed copies of the recipes were also given out during the demonstrations.

In line with the Theory of Planned Behaviour, the demonstrations aimed to increase parents’ self-efficacy by showing them how easy it can be to make a healthy breakfast and that they can do it too for their children. In addition, for parents who may not be tech-savvy, the demonstrations were opportunities for the campaign to reach out to them and provide them with
take-home recipes and tips for a healthy breakfast. This addressed the barriers to healthy breakfast preparation that were raised by parents in the formative research.

*What Should Your Children Be Eating? Roaming Installation*

In this phase, we visited libraries and malls with an evolved version of our installation. Shifting our purpose from *raising awareness* to *education*, we updated the installation to feature healthy food and provided information on what constitutes a healthy breakfast by speaking to parents directly and giving them informational pamphlets (Appendix C.9).

*Storytelling Sessions in Libraries*

Storytelling can help to increase children’s understanding of information through personalisation and the “creation of a context through which meaning and connections are established” (Lordly, 2007, p. 31). Therefore, we conceptualised a fable for a storytelling session for children to be held in libraries. Publicity for the sessions was done through Facebook posts on the respective libraries’ pages and our own page (Appendix C.10, Fig. 1 and 2). By weaving in breakfast and its benefits into the fable, we presented otherwise dull information to children in an accessible and interesting format which helps in the recall of messages. A storyboard with cut-outs of the five Breakfast Friends was used as a visual aid for the session to reinforce the messages and capture children’s attention (Appendix C.10, Fig. 3).

The intimate setting of the sessions allowed us to interact with children and speak to parents. The sessions also provided the opportunity for us to work with libraries to promote healthy recipe books for parents. A short photo-taking segment for children was also carried out at the end of every session for children to pledge themselves as the Rise & Shine Breakfast Campaign’s ambassadors (Appendix C.10, Fig. 4 to 7).

*Baby Bear’s Breakfast Theatre Performance*
We produced *Baby Bear’s Breakfast*, a theatre performance that revolved around the theme of breakfast (Appendix C.11, Fig. 1). Two NTU student actors were roped in for the performance. Nuggets of breakfast information were weaved into the script and interactive Q&A sections were included in the performance to keep children interested and excited. The cast of *Baby Bear’s Breakfast* travelled around Singapore, visiting four primary schools and three libraries to perform the show (Appendix C.11, Fig. 2).

Drama functions as a learning medium which engages children in active learning contexts that are dynamic and more likely to be remembered (Peter, 2003). This performance allowed us to educate children on the importance and benefits of breakfast while engaging them in an interactive setting. The repetition of messages through the performance and the *Breakfast Song* helped to reinforce the impression of the key messages in the minds of children.

**Breakfast Song**

We created the *Breakfast Song* (Appendix C.12) as an on-the-ground tactic to accompany our storytelling sessions and theatre performances. The song appealed to children through the peripheral route as in the ELM. In addition, when information is embedded in music or rhyme, its recall is enhanced (Wolfe, 2001). Therefore, messages related to healthy breakfast eating are distilled into the lyrics of the song to help children remember it. The *Breakfast Song* was played in schools and libraries during our storytelling sessions and theatre performances. We produced a stop-motion video for the *Breakfast Song*. It was uploaded on YouTube and released on the campaign’s Facebook page.

**Placemat Installations**

A3-sized placemat stickers were placed on school canteen tables starting from late January. This ambient installation in the form of a placemat sticker took advantage of the time
when children settled down to have their meals at the table during recess. Three different designs were produced (Appendix C.13). The colourful design, usage of the illustrated Breakfast Friends and short information extracts appealed to children through peripheral cues. The aim was to educate children on the five Breakfast Friends and help children remember this important key message.

5.4 Phase 3: Mass Outreach

In Phase 3, we reached out to parents through mass media and opinion leaders. The aim of this phase was to generate awareness and educate parents on our key messages through the media. We also commenced marketing and publicity as lead-up to the Carnival event in Phase 4.

*Ask a Dietitian*

To educate parents on breakfast-related issues, our *Ask a Dietitian* section enlisted the help of Ms Ro Ann Ilao, a dietitian by training and a Diploma in Nutrition, Health and Wellness lecturer from the Singapore Polytechnic. This section was set up on our website with a dedicated page (Appendix C.14, Fig. 1). Parents were encouraged to send in their questions through Facebook or through the website; we also collected questions directly from parents during our on-the-ground activities. As of March, we conducted two rounds of *Ask a Dietitian* with a total of 14 questions answered on the website (Appendix C.14, Fig. 2 and 3).

The purpose of *Ask a Dietitian* was to provide parents with an avenue in which they can clear any doubts or questions they have related to breakfast and diet by a professional. Ms. Ro Ann’s expert status also lent credibility to our campaign.

*Bloggers’ Outreach*

Applying the concept of opinion leadership, we enlisted the help of parent and food bloggers to spread word of the campaign and our key messages. Specially-designed breakfast
kits were sent out to selected bloggers to convince them to join our cause. Please refer to Appendix C.15 for details of the bloggers’ kit. A total of 22 blogger kits were sent out and 20 bloggers came onboard as Rise & Shine Breakfast Campaign’s ambassadors (Appendix B.1).

**Media Coverage**

Media coverage ensured that our campaign messages were being amplified to a broader audience to inform and persuade on a larger scale. News pitches were carried out in two stages: between 25 January to 3 February and between 14 February to 21 February. The reason for the break in between was to avoid the Chinese New Year period from 8 February to 13 February and to ensure that media coverage appear when parents are less occupied during the festive period. The timeframe also coincided with our publicity efforts for the Carnival, making coverage during this period of time doubly effective.

Email pitches to radio stations were made and press releases sent out to major broadsheets and children’s publications. Three press releases with different angles (Appendix C.16, Fig. 1 to 3) were sent out; the choice of press release for each media was strategically decided to ensure maximum possibility of being picked up (Appendix C.16, Fig. 4).

We secured interviews on radio stations and media coverage on prominent dailies, parenting magazines and children-targeted publications. Details of media that reported on the campaign can be found in Appendix D.4 and will be elaborated in Chapter Six.

**Marketing and Publicity for Carnival**

*Collaterals.* Carnival posters were produced and put up at key locations (Appendix C.17, Fig. 1 and 2). A smaller version of the poster was adapted into flyers to be given out to parents at key locations and during our on-the-ground activities. The locations, which include nine libraries, 16 enrichment centres and 11 paediatric clinics, were chosen for the high traffic of
parents in the area (Appendix C.17, Fig. 3). The poster and flyers served to inform parents of the Carnival and persuade them to register for it by providing information on the various attractive features of the Carnival.

Marketing. We put up online event listings—short write-ups that help to drive traffic to our Carnival site—to generate publicity for the Carnival. In total, we had 32 event listings, of which four were listings on parenting and expats magazines and 26 were listings on online platforms. The remaining two event listings appeared in Lianhe Zaobao and i-Weekly without prior pitching (Appendix D.8). Electronic direct mailers (EDMs) by Expat Living and Centre Stage were also used to target parents for the Carnival. This marketing channel was particularly effective as it reached our target audience directly.

The campaign’s Facebook page was also updated in the lead-up to the Carnival, with the cover photo changed to reflect the theme and status updates to include Carnival highlights (Appendix C.17, Fig. 4 and 5) to entice parents on our Facebook to sign up.

5.5 Phase 4: Carnival & Post-event Follow-up

The Rise & Shine Carnival was a breakfast-led event that encouraged families to come together with their healthy breakfast and enjoy a picnic in an outdoor setting (see Appendix B.2, Fig. 2). The Urban Redevelopment Authority (URA) sponsored The Lawn@Marina Bay as the venue for the Carnival. The half-day event was held on 3 March 2013, Sunday, from 8.30a.m to 12.30p.m. We approached prominent brands that supported our breakfast cause to sponsor breakfast items for our goodie bags (Appendix C.18, Fig. 1). At the same time, parents were encouraged to bring their own healthy breakfast foods down for the picnic as a show of commitment to prepare healthy meals for their children at the start of the day.
We exhibited our roaming installation and a pledge wall where families got to walk home with a free photo sleeve with the five Breakfast Friends on it (Appendix C.18, Fig. 2). We brought in performances from enrichment centres and secured vendors to sponsor bouncy castles, face painting, mascots and stilt walkers as activities to entertain children (Appendix C.18, Fig. 3). *Baby Bear’s Breakfast* was performed on stage too. The event—graced by Minister of State for Health Dr. Amy Khor—successfully broke the record for the largest number of people eating breakfast together (Appendix C.18, Fig. 4), which served as a significant milestone and encouragement to cap our extensive breakfast movement for children.

A post-campaign survey was conducted on-site at the carnival. Following the event, major publications including *The Straits Times* and *Lianhe Zaobao* covered the Carnival. Television and radio news coverage on major local channels were also achieved. Details of the post-campaign survey and media coverages are presented in Chapter Six.

Following the conclusion of the Carnival, we have planned at least two more activities in primary schools and preschools to sustain our movement. Campaign evaluation and recommendations will be elaborated in the following chapters.

**CHAPTER SIX: CAMPAIGN EVALUATION**

We evaluated the effectiveness of our campaign against impact and output objectives stated in Chapter 4.2.2. Rice & Atkin (2001) emphasised the importance of a summative evaluation to measure the campaign’s impact and highlight the lessons learnt for improving future implementation. A summative evaluation determines if the intended target audience was reached and whether impact and outcome objectives of campaign were achieved (Rice & Atkin, 2001). The campaign was evaluated using both quantitative and qualitative criteria, in the form
of a post-campaign survey, analysis of media coverage, metrics from offline and online engagements and participation and appraisals from relevant stakeholders.

6.1 Evaluation of Impact Objectives

According to Coffman (2002), theories can be used to guide campaign evaluations. In our post-campaign survey questionnaire, we included existing evaluation survey items from Wong and Mullan’s 2009 study which examined breakfast consumption through application of the Theory of Planned Behaviour (TPB).

6.1.1 Post-campaign Survey

A post-campaign survey was administered to measure impact objectives. Informational objectives, attitudinal and behavioural objectives earlier identified were assessed to determine the success of our campaign. The survey questionnaire can be found on Appendix D.1.

6.1.1.1 Survey Methodology for Post-campaign Survey

The team collected data at our final event on 3 March 2013. Respondents were obtained using convenience sampling, by asking target audience who turned up at the event to complete a pen-and-paper survey. A total of 203 responses were recorded. Detailed findings of the post-campaign survey can be found in Appendix D.2.

6.1.1.2 Key Findings of Post Campaign Survey—Measuring Informational, Attitudinal and Behavioural Objectives

The campaign attained informational objectives by achieving awareness of the five food groups recommended among 69% of the respondent, above the target of 60%. We measured this by asking respondents to pick out the five correct options out of a list of seven food groups.

Another informational objective achieved was that respondents demonstrated relatively high awareness of the three physiological, psychological and cognitive benefits that breakfast
brings about. The average score was 4.42 on a 5-point scale, above our targeted 4.20 and higher than the score of 3.70 shown in pre-campaign survey.

The campaign’s targeted attitudinal objective is to hit an overall score of 6 out of 7. In our post-campaign survey, our primary target audience indicated highly positive attitudes towards the desired health behaviour outcome, scoring an average of 6.68 on four 7-point semantic differential scales.

Ajzen’s (1991) Theory of Planned Behaviour posits that intentions are the immediate antecedent to performing a specific behaviour. In addition, Ajzen (1991) notes that perceived behavioural control influences intentions and directly affects behaviour. Our post-campaign survey measured and found that respondents indicated high perceived behavioural control over the act of providing a healthy breakfast for their children, scoring 5.74 out of 7. The campaign’s behavioural objective of getting 75% of parents to feed a healthy daily breakfast to children was also achieved—survey findings reported that 78% of respondents indicated they would provide breakfast for their children every day of the week in the following week.

6.2 Evaluation of Output Objectives

We engaged in manual tabulation to assess if our output objectives were met (Heath & Vasquez, 2001).

Media Coverage

Objective: Raising awareness of the campaign and its initiatives in 10 media articles with 10 million impressions from 15 Jan 2013 to 27 Mar 2013. 60% of these coverage should be of high quality.

The Rise & Shine Breakfast Campaign garnered 43 media clippings and 20,956,938 impressions. This included 34 print and online articles and nine radio interviews and TV
broadcast coverages, from the mainstream media and as well as niche media, such as health magazines. Please refer to Appendix D.3 for comprehensive media monitoring.

In this section, we adopted a holistic approach to evaluate our media coverage by using both quantitative and qualitative metrics. Quantitatively, we calculated the advertising value equivalent (AVE) of each coverage (Appendix D.4) using respective organisations’ media kits and rate cards. It is noted that the popular notion of PR value is disregarded as the results often amplify the supposed value of the coverage and the concept is not supported by any literature (Lindenmann, 2002). Qualitatively, we measured items such as favourability, target audience and headline to analyse the quality of the coverage (Leinemann & Baikaltseva, 2004) (see Appendix D.5 for full evaluation criteria).

Our campaign and key survey findings, such as 1 in 3 students skip breakfast at least once a week, were highlighted in prominent mainstream dailies like The Straits Times, Lianhe Zaobao and Shin Min News Daily, with positive and good quality coverage. In addition, AsiaOne.com picked up and republished The Straits Times article. Berita Harian also translated the same article to a 3-page feature in its weekly supplement i3 & Gen G, which targets primary and secondary students. Successful pitches were also made to educational supplements under The Straits Times (Little Red Dot) and Lianhe Zaobao (Thumbs Up and Thumbs Up Junior). In addition, parenting magazines such as The Asian Parents covered our campaign, highlighting the importance of breakfast with reference to our survey’s key findings. Careful selection of target media ensured that the awareness of our campaign messages is raised among both our primary and secondary target audiences.

Lianhe Wanbao and Health Weekly also wrote feature articles on breakfast. Intended for the avid health-conscious, these feature articles extended our reach and prominence to the wider
public through niche media. The team was also interviewed by 938LIVE, Capital 95.8FM and Kiss92 for our efforts of championing healthy breakfast for children. We received a request from UFM 100.3 to arrange for a nutritionist to share about breakfast during an evening programme, which targets listeners that include parents aged 35 to 50 years old.

Following the Carnival on 3 March, the record-breaking feat was covered in The Straits Times, Lianhe Zaobao, My Paper and The New Paper. It was also broadcasted in primetime news segments on Channel 8 News, Channel News Asia Singapore Tonight, Suria News and Vasantham News. In addition, it was reported in news segments on radio stations such as Kiss92.

Overall, a total AVE worth S$219,693 was achieved. The campaign also met and exceeded our target of 10 million impressions. 78.6% of the articles are of high quality, exhibiting positive tonality with relevant target audience, headlines and inclusion of pictures and quotes (Appendix D.5).

**On-the-ground Activities Outreach**

*Objective: Spread campaign messages by achieving at least 5,000 engagements through all on-the-ground outreach activities from 14 Dec 2012 to 27 Mar 2013.*

A total of 6,904 engagements were achieved from our offline outreach activities, exceeding our target of 5,000 engagements. These were generated from our roaming installations, cooking demonstrations, storytelling sessions, placemat installations, theatre performances and our breakfast booth at the Rise & Shine Carnival. The numbers were tracked by the distribution of breakfast pamphlets and by tabulating the visitors and attendees who were present at the installations, booths and activities (Appendix D.6).

Incorporating the impressions contributed by our posters displays and flyers handed out, the total impressions from our offline outreach totalled up to 145,705. The success of our on-
the-ground outreach was also reflected in the carnival registration. One third of the registrants indicated that their knowledge of the carnival were from our pre-event offline engagements (Appendix D.9, Fig. 1).

**Online Media Impressions**

*Objective: Spread campaign messages by achieving at least 10,000 impressions from all online campaign materials from 10 Dec 2012 to 27 Mar 2013.*

A total of 347,667 impressions were generated via online platforms over the course of our campaign. These impressions were amassed from the blog posts written by our partner bloggers, sharing of event posters on various stakeholders Facebook pages, Dr. Amy Khor’s speech, forums and event listings (Appendices D.7 and D.8) and total page views of our website (Appendix D.9, Fig. 4).

Many blogs, like *Beanie N Us* and *Lil Bookworm*, went beyond the initial request of writing about our campaign to start their own breakfast challenge series to prepare a quick and healthy breakfast for their children. Prominent bloggers, such as Alvin Lim of *Alvinology* and Angeline Sim of *Princess Dana*, wrote about our campaign without prior request.

Our online presence was heightened with Dr. Amy Khor’s opening speech at the Carnival uploaded on Ministry of Health website after the event. With specific mention of the team and our efforts, our website came up top in Google search when relevant keywords were searched. In addition, our website saw a high returning rate of 40.9% while our Facebook page displayed high level of engagement with 1,085 “talking about it” (Appendix D.9, Fig. 2 to 5).

**Event Participation**
Objective: Engage both primary and secondary target audience through direct participation by attaining at least 1,300 participants for the Carnival on 3 Mar 2013 to enter the Singapore Books of Records for the “Most number of people having breakfast together”.

The Carnival entered the Singapore Book of Records, with 1,341 participants breaking the record title of “Most number of people having breakfast together” (Appendix C.18, Fig. 4). In all, 1,744 participants turned up for the breakfast picnic at The Lawn@Marina Bay. Of the 442 families present, there were 344 children aged 4 to 12 years old. The carnival was open to parents and their children under the age of 12. Although parents with children below 4 are not part of our target audience, their participation was an indication of awareness of our campaign. This suggests that, besides high participation of our target audience, the campaign also inspired parents with younger children to pay attention to healthy breakfast eating.

Sponsorship

Objective: Secure monetary sponsorship of S$13,000 to support our campaign efforts and sponsorship-in-kind for the five essential food groups for Carnival goodie bags and game vendors for event day.

We secured a total of S$14,270 worth of monetary sponsorship to cover all the costs involved in the execution of our campaign (Appendix D.10). These sponsorships are indications of support for our campaign by relevant stakeholders in the society. All efforts prior to the Carnival were supported by Young Changemakers Fund and Wee Kim Kim Legacy Fund, which sponsored S$3,000 and S$1,600 respectively. Carnival expenditure was covered by Giraffe Consulting Asia with a sponsorship worth S$9,670.

As part of our effort to provide healthy breakfast items in the carnival goodie bags, we successfully obtained sponsorship-in-kind in the form of Gardenia wholegrain bread rolls,
Unisoy soy drink sachets, Cowhead UHT milk and Kromco apples, representing the four essential food groups of wholegrain, protein, low fat dairy and fruits respectively. Vegetables were excluded due to practical reasons. Total sponsorship of food products amounted to S$8,308. The team also secured vendor sponsorships worth S$4,450 for carnival activities from The Party Room, Tian Eng and Joan Walker and S$2,662 worth of lucky draw prizes for the Carnival.

Other Invitations

Rise & Shine Breakfast Campaign received invitations from various organizations following our media coverage and on-the-ground activities (Appendix D.11). We received an email from Ms Sudeshna Banerjee, a nutritionist who volunteered to offer expert advice under our Ask a Dietitian section. Dr. Teoh Yee Leong, former head of a government polyclinic, also expressed interest in providing professional inputs on childhood vaccination and preventive health for children. However, our team had turned down Dr. Teoh’s kind offer as we felt that his area of expertise was of little application to our campaign.

Furthermore, the team was approached by Mr. Benjamin Loh, Senior Executive of Digital and Direct Marketing, Health Promotion Board, to discuss about a possible collaboration with our Facebook page. Mr. Loh was impressed with how we “fulfilled the good practices of Facebook page management” and commended that we “created a superb platform to engage parents online”. Senior Manager Ms. Jane Wee also invited us to share with National Library Board’s librarians on the effective use of social media to engage its target audience.

New Town Primary School also “(took) the collaboration a step further” by inviting us to three recess sessions to conduct an interactive Guess the Breakfast Friends game, which was an educational programme exclusive to the school. After the activity, the school invited the breakfast team to consider translating the Baby Bear’s Breakfast skit into a health education
teaching material as part of their Programme for Active Learning module. Mr. Mohd Dzar Shah, PE & Health coordinator at Bedok Green Primary School, requested for more of our placemats stickers to be placed in the school canteen to increase the impact of the messages.

6.3 Appraisals from Relevant Stakeholders

This section compiles appraisals and feedback from relevant stakeholders and can be found in Appendices D.12 and D.13.

6.3.1 Appraisals from Target Audience

During our outreach, parents commented that “suggestions given were good”, “kids especially enjoyed the sing-a-long session” during storytelling and they wished to see more initiatives like ours that espouses the importance of breakfast.

Children also found the cooking demonstrations an eye-opener as they realised “breakfast could actually come in many variety” and understood the benefits of breakfast after the session.

After the Carnival, many participants, including Dr. Amy Khor, shared photos of their healthy breakfast and experiences on our Facebook page and their personal Facebook pages, an indication of the success of our carnival as well as an advancement of our campaign’s messages among a wider circle of audience.

6.3.2 Appraisals from External Parties

Josaline Seah, Marketing Director of GCA, stated that it was a pleasure working with the team for the Carnival and our “dedication and passion for inculcating a daily, healthy breakfast for kids is commendable and (she is) positive, as a mother, that the campaign is worth continuing”.

Our team of partner bloggers commended our efforts for this successful campaign and expressed interest in helping us to promote future initiatives gratuitously. Many sponsors felt honoured to be onboard this cause to raise happier and healthier children together.

Librarians, shopping malls managements and heads of department of the primary schools whom we worked with also found the campaign particularly meaningful. Mr. Naseer Ghani, head of department for physical education in New Town Primary School described our campaign as a “very noble cause” and recommended other schools to engage us for our programme.

CHAPTER SEVEN: DISCUSSION

The Rise & Shine Breakfast Campaign equipped parents with the tools and motivation to consciously make the right decision for the holistic development of their children’s physiological, psychosocial and cognitive health, thereby laying the foundation for a healthier generation. We are the first initiative in Singapore to spotlight breakfast as a main contributor to children’s development. Our campaign was picked up and featured on many prominent media— both online and traditional—gaining unprecedented coverage on both parent-focused and child-focused publications. Overall, the campaign also achieved a positive impact on the society. We received recognition and acknowledgement by the Minister of State for Health for helping to advance Singapore’s policies on children’s health, and successfully fostered a change in attitudes among parents to prepare a healthy morning meal for their children’s holistic development. In addition to organising a record-breaking carnival, our campaign influenced the teaching curriculum in primary schools to adopt our activities as health education teaching materials. We also steered the conversations in the local parenting blogosphere towards a focus on breakfast and its impact on children.
The team has established strong ties with influential opinion leaders as well as community bodies to facilitate the progressive reinforcement and continuation of campaign messages through a sustained period of time in the future, ensuring that the habit of a healthy and daily start to the day should never be neglected, especially for the young.

7.1 Limitations and Challenges

During our children-targeted on-the-ground activities, we observed that younger children generally responded more enthusiastically during question and answer segments of storytelling sessions and theatre performances in libraries than their older counterparts. In primary schools, the lower primary children (aged seven to nine) also exhibited more participatory behaviour than the upper primary group (aged 10 to 12). We observed that the younger children were more actively engaged with our colourful and interactive messages, while the older children preferred more intellectual engagements such as ambient installation discussions for them to consume and relate to the message. According to O'Keefe (2009), older children are likely to have a higher cognitive complexity, with the ability and motivation to process information. Hence for future implementation, it is noted that central cues, such as offering a strong factual argument, instead of peripheral cues, would work better for older children.

One major challenge we faced when organising the Carnival was to decide on a suitable date. Our initial proposed date of 24 February 2013 presented a tight timeline for us to get all publicity materials and resources ready in time, while middle to late March would leave insufficient time for the completion of our final report submission. To avoid clashing with other family and children’s events (Kidz at Play @ Marina Barrage, 10 March and SmartKids Asia, 15 to 17 March), we eventually settled on 3 March 2013, Sunday, for our event. As such, we risked the likelihood of having our publicity efforts fade out during the Chinese New Year period (week
of 9 February), as the media channels would be inundated with festive promotions and activities. It also affected our liaison with sponsors and vendors as most were closed or tied up with their own marketing at the time. The Singapore Budget 2013, which took place one week before our event on 25 February, also affected our media coverage circumstances and publicity as most media were focused on the Budget.

Furthermore, many partners and vendors expressed their concerns about the lack of a wet weather programme for the event. However, due to budget and regulatory constraints, we were unable to formulate a wet weather plan for our event.

7.2 Recommendations

7.2.1 Partner with Other Organisations

Although the breakfast campaign did not partner any major governmental organisation, our community-led efforts eventually garnered the attention of many. Minister of State for Health Dr. Amy Khor commended our campaign in her speech at our carnival and said, “community initiatives like these are really great in reinforcing our [the Government] efforts to promote healthy living … particularly for our kids” (Appendix D.13, Fig.1). With the resounding success and response of our breakfast performances during primary school assemblies, the Ministry of Health and/or Ministry of Education could adopt our educational song-and-dance performance and incorporate it in school assembly programmes.

There are also at least two more activities in April 2013 to continue our campaign efforts: an assembly performance in Bedok Green Primary School and a healthy breakfast programme for preschoolers. This preschool programme is an evolution of our previous strategies, where we engage younger children in a more intimate setting to increase the effectiveness of the children’s learning. In addition, our storytelling sessions at the public libraries could continue its run
regularly, as every library under the National Library Board holds at least two storytelling sessions for children weekly.

Hence, by tying up with these governmental organisations which have expressed interest and support in our cause, the campaign could further tap on the potential of these social spaces to reach out to more members of the target audience over a sustained period of time.

7.2.2 Rise & Shine Ambassadors

Moving forward, we could continue working with our stable of close to 20 parent bloggers who are ambassadors of the breakfast campaign. By constantly weaving in key messages into their posts, their blogs can serve as platforms to further educate and reinforce parents’ understanding on the importance of healthy, daily breakfasts for children. It would be a relatively low-cost and fuss-free but nonetheless effective way of sustaining the communication of our campaign messages to parents.

7.2.3 Potential Extension of Target Audience

The Rise & Shine Breakfast Campaign’s efforts have so far focused on children with the main goal of inculcating an important habit at a young age. But as proven from our survey findings—as children grow older, they are more likely to skip breakfast—and the trend that breakfast is the most-skipped meal of the day for the general population (Affenito, 2007), our campaign strategies could be adapted for an older target audience. The onset of puberty for most students in secondary school makes nutrition especially important for this group. A consistently healthy start daily could have a marked impact on these students both physically and emotionally, as evidenced in children for our campaign. In addition, an extensive breakfast movement with suitable strategies could also benefit post-secondary and tertiary education students in productivity and emotional health.
CHAPTER EIGHT: CONCLUSION

Our team embarked on the Rise & Shine Breakfast Campaign based on our primary research where we identified that schoolchildren in Singapore were not eating a regular, healthy breakfast. After determining both parents and children as our target audiences, the campaign effectively reached out to both groups through an extensive slate of online and offline activities, fostering unique engagements across prominent public venues in Singapore. Together with our record-setting event, we drove home our key message of starting every day healthy and right for children.

Having laid the groundwork for a breakfast programmes for children, we hope that the Rise & Shine Breakfast Campaign can serve as an inspiration to future health communication projects to extend the cause to a wider reach in the community and continue on the mission to raise happier and healthier children.
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RISE & SHINE BREAKFAST CAMPAIGN

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## Appendix A.1
Recent media coverage on ‘Breakfast and schoolchildren’ in Singapore (1 of 2)

<table>
<thead>
<tr>
<th>Date</th>
<th>Headline</th>
<th>Media Outlet</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>23 November 2012</td>
<td>Parents struggling with picky eaters</td>
<td>The Straits Times</td>
<td>Children’s dietary habits</td>
</tr>
<tr>
<td>3 November 2012</td>
<td>Arm parents so they can help kids fight flab</td>
<td>The Straits Times</td>
<td>Childhood obesity and dietary habits</td>
</tr>
<tr>
<td>17 October 2012</td>
<td>Parents suggest making classroom an eating place: Schools to provide nutritious breakfast</td>
<td>Lianhe Wanbao</td>
<td>Breakfast skipping and its benefits</td>
</tr>
<tr>
<td>17 October 2012</td>
<td>Students’ mealtimes should not be compromised</td>
<td>Today</td>
<td>Children’s dietary habits</td>
</tr>
<tr>
<td>9 October 2012</td>
<td>Bring breakfast into classroom</td>
<td>Today</td>
<td>Breakfast and its importance for children</td>
</tr>
<tr>
<td>3 October 2012</td>
<td>Breakfast, the best start to a kid’s day</td>
<td>Today</td>
<td>Breakfast skipping and benefits of breakfast</td>
</tr>
<tr>
<td>24 February 2012</td>
<td>How sweet it is; Research shows two-thirds of breakfast cereals contain too much sugar</td>
<td>Today</td>
<td>Children’s unhealthy dietary choices</td>
</tr>
<tr>
<td>28 September 2011</td>
<td>Don’t forget to prepare breakfast for your children</td>
<td>My Paper</td>
<td>Importance of breakfast</td>
</tr>
<tr>
<td>19 May 2011</td>
<td>Choose fruit over fruit juice</td>
<td>The Straits Times</td>
<td>Children’s unhealthy dietary choices</td>
</tr>
<tr>
<td>3 December 2010</td>
<td>Quick and healthy</td>
<td>The Straits Times</td>
<td>Children’s nutritional intake</td>
</tr>
<tr>
<td>23 March 2010</td>
<td>Food for thought</td>
<td>Today</td>
<td>Benefits of breakfast</td>
</tr>
<tr>
<td>23 March 2010</td>
<td>Food for thought; Keep your brain in tip=top condition with a nutritious breakfast every morning</td>
<td>Today</td>
<td>Breakfast skipping and benefits of breakfast</td>
</tr>
<tr>
<td>7 March 2010</td>
<td>Rise and shine for breakfast club</td>
<td>The Straits Times</td>
<td>Constitution of a healthy breakfast</td>
</tr>
<tr>
<td>24 April 2009</td>
<td>More students getting free breakfast in school</td>
<td>The Straits Times</td>
<td>Breakfast skipping and MOE’s School Breakfast Programme</td>
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<tr>
<td>11 December 2008</td>
<td>Benefits of a low-calorie breakfast</td>
<td>The Straits Times</td>
<td>Constitution of a healthy breakfast</td>
</tr>
<tr>
<td>16 September 2008</td>
<td>Brain food for tykes; Protein, vitamins B and C, and iron can help junior learn better</td>
<td>Today</td>
<td>Importance of breakfast</td>
</tr>
<tr>
<td>19 March 2008</td>
<td>Get set for a good day</td>
<td>The Straits Times</td>
<td>Breakfast skipping and benefits of breakfast</td>
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</table>
### Recent media coverage on ‘Breakfast and schoolchildren’ in Singapore (2 of 2)

<table>
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<th>Date</th>
<th>Headline</th>
<th>Media Outlet</th>
<th>Focus</th>
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<tbody>
<tr>
<td>12 March 2008</td>
<td>Break away from skipping breakfast</td>
<td>The Straits Times</td>
<td>Breakfast skipping</td>
</tr>
<tr>
<td>20 February 2008</td>
<td>Beat emotional eating with a hearty breakfast</td>
<td>The Straits Times</td>
<td>Consequences of breakfast skipping</td>
</tr>
<tr>
<td>20 January 2008</td>
<td>Breakfast of champions</td>
<td>The Straits Times</td>
<td>Breakfast skipping</td>
</tr>
</tbody>
</table>
Dear Parent/Guardian,

We are a group of final year students from Nanyang Technological University’s Wee Kim Wee School of Communication and Information. We are developing a campaign titled **Project Rise & Shine** and are conducting a survey to examine children’s breakfast eating habits from parents’ perspectives. Your participation in the survey would go a long way in helping us understand children’s dietary habits.

This survey will take roughly 10 to 15 minutes to complete. Please select the option that you think applies best to you. Rest assured that your responses to this survey will be kept strictly confidential. We would like to thank you in advance for taking time off to help us with our research. Your participation is greatly valued and appreciated.

Please have your child return the completed survey through his/her school by: ____________

Should you have any further concerns or queries about our research, please feel free to contact us at projectrisenshine@gmail.com.

Yours Faithfully,

The **Project Rise & Shine** Team

Low Hee Ann
Ng Kok Jung Wilson
Quek Hui Ying
Tan Wei Yuan Wayne

WEDNESDAY, 15th August 2012
Appendix A.2
Pre-campaign Survey Questionnaire (2 of 13)

Thinking about the child who brought this questionnaire home, please answer the following questions. Please ensure that you are either the parent or guardian of the child.

Please select the option/s that best apply to you by putting a tick (✔) in the box next to it.

My child is:

I am:

<table>
<thead>
<tr>
<th></th>
<th>1 The mother of the child</th>
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<tbody>
<tr>
<td></td>
<td>2 The father of the child</td>
</tr>
<tr>
<td></td>
<td>3 The guardian of the child. Please specify relationship: _______________</td>
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</table>

My child eats breakfast in the morning, at least once a week.

<table>
<thead>
<tr>
<th></th>
<th>1 Yes (Please proceed to PART B on Page 3)</th>
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<tbody>
<tr>
<td></td>
<td>2 No (Please proceed to PART A on Page 2)</td>
</tr>
</tbody>
</table>
Appendix A.2  
Pre-campaign Survey Questionnaire (3 of 13)  

PART A  

A1: My child does not eat breakfast because… (You may choose more than one option.)

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<table>
<thead>
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<tbody>
<tr>
<td>1</td>
<td>S/he doesn’t like to eat breakfast.</td>
</tr>
<tr>
<td>2</td>
<td>There is not enough time to prepare.</td>
</tr>
<tr>
<td>3</td>
<td>There is not enough time for my child to eat breakfast.</td>
</tr>
<tr>
<td>4</td>
<td>Breakfast is a redundant meal.</td>
</tr>
<tr>
<td>5</td>
<td>It is too expensive to prepare.</td>
</tr>
<tr>
<td>6</td>
<td>Others, please specify: ________________</td>
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</tbody>
</table>

Please skip PART B and proceed to **PART C on page 5.**
Appendix A.2
Pre-campaign Survey Questionnaire (4 of 13)

PART B

B1: My child eats breakfast… (Choose ONE option)

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</thead>
<tbody>
<tr>
<td>1</td>
<td>Almost every day (more than six times per week)</td>
</tr>
<tr>
<td>2</td>
<td>Four to six times per week</td>
</tr>
<tr>
<td>3</td>
<td>Two to three times per week</td>
</tr>
<tr>
<td>4</td>
<td>Once a week</td>
</tr>
</tbody>
</table>

B2: Usually, the person who decides what my child eats for breakfast is… (Choose ONE option)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Myself or my spouse</td>
</tr>
<tr>
<td>2</td>
<td>Caregiver (relatives, maid, etc)</td>
</tr>
<tr>
<td>3</td>
<td>My child decides him/herself</td>
</tr>
<tr>
<td>4</td>
<td>Others, please specify: ________________</td>
</tr>
</tbody>
</table>

B3: My child’s breakfast is usually bought from… (Choose ONE option)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Supermarket/hypermarket</td>
</tr>
<tr>
<td>2</td>
<td>Provision shop/mini mart</td>
</tr>
<tr>
<td>3</td>
<td>Convenience store/petrol kiosk</td>
</tr>
<tr>
<td>4</td>
<td>Wet market</td>
</tr>
<tr>
<td>5</td>
<td>Other food outlets, please specify: ________________</td>
</tr>
</tbody>
</table>

B4: Please list out AT LEAST THREE kinds of foods and/or drinks your child normally consumes for breakfast. Please be as specific as possible, listing down brand names when necessary. (E.g. Honey Stars, Gardenia White Bread, Milo, etc)

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
**Appendix A.2**  
Pre-campaign Survey Questionnaire (5 of 13)

**B5:** Please indicate on the 5-point scale below (1 = Not at all true and 5 = Very true) how much you agree with the following statements, by circling ONE number in each row. In the case that you are not sure/don't know, please circle the NS/DK option.

**The reason I would provide my child with breakfast is because**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Not at all true</th>
<th>Somewhat true</th>
<th>Very true</th>
<th>Not sure/Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) I feel that I want to take responsibility for my child’s health</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(ii) I would feel guilty or ashamed of myself if my child did not eat breakfast</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(iii) I personally believe it is the best thing for my child’s health</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(iv) I really don’t think about it</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(v) I would feel bad about myself if my child did not eat breakfast</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(vi) it is an important choice I really want to make</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(vii) I feel pressure from others to do so</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(viii) I want others to approve of me</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(ix) I want others to see I can do it</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Please proceed to **PART C on next page.**
Appendix A.2
Pre-campaign Survey Questionnaire (6 of 13)

PART C

C1a: Please indicate on the 5-point scale below (1 = Strongly Disagree and 5 = Strongly Agree) how much you agree with the following statements, by circling ONE number in each row.

Eating breakfast ……

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree or Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) helps to improve my child’s eyesight.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ii) helps in controlling my child’s weight.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iii) makes my child’s teeth whiter.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iv) makes my child smarter.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(v) helps in managing my child’s mood and emotions.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

C1b: Using the options from (i) to (v) listed above (in C1a), choose and rank THREE benefits you think are most important for your child:

Most important: ____

2\textsuperscript{nd} most important: ____

3\textsuperscript{rd} most important: ____
Appendix A.2
Pre-campaign Survey Questionnaire (7 of 13)

C2: Please indicate how healthy you perceive the following list of breakfast foods for your child on the 5-point scale below (1 = Unhealthy and 5 = Healthy), by circling ONE number in each row.

<table>
<thead>
<tr>
<th></th>
<th>Unhealthy</th>
<th></th>
<th></th>
<th>Healthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Milo</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(ii) White Bread</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(iii) Common Kids’ Cereal (e.g. Honey Stars, Koko Krunch, etc)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(iv) Milk</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(v) Pancakes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(vi) Wholemeal Bread</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(vii) Pastries (e.g. muffins, egg tarts, etc)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(viii) Macaroni Soup</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(ix) Fruits</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>(x) Fruit Juice</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>
Appendix A.2
Pre-campaign Survey Questionnaire (8 of 13)

C3: Please indicate on the 5-point scale below (1 = Strongly Disagree and 5 = Strongly Agree) how much you agree with each of the following statements, by circling ONE number in each row.

**A healthy breakfast meal for my child ……**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree or Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) is expensive</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ii) is easy to prepare</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iii) is delicious</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iv) is disliked by my child</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(v) is unappetizing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(vi) is something I am confident in preparing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(vii) has easily available recipes for me to use</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

C4: Please indicate on the 5-point scale below (1 = Strongly Disagree and 5 = Strongly Agree) how much you agree with each of the following statements, assuming you are to permanently improve your child’s breakfast diet with your current knowledge of healthy eating.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree or Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) I feel confident in my ability to maintain a healthy breakfast diet for my child.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ii) I feel capable of maintaining a healthy breakfast diet for my child now.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Appendix A.2
Pre-campaign Survey Questionnaire (9 of 13)

(iii) I am able to maintain a healthy breakfast diet for my child now.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

(iv) I am able to meet the challenge of maintaining a healthy breakfast diet for my child.

<table>
<thead>
<tr>
<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

C5:

Please indicate in the box (in minutes) on the right, what you think is the ideal duration taken to prepare a breakfast  

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>

C6:

Personally, I have come across campaigns in Singapore that are related to breakfast-eating habits.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
</table>

1 Yes (Please specify the campaign/organisation: _____________________________)

2 No
C7: Please indicate on the 5-point scale below (1 = Strongly Disagree and 5 = Strongly Agree) to what extent you agree with each of the following statements, by circling ONE number in each row.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neither Agree or Disagree</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) I have to be sure that my child does not eat too many sweets (candy, ice cream, cake or pastries).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ii) I intentionally keep some foods out of my child's reach.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iii) I usually offer my child her favourite foods in exchange for good behaviour.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iv) If I did not regulate my child's eating, she would eat too much of her favourite foods.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(v) My child should always eat all of the food on her plate.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(vi) I have to be esp. careful to make sure my child eats enough.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(vii) I always keep track of the sweets (candy, ice cream, cake, pies, pastries) that my child eats.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(viii) I always keep track of the snack food (potato chips, fried food) that my child eats.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Appendix A.2
Pre-campaign Survey Questionnaire (11 of 13)

Part D

Finally, the following questions are with regards to you. Please be assured your response is anonymous. Your responses will be used only for research purposes and remain strictly confidential.

D1:

Regarding your child’s health, you usually obtain information from… (You may select MORE THAN ONE option)

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>At least once a year</th>
<th>At least once a month</th>
<th>At least once a week</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Word of mouth from friends/relatives/colleagues</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Newspapers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Television</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Parenting publications. Please specify:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Online sources. Please specify:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Mobile applications. Please specify:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Medical experts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Others, please specify:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

D2:

Please indicate on the 5-point scale below (1 = Never and 5 = Daily), how frequent do you consume each of the media channels.

<table>
<thead>
<tr>
<th>(i) Newspaper</th>
<th>Never</th>
<th>At least once a year</th>
<th>At least once a month</th>
<th>At least once a week</th>
<th>Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ii) Television</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(iii) Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(iv) Parenting Publications</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(v) The Internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(vi) Mobile applications</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Appendix A.2
Pre-campaign Survey Questionnaire (12 of 13)

D3: Occupation

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Professional/ Top Executive</td>
</tr>
<tr>
<td>2</td>
<td>Administrative/ Management Executive</td>
</tr>
<tr>
<td>3</td>
<td>Skilled/ unskilled White collar</td>
</tr>
<tr>
<td>4</td>
<td>Skilled/ unskilled Blue collar</td>
</tr>
<tr>
<td>5</td>
<td>Self employed</td>
</tr>
<tr>
<td>6</td>
<td>Housewife/ retired/ unemployed</td>
</tr>
<tr>
<td>7</td>
<td>Student</td>
</tr>
<tr>
<td>8</td>
<td>Others, please specify: __________________________</td>
</tr>
</tbody>
</table>

D4: My highest attained level of education is…

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>O Levels &amp; below or equivalent</td>
</tr>
<tr>
<td>2</td>
<td>A levels/ Diploma or equivalent</td>
</tr>
<tr>
<td>3</td>
<td>Bachelor’s Degree</td>
</tr>
<tr>
<td>4</td>
<td>Post graduate</td>
</tr>
</tbody>
</table>

D5:

**Including myself**, there are ____ person(s) living in my household.

**Including the child who brought the questionnaire home**, there are ______ children (under 18 years old) living in my household.

D6: Housing type:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>HDB 1-2 room flat</td>
</tr>
<tr>
<td>2</td>
<td>HDB 3-4 room flat</td>
</tr>
<tr>
<td>3</td>
<td>HDB 5 room flat/ Executive/ Maisonette/ HUDC</td>
</tr>
<tr>
<td>4</td>
<td>Condominium/ Private apartment</td>
</tr>
<tr>
<td>5</td>
<td>Landed/ private property</td>
</tr>
</tbody>
</table>
Appendix A.2
Pre-campaign Survey Questionnaire (13 of 13)

D7: Please indicate your HOUSEHOLD gross monthly income range (in Singapore dollars):

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>None</td>
</tr>
<tr>
<td>2</td>
<td>Up to $3,000</td>
</tr>
<tr>
<td>3</td>
<td>$3,001 - $6,000</td>
</tr>
<tr>
<td>4</td>
<td>$6,001 - $9,000</td>
</tr>
<tr>
<td>5</td>
<td>$9,001 - $12,000</td>
</tr>
<tr>
<td>6</td>
<td>$12,001 - $15,000</td>
</tr>
<tr>
<td>7</td>
<td>Above $15,000</td>
</tr>
</tbody>
</table>

D8: Please indicate your age group:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20-29 years</td>
</tr>
<tr>
<td>2</td>
<td>30-39 years</td>
</tr>
<tr>
<td>3</td>
<td>40-49 years</td>
</tr>
<tr>
<td>4</td>
<td>50-59 years</td>
</tr>
<tr>
<td>5</td>
<td>60-69 years</td>
</tr>
<tr>
<td>6</td>
<td>70 years and above</td>
</tr>
</tbody>
</table>

D9: Gender:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
</tr>
</tbody>
</table>

D10: Ethnicity:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Chinese</td>
</tr>
<tr>
<td>2</td>
<td>Malay</td>
</tr>
<tr>
<td>3</td>
<td>Indian</td>
</tr>
<tr>
<td>4</td>
<td>Eurasian</td>
</tr>
<tr>
<td>5</td>
<td>Others, please specify: __________________</td>
</tr>
</tbody>
</table>

D11: Residence status:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Singaporean</td>
</tr>
<tr>
<td>2</td>
<td>Singapore Permanent Resident</td>
</tr>
<tr>
<td>3</td>
<td>Non-Singaporean/ Non-SPR living and/or working in Singapore. Country of origin: __________________</td>
</tr>
</tbody>
</table>

Please indicate your contact number and/or email if you are interested in participating in our future research for Project Rise & Shine. Your feedback is of great value to us.

Thank you.
Contact Number: __________________
Email: _____________________________
Appendix A.3

List of Participating Schools for Pre-campaign Survey (1 of 5)

<table>
<thead>
<tr>
<th>School</th>
<th>Region</th>
<th>Numbers of surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Distributed</td>
</tr>
<tr>
<td>Bedok Green Primary School</td>
<td>East</td>
<td>94</td>
</tr>
<tr>
<td>Bukit Panjang Primary School</td>
<td>West</td>
<td>97</td>
</tr>
<tr>
<td>Cantonment Primary School</td>
<td>South</td>
<td>114</td>
</tr>
<tr>
<td>Innova Primary School</td>
<td>North</td>
<td>109</td>
</tr>
<tr>
<td>St Hilda’s Primary School</td>
<td>East</td>
<td>127</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td><strong>541</strong></td>
</tr>
</tbody>
</table>

Response rate 67%

Table 1. List of participating schools

Dear Mr Ernest,

We are a group of final year students from Nanyang Technological University’s Wee Kim Wee School of Communication and Information.

We are currently embarking on our final year project and are developing a public communication campaign titled Project Rise & Shine. The main objective of our campaign is to convince parents to prepare healthier breakfast for their children as it has been proven that breakfast has important physical and cognitive benefits.

For this campaign, we are targeting parents of children aged 7-12, and are carrying out a survey to find out parents’ personal practices and attitudes towards providing a healthy start to their children’s day.

We have chosen St Hilda’s Primary School in the hopes that we could reach out to the students’ parents to participate in filling out a short take-home questionnaire. We believe in the School’s mission to be the best nurturer of a child’s formative years, and taking part in this study is another step towards improving the students’ health and wellness for the long term.

Our survey would ask questions concerning parents’ understanding on what constitutes a healthy breakfast, as well as their attitudes and willingness towards providing what’s best for their children. Please be assured that the responses in the survey are kept strictly confidential and used only for academic research purposes.

Once the permission is granted by the department/school, we would pass the questionnaires to the School to distribute to a total of THREE classes (consisting of upper and lower primary) during the first few weeks of August, and we will return after a stipulated timeframe to collate the questionnaires. If needed, our group could come into the classes to brief and distribute the questionnaires.

Each questionnaire will only take a parent 10-15 minutes to complete. Their participation would go a long way in shaping our understanding of children’s dietary habits, and help develop a healthier lifestyle for them.

We hereby sincerely hope that the department/school could support us in this simple but meaningful exercise.

Please do not hesitate to contact us via email projectriseshine@gmail.com or phone 9536 6336 should you have any inquiries.

We will be looking forward to your reply.

Enclosed is a Letter of Endorsement from our supervising lecturer and a draft of the survey questionnaire. Thank you for your kind understanding and patience.

Yours Faithfully,
The Project Rise & Shine Team

Low Hee Ann
Hg Kok Jeng Wilson
Quen Hui Ying
Tan Wei Yueh Wayne

Fig.1. Sample of email invitation to selected primary schools
Appendix A.3
List of Participating Schools for Pre-campaign Survey (2 of 5)

Fig. 2. Endorsement letter from NTU
Appendix A.3
List of Participating Schools for Pre-campaign Survey (3 of 5)

Email confirmation of respective participating schools:

**Fig. 3. Bedok Green Primary School**

```
From: Mohd Dzar Shahruhillah <mohd_dzar_shahruhillah@moes.edu.sg>
To: Mohamed

We will print out and administer the survey on our own. Once it is done for collection I will email you again.
Is it possible to share the data collected from the survey with our school?

regards
Dzar
Bedok Green Primary
```

On Wed, Aug 8, 2012 at 11:49 PM, Project Rise & Shine <projectriseshine@gmail.com> wrote:
Hi Mr Md Dzar,

Thank you for assisting in this study.
The following is the procedure of the arrangement:
1) Please select 1 class from Lower Primary and 2 classes from Upper Primary.
2) Would you like to print out the survey and distribute to the classes or would you like us to go down to the school to brief the classes ourselves?

Please feel free to call us should you wish to talk this through.

Best Regards,
Wilma
8/9/12 06:09:09

**Fig. 4. Bukit Panjang Primary School**

```
From: Naadiah Binti Abdullah <naadiah_binti_abdullah@moes.edu.sg>
To: Annie mohd_rad

Dear Project Rise & Shine Team,

Thank you for your interest in our school for your final year project.

We are pleased to inform you that we are keen to be your partner in this project. We would also be grateful if the findings of your project can be made accessible to us for our own future planning purposes.

Please liaise with Mrs Annie Azrina bt Ibrahim, our Health Education and School Health Promotion Coordinator, for subsequent correspondence. Her email addresses has been included in this email as well.

Thank you.

Regards,
Naadiah Binti Abdullah
HOD, PE/CCA/Aesthetics (covering)
Bukit Panjang Primary School
```

On Mon, Aug 6, 2012 at 12:33 PM, Project Rise & Shine <projectriseshine@gmail.com> wrote:
Dear Ms Naadiah and Mr Rad,

We are a group of final year students from Nanyang Technological University’s Wee Kim Wee School of Communication and Information.

We are currently embarking on our final year project and are developing a public communication campaign titled Project
Appendix A.3
List of Participating Schools for Pre-campaign Survey (4 of 5)

Fig. 5. Cantonment Primary School

Fig. 6. Innova Primary School
Appendix A.3
List of Participating Schools for Pre-campaign Survey (5 of 5)

Fig. 7. St Hilda’s Primary School
Appendix A.4
Pre-campaign Survey Findings (1 of 13)

Respondent profile

Fig. 1. Pre-campaign survey

Fig. 2. Pre-campaign survey
Appendix A.4
Pre-campaign Survey Findings (2 of 13)

**Fig.3. Pre-campaign survey**

**Understanding breakfast consumption habits and behaviour**

**Fig.4. Pre-campaign survey**

QB1. My child eats breakfast daily.
Appendix A.4
Pre-campaign Survey Findings (3 of 13)

Fig. 5. Pre-campaign survey

Fig. 6. Pre-campaign survey
Appendix A.4  
Pre-campaign Survey Findings (4 of 13)

QB2. Usually the person who decides what my child eats for breakfast is...

- Myself or my spouse: 56%
- My child him/ herself: 32%
- Caregiver (relatives, maid etc): 9%
- Others: 3%

Fig. 7. Pre-campaign survey

QB4. Please list out at least three kinds of foods and/or drinks your child normally consumes for breakfast. Please be as specific as possible. (open-ended)

- Cereals: Unhealthier option = 95, Healthier option = 25
- Bread: Unhealthier option = 101, Healthier option = 23
- Fruits: Unhealthier option = 35, Healthier option = 10
- Fried food: Unhealthier option = 44, Healthier option = 0

Fig. 8. Pre-campaign survey
Appendix A.4
Pre-campaign Survey Findings (5 of 13)

### Measuring awareness of benefits of breakfast

<table>
<thead>
<tr>
<th>QC1a. Awareness of benefits of breakfast (score out of 5.00)</th>
</tr>
</thead>
<tbody>
<tr>
<td>helps in managing my child's moods and emotions...</td>
</tr>
<tr>
<td>helps in controlling my child's weight (Physiological)</td>
</tr>
<tr>
<td>makes my child smarter (Cognitive)</td>
</tr>
<tr>
<td>Average</td>
</tr>
</tbody>
</table>

Fig.10. Pre-campaign survey
Appendix A.4
Pre-campaign Survey Findings (6 of 13)

QC1b. Using the options in C1a, choose and rank the three benefits you think are most important for your child.

- Helps in managing my child's moods and emotions (Psychosocial) - 42%
- Helps in controlling my child's weight (Physiological) - 33%
- Makes my child smarter (Cognitive) - 29%

Fig. 11. Pre-campaign survey

Understanding barriers and perceived competence

QC2. Please indicate how healthy you perceive the following list of breakfast foods for your child on the 5-point scale.

- Fresh fruits - 4.69
- Milk - 4.66
- Wholemeal bread - 4.64
- Ready to drink fruit juice - 4.35
- Milo - 3.85
- Macaroni soup - 3.76
- White bread - 3.72
- Common kids' cereal - 3.69
- Pancakes - 3.28
- Pastries - 2.81

Fig. 12. Pre-campaign survey
Appendix A.4
Pre-campaign Survey Findings (7 of 13)

QC3. Barriers to preparation of a healthy breakfast—Please indicate on the 5-point scale how much you agree with each of the following statements.

A healthy breakfast meal for my child is... (*denotes reverse coded items)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total (out of 5.00)</th>
</tr>
</thead>
<tbody>
<tr>
<td>QC4 (i)-(iv). Perceived competence of improving child’s breakfast diet with current knowledge of healthy eating</td>
<td>3.90</td>
</tr>
<tr>
<td>Q5. Please indicate in the box (in minutes) on the right, what you think is the ideal duration taken to prepare a breakfast</td>
<td>14.7</td>
</tr>
</tbody>
</table>

*Fig.13. Pre-campaign survey

*Fig.14. Pre-campaign survey
Appendix A.4
Pre-campaign Survey Findings (8 of 13)

QC6. Personally, I have come across campaigns in Singapore that are related to breakfast-eating habits.

Fig. 15. Pre-campaign survey

QC7 (i)-(ix) Parents' child feeding strategies

<table>
<thead>
<tr>
<th>Parenting Style</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pressure to eat</td>
<td>3.84</td>
</tr>
<tr>
<td>Monitoring</td>
<td>3.77</td>
</tr>
<tr>
<td>Restrictive</td>
<td>3.65</td>
</tr>
</tbody>
</table>

Fig. 16. Pre-campaign survey
Appendix A.4
Pre-campaign Survey Findings (9 of 13)

Understanding target audience’s media consumption

**QD1. Regarding your child’s health, you usually obtain information from…**

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>60%</td>
</tr>
<tr>
<td>Television</td>
<td>58%</td>
</tr>
<tr>
<td>Word of mouth</td>
<td>57%</td>
</tr>
<tr>
<td>Medical experts</td>
<td>46%</td>
</tr>
<tr>
<td>Radio</td>
<td>27%</td>
</tr>
<tr>
<td>Online sources</td>
<td>27%</td>
</tr>
<tr>
<td>Parenting publications</td>
<td>20%</td>
</tr>
<tr>
<td>Mobile apps</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Fig.17. Pre-campaign survey*

**QD2. Please indicate on the 5-point scale below (1 = Never and 5 = Daily), how frequent do you consume each of the media channels.**

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>0</th>
<th>20</th>
<th>40</th>
<th>60</th>
<th>80</th>
<th>100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>24</td>
<td>9</td>
<td>33</td>
<td>52</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Television</td>
<td>27</td>
<td>27</td>
<td>63</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>14</td>
<td>5</td>
<td>17</td>
<td>34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parenting publication</td>
<td>26</td>
<td>28</td>
<td>30</td>
<td>14</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet</td>
<td>12</td>
<td>5</td>
<td>14</td>
<td>41</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mobile app</td>
<td>32</td>
<td>8</td>
<td>14</td>
<td>23</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Fig.18. Pre-campaign survey*
Appendix A.4
Pre-campaign Survey Findings (10 of 13)

**Demographics**

**QD3. Occupation**

- Professional/ Top Executive: 22%
- Administrative/ Management Executive: 23%
- Skilled/ unskilled White collar: 29%
- Self employed: 8%
- Housewife/ retired/ unemployed: 29%
- Others: 5%
- Student: 1%
- Skilled/ unskilled Blue collar: 5%

*Fig.19. Pre-campaign survey*

**QD4. My highest attained education level is...**

- Bachelor's Degree: 31%
- A levels/ Diploma or equivalent: 28%
- O Levels & below or equivalent: 29%
- Post graduate: 12%

*Fig.20. Pre-campaign survey*
Appendix A.4
Pre-campaign Survey Findings (11 of 13)

QD6: Housing type

- HDB 1-2 room flat: 4%
- HDB 3-4 room flat: 41%
- HDB 5 room flat/Executive/Maisonette/HUDC: 36%
- Condominium/Private apartment: 15%
- Landed/private property: 4%

Fig. 21. Pre-campaign survey

QD7: Please indicate your household gross monthly income range in SGD

- Above $15,000: 7%
- $12,001-$15,000: 5%
- $9,001-$12,000: 10%
- $6,001-$9,000: 21%
- $3,001-$6,000: 33%
- Up to $3,000: 16%
- None: 8%
- $0: 5%

Fig. 22. Pre-campaign survey
Appendix A.4
Pre-campaign Survey Findings (12 of 13)

**QD8. Please indicate your age group**

- 50-59 years: 7%
- 60-69 years: 1%
- 70-79 years: 3%
- 80+ years: 3%
- 40-49 years: 48%
- 30-39 years: 41%

*Fig. 23. Pre-campaign survey*

**QD9: Gender of respondent**

- Male: 24%
- Female: 76%

*Fig. 24. Pre-campaign survey*
Appendix A.4  
Pre-campaign Survey Findings (13 of 13)  

Fig. 25. Pre-campaign survey

Fig. 26. Pre-campaign survey

RISE & SHINE BREAKFAST CAMPAIGN
Appendix A.5
Pre-campaign Focus Group Discussion Guide (1 of 4)

FOCUS GROUP DISCUSSION GUIDE
For October and December 2012

Note: This discussion guide is intended as a “checklist” for the moderator. Our moderator will be driven by the research objective and is not likely to follow the script strictly. The discussion guide acts as a menu from which to select topic areas and guide the general flow of discussion. Participants’ responses may often lead the discussion in new directions or change the order of the topics. Some questions and techniques may be skipped if issues have been sufficiently covered at earlier stages.

A. – INTRODUCTION & WARM-UP  10 MIN/10 MIN
1. Thank respondents for time.
2. Introduce self. Introduce FYP members/ project purpose, and explain research objective. Purpose of this session is to gather your views so help build our campaign; assure confidentiality of responses; assure no right or wrong answers. Feel free to share; recording is only for academic research purposes.
3. “Before we start, can you do a self-introduction”
   a. Name
   b. Working full/part time; how many kids do you have, their age
   c. Any hobbies/ interests?
   d. Usually how do you spend time with your kids
   e. Usually what are the sources of media you consume day-to-day basis/ weekly?
      • What newspapers?
      • What radio stations?
      • Parenting publications?

B. – BREAKFAST CONSUMPTION  15 MIN/ 25 MIN
Keeping in mind your children who are of primary school age, specifically,
ASK THOSE WHO EAT
1. Usually what time do they eat breakfast?
   a. Where? (home/ outside etc)
   b. How long do they spend eating?
   c. When they are eating, are they doing anything else?
2. What are the typical breakfast they eat on a typical day?
   a. To you, as parents, what is a healthy breakfast?
   b. PROBE: When you feed your children breakfast, what benefits do you expect for the kids?
3. In your opinion, what are some of the challenges or difficulties parents face in feeding a healthy breakfast meal to children?
   a. Have you faced these challenges personally?
4. In general (especially those with more than 1 kid),
Appendix A.5
Pre-campaign Focus Group Discussion Guide (2 of 4)

a. do you think your kid is less likely to eat breakfast as they grow older? For eg. Pri 1 vs. Pri 6. Why?
b. Ask those with more than 1 kid to compare the older and the younger.

ASK THOSE WHO DON’T EAT
1. Any occasions that your child will eat breakfast? Weekends?
2. What kind of breakfast do they eat?
3. What are the reasons for not eating breakfast?
   a. What are the challenges/ difficulties in feeding breakfast daily?
4. To you, as parents, what is a healthy breakfast? What kind of food?
   a. When you feed your children breakfast, what benefits do you expect for the kids?
5. In your opinion, what are some of the challenges or difficulties parents face in feeding a healthy breakfast meal to children?
6. In general (particularly those with more than 1 kid),
   a. do you think your kid is less likely to eat breakfast as they grow older? For eg. Pri 1 vs. Pri 6. Why?
   b. Do you kid used to eat breakfast when he/she was younger?

ASK PARENTS OF PRESCHOOLERS
1. Is health education appropriate at
   - preschool age (kids may be too young to understand)?
   - or at primary school age (habits formed may be hard to change)?
2. “Good habits start young”. How relevant is this statement to your children’s growth and development in terms of physical health and nutrition?

C. – PHASE 1        20 MIN/ 45 MIN
Briefly explain campaign breakdown by phases
1. Now if I already have an idea for my campaign and I want to promote/ launch it, I want to let people like you, parents, know about it- how can I promote it?
   a. What can I do to first grab your attention, spark your interest?
2. Let’s say I have a “What are our children eating” ambient installation (show picture of real life installation) with the following messages, will it work? Do you think people will approach/ be attracted to it?
   a. Should there be pictures of unhealthy food which the children nowadays are eating? Will it make people realise that they’re not eating healthily/ or will they actually be attracted to these unhealthy food? Should the installation display healthy examples of breakfast instead?
   b. Instead of food, what other kinds of installation would arouse your interest?
      • Probe.
   c. Location of installation- where? Libraries and malls okay?
   d. Purpose is to bring parents to our facebook/ website, I can leave my website url on the installation and people will visit?
Appendix A.5
Pre-campaign Focus Group Discussion Guide (3 of 4)

e. What should the thing offer to attract parents like you?

3. Do you read parenting blogs?
   a. Which blogs you read? How frequent?
   b. Will it be a good idea to approach these blogs when I’m going to launch this campaign? When you read about such things on blogs will you “follow up”/ do something about it?

D. – PHASE 2  25 MIN/ 70 MIN

Just now was Phase 1 of the campaign. After gathering crowd to my website, I’m sure parents would want to know what the website/ facebook page has to offer them right?

1. So what do you expect from this facebook page?
   a. Do you use Facebook? How often do you use it? When you like the FB pages what do you expect to get out of it?
   b. What other information you hope to get from here?
   c. Do I need a website as well, or a FB page would be sufficient?
      - Would you be expect the website to offer some thing different from the FB page?

2. When your child’s health is concerned, what are some of the healthy-eating related questions that you would like to find out from experts?
   a. Who is that ideal person in your mind that can be an expert on this topic?
   b. If I invite this person(s) on our “Ask-an-expert” section on my FB page, helpful? Useful?
   c. Must it always be the same person or it can change from time to time?

3. How many of you make use of smart phone applications?
   a. How frequent to you make use of existing apps/ how frequent download new apps?
   b. If I have an app on breakfast recipes, are parents like you likely to download and make use of it? Let’s say the recipes I provide will help solve your problems to providing a healthy, quick and easy to prepare breakfast…

   a. Who do you think will take part? Will you take part?
   b. What would attract you to be part of it?

5. What about health periodicals/ parenting magazines? Do you read health magazines/ publications?
   a. Which ones you read? How often?

E. – CAMPAIGN FINALE- EVENT  15 MIN/ 85 MIN

Briefly explain finale event for campaign. (event where Project Rise & Shine can invite parents and kids as one family to come for the event.)

Let’s say it’s going to be a picnic event where families come together for breakfast,
Appendix A.5
Pre-campaign Focus Group Discussion Guide (4 of 4)

1. What do you expect there to be at the event?
   a. What are some of the things you will look forward to? How can you be attracted to attend the event?
   b. Should families be encouraged to prepare and bring their own breakfast or should the breakfast food be provided for during the picnic?
   c. Where should it be held? What about Botanic/ Gardens BTB etc.
   d. Which day- weekend morning? What timing is good?
   e. If you have to register for the event, what channel of registration will be the best/most convenient for you?
      • If offline, where?

F. **TEST BRAND ELEMENTS** 5 MIN/ 90 MIN
Show brand logos/ elements.

1. What do these images mean to you?
   a. Any feelings towards them?
   b. Which one(s) do you like in particular?
Appendix A.6
Pre-campaign Focus Group Discussion Notes

Focus group Session #1
Parents of non-daily eaters (Primary school)

Location: Project Room at Bishan Public Library
Date: 6th October 2012
Time: 10.30 am to 11.30 am
Purpose: (i) probe for in-depth challenges faced in getting children to eat breakfast daily (ii) who and what kind resources do parents look to for a healthy breakfast preparation (iii) pre-test campaign strategies.

Roles: Moderator (Hee Ann), Note taker (Hui Ying)

Group profile: 2 parents with at least 1 primary school child aged 7 to 12, who does not eat breakfast every day

Participants:
1. PA, mother of 2 children aged 8 and 11
2. JA, mother of 3 children aged 7, 12 and 13

<table>
<thead>
<tr>
<th>Selected questions</th>
<th>Selected quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is a typical breakfast meal like for your children?</strong></td>
<td>PA: My children start class at 7.45am. They usually have food like milo and cupcakes. When the children have no time, they pack food like bananas to school. JA: My boys skip breakfast from time to time. Occasionally they have something to drink, like milk, before they leave the house.</td>
</tr>
</tbody>
</table>
| **What do you think of a healthy daily breakfast?**
  What are the challenges parents like you face in getting children to eat breakfast daily? | PA: When kids don’t want to eat, don’t force them. No point quarreling over a piece of bread in the morning. Everybody is tired and rushing for time. All parents know the benefits of breakfast but sometimes the kids just don’t want to eat it. JA: There is no time, they have to get to school at 7.15am. When the kids don’t want to eat, there’s nothing you can do. I don’t force them because it’s not a big deal because they get the nutrition elsewhere. |
| **What are some ways to overcome these challenges and get children to eat breakfast?** | PA: Make breakfast a social activity—so they can eat it more willingly with their friends. Sometimes what the teachers in school say is above what the parents say. JA: The older they get, the more difficult it is to feed them breakfast. I think it important to start young because these good habits start young. |
### Focus group Session #2

**Parents of daily eaters (Primary school)**

Location: Project Room at Bishan Public Library  
Date: 6th October 2012  
Time: 11.30 am to 12.30 pm  
Purpose: (i) probe for in-depth challenges faced in getting children to eat breakfast daily (ii) who and what kind resources do parents look to for a healthy breakfast preparation (iii) pre-test campaign strategies.  
Roles: Moderator (Hee Ann), Note taker (Hui Ying)  
Group profile: 3 parents with primary schoolchildren aged 7 to 12, who eat breakfast every day  
Participants:  
1. AN, mother of 1 child aged 10  
2. KA, mother of 2 children aged 10 and 14  
3. SH, mother of 3 children aged 6, 8 and 10

<table>
<thead>
<tr>
<th>Question</th>
<th>Response</th>
</tr>
</thead>
</table>
| What do parents need in order to prepare a healthy breakfast for their children? What do you expect our campaign to offer you? | PA: Newspaper like Mind Your Body and culinary books are helpful for me. The help you offer parents needs to be practical, if not I will not read.  
JA: Children thinks healthy food are not tasty, they don’t like it. If I need help on children’s nutrition, I will go on the internet. |
| Where and how can our campaign messages and activities reach out to parents like you? | PA: If you want the child to be present with the adult, the best days are weekends. For children, you need to capture their attention.  
JA: Libraries and malls are good places to reach out to parents. |
| Offline outreach:                                                        | PA: Libraries, shopping malls, anywhere near enrichments centres and supermarkets are good venues to target parents.  
JA: Yes, libraries and malls are good places to reach out to parents. |
| Online outreach:                                                         | PA: Not all parents use Facebook, so you need to have activities offline too. Personally I don’t have Facebook.  
JA: There are a lot of parenting online blogs. Many parents read those. |
| How can we motivate parents to take part in these activities?            | PA: Have contests such as giveaways.  
JA: Most likely, parents who have a lot of time will join the contests. |
| Will your family turn out for a breakfast picnic carnival held at public parks? | PA: If there is food provided, I don’t mind paying a small fee to enter. Botanical gardens is a good spot.  
JA: East coast park can be a good location for picnic events. |
<table>
<thead>
<tr>
<th>Selected questions</th>
<th>Selected quotes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>What is a typical breakfast meal like for your children?</strong></td>
<td>AN: My son usually takes cereals.                                                                                                 KA: A typical breakfast would be soft boiled eggs and milk.                                                                                     SH: My children take home-made granola and things like pau, homemade bread, eggs.</td>
</tr>
<tr>
<td><strong>What do you think of a healthy daily breakfast?</strong></td>
<td>AN: Other kids may resist breakfast but for my son, he insists on having breakfast every day. Time is indeed a factor whether or not you eat breakfast in the morning. But even if he has no time, he will pack some food. KA: Breakfast is a must. I make sure they eat it before they go anywhere. It is a good habit for every child. SH: My children proactively ask for breakfast. They like healthy food. It’s a habit in them since young. I want my kids to have a good start to the day, not lethargic. A challenge is that preparation needs to be fast because they need to get to school.</td>
</tr>
<tr>
<td><strong>What are some ways to overcome these challenges and get children to eat breakfast?</strong></td>
<td>AN: My son can be fussy over his food. But we negotiate and come to an agreement, it works for us. Also you cannot give them the same food every day, they won’t like it. KA: Children can be fussy, especially in the morning when they wake up early. To overcome this, I think parents are important examples to their children. Parents must teach their children the right things. SH: The role of parents is very important. You need to eat with the kids and they will do the same thing.</td>
</tr>
<tr>
<td><strong>What do parents need in order to prepare a healthy breakfast for their children? What do you expect our campaign to offer you?</strong></td>
<td>KA: When I need help, I read about parenting on Yahoo! or on Straits Times. I also talk to other parents, you learn a lot from each other. A healthy breakfast cannot be boring. You need to change the perception that healthy food is not tasty. I would be interested in recipes, those that are relevant for children. SH: Presentation of the food is very important. I want to see articles, recipes, suggestions, learn about the consequences of skipping and benefits of eating breakfast. Expert help is good.</td>
</tr>
<tr>
<td><strong>Where and how can our campaign messages and activities reach out to parents like you?</strong></td>
<td>AN: Like myself, my friends who are parents usually listen to radio like YES93.3 and read Straits Times and ZaoBao. KA: Talking about specific locations, I think families visit</td>
</tr>
</tbody>
</table>
## Offline outreach:
(Newsapers, radio, magazines, venues)

- **SH:** I read the newspapers and listen to 100.3 frequently. Magazines are mainly for parents with very young kids. So I wouldn’t read them. My kids prefer outdoors. So maybe parks can work. To reach out to parents, word of mouth is also very important because we talk among ourselves.

## Online outreach:

<p>| | |</p>
<table>
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| **AN:** I myself uses Facebook and I think a lot of younger parents do that as well. It’s convenient and if you can get people to share your messages with friends, people will know about your messages.  
**KA:** I am on Facebook and I will share campaign messages if I see my friends sharing.  
**SH:** Many parents nowadays use Facebook and it’s a good way to reach them. I also run an online parenting food blog. Many parents visit blogs to get ideas of what the parent writers do. |

## How can we motivate parents to take part in these activities?

<p>| |</p>
<table>
<thead>
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<tbody>
<tr>
<td><strong>AN:</strong> Contest prizes are key. Parent’s participation should be made as easy as possible. Don’t make people fill up so many forms or go through so many stages.</td>
</tr>
</tbody>
</table>

## Will your family turn out for a breakfast picnic carnival held at public parks?

<p>| |</p>
<table>
<thead>
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<tbody>
<tr>
<td><strong>SH:</strong> Parks like Marina barrage or Gardens by the Bay are very good outing spots for families.</td>
</tr>
</tbody>
</table>

---

**Focus group Session #3**

**Parents of both daily and non-daily eaters (Preschoolers)**

Location: Serene Centre, outside McDonald’s  
Date: 21st December 2012  
Time: 11.30 am to 1.30 pm  
Purpose: (i) probe for in-depth challenges faced in getting children to eat breakfast daily (ii) who and what kind resources do parents look to for a healthy breakfast preparation (iii) pre-test campaign strategies (iv) explore the relevance and significance of starting health education at preschool age.

Roles: Moderator (Hee Ann), Note taker (Hui Ying)

Group profile: 7 parents with at least one preschooler child aged 4 to 6

Participants:
1. **CT**, mother of 2 children aged 6 and 8  
2. **BY**, mother of 2 children aged 5 and 7  
3. **KK**, father of 3 children aged 6, 3 and 1
4. CL, mother of 2 children aged 4 and 2  
5. RT, mother of 2 children aged 5 and 7  
6. BN, mother of 2 children aged 4 and 7  
7. SY, mother of 3 children aged, 4, 7 and 8

<table>
<thead>
<tr>
<th>Selected questions</th>
<th>Selected quotes</th>
</tr>
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</table>
| What is a typical breakfast meal like for your children?                           | CT: Bread and peanut butter is what they usually have.  
RT: Some oats, cheese and milk.                                                                                                                  |
| What do you think of a healthy daily breakfast?                                    | CT: A healthy breakfast is one that gives the children enough nutrients to grow and sustain them throughout the day.  
KK: Breakfast is the most important meal of the day so it should be nutritious and easy for the kids to eat… nothing heavy.  
CL: A healthy breakfast fills up the kids and gives them enough energy for the day’s activities. |
| What are the challenges parents like you face in getting children to eat breakfast daily? | BY: Time is a factor on weekdays.  
KK: It is exceptionally hard to give proper meals to sleepy kids in the morning, while dragging them to get ready for school.  
CL: On weekdays, time is a great factor and I have limited food options to choose from. |
| Research has shown that as a child grows older, he is more likely to skip breakfast. Thinking of your preschooler age child, what are some ways to overcome this challenge as they grow older? | CT: To overcome the challenge, there is a need to cultivate the habit of eating healthily before she starts primary school. When she is away from me and there are wider food choices around her, I want her to make the right choice.  
RT: Teach so that they learn to eat healthy food and know which food is considered junk food.  
BY: In primary school, they've got the freedom of choice of food to buy during recess time. A majority of kids may end up getting the snacks and soft drinks which they usually do not get to eat at home. The challenge would be to educate them since young that these junk food and drinks are not bad for health so they'll naturally avoid them when they progress to primary school. The preschool that my 2 kids go to does a very good job on this and my son does not have this issue when he goes to primary school.  
KK: We, as parents, have to constantly remind ourselves to set good examples, by having a balanced & healthy diet. |
| Is health education appropriate at | BY: Education at preschool age is very important as it fixes the mindset on the type of food that is good and bad for health so they can make the right choice when they're older on their own. I feel that it is very relevant at preschool because habits formed are hard to change. |
| preschool age (kids may be too young to understand)? | BN: There has to be emphasis at this stage when they are growing up and learning. Educating them is very relevant here. Everything taught & implemented since young becomes part of day to day routine. It becomes automatic. |
| or at primary school age (habits formed may be hard to change)? | SY: Health education is appropriate for preschool. I have been giving them the right food since young. Though they become pickier as they grow older, they accept food like fruits and vegetables more or less if I push. They are more accepting when you expose them to a variety since young. |

“Good habits start young”.

How relevant is this statement to your children’s growth and development in terms of physical health and nutrition?
## Appendix B.1
### List of Opinion Leaders (1 of 2)

<table>
<thead>
<tr>
<th>Blogger</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alicia Tan</td>
<td>Blogs regularly at Beanie N Us where she writes about the field trips and fun crafts she and her preschooler (fondly referred to as Dumpling) enjoy.</td>
</tr>
<tr>
<td>Andy Lee</td>
<td>SengkangBabies call themselves the ambassadors of FUN as they hope to showcase the fun side of parenting.</td>
</tr>
<tr>
<td>Debra Li</td>
<td>As a mother of two boys aged (almost) 1 and 3 years, Debra writes mostly about her kids’ growing up moments, her parenting journey, challenges of being a working mum and fun family experiences.</td>
</tr>
<tr>
<td>Elisa Choo</td>
<td>Blog about her thoughts and experiences as a wife and mother of three spirited boy at Give Them Roots and Wings.</td>
</tr>
<tr>
<td>Elizabeth Wu</td>
<td>The Musings of Motherkao is Motherkao’s little space to capture life’s crazy moments with her three kids.</td>
</tr>
<tr>
<td>Ellena Guan</td>
<td>Ellena is a food blogger who loves to cook and bake for friends and family. She blogs at Cuisine Paradise to share recipes on her daily home cooked dishes as well as cute bentos that she prepares for her kid.</td>
</tr>
<tr>
<td>Irene Soh</td>
<td>Mother to 3 kids. Hiroshi (8), Sophia (6) &amp; Franklin (4 months old). Blogs at <a href="http://babyhiroshi.blogspot.sg/">http://babyhiroshi.blogspot.sg/</a></td>
</tr>
<tr>
<td>Jayne Tan</td>
<td>Blogs about her kids and shares her ups and downs as a mother of 3 at “Jayne’s Photo Diary”.</td>
</tr>
<tr>
<td>Jenn Lee</td>
<td>Lil Bookworm is a blog that document the progress of her son, AJ.</td>
</tr>
<tr>
<td>Julia Khoo</td>
<td>Julia chronicles her eat-out exploits and experiments in the kitchen on AromaCookery, a scent-suous Singapore food blog.</td>
</tr>
<tr>
<td>Kelvin Ang</td>
<td>A Daddy Blogger at <a href="http://www.cheekiemonkie.net">www.cheekiemonkie.net</a>, and blessed owner of three kids, two terrapins and one fabulous wife.</td>
</tr>
<tr>
<td>Low Lai Kuan</td>
<td>A stay-at-home mother who is passionate about providing a well-balanced and healthy meal for her family. Provided recipes from her website, Food4Tots.</td>
</tr>
<tr>
<td>Ng Ling Siew</td>
<td>Ling Siew is blessed with a loving husband and two adorable boys. A View from Mama’s Desk chronicles the joys and pains of bringing up boys.</td>
</tr>
<tr>
<td>Patrick Pang</td>
<td>As a father of 3, Patrick started blogging to share about the things I see and experience with my children at PatrickPang.com</td>
</tr>
<tr>
<td>Sharon Corsage</td>
<td>At A Dollop of Me, you will read about a woman embracing the joys and quirks of daily living, thoughts on marriage and parenting, and issues concerning women.</td>
</tr>
<tr>
<td>Sherie Lee</td>
<td>As a baker and a mother of 3 boys, MaaMeeMooMoo is a foodie that blogs about her recipes, favourite restaurants as well as parenting experience.</td>
</tr>
<tr>
<td>Tzer Jing Seng</td>
<td>The Kam Family is a family of four - a pair of full time working parents and two wonderful kids, aged 3 and 5. They document the daily life of their family, especially to note down the growing up of the little ones, to share their parenting experience and useful tips.</td>
</tr>
<tr>
<td>Vera Ong</td>
<td>At Life is in the Small Things, Vera notes the mundane moments and celebrates the special times of her two toddlers.</td>
</tr>
</tbody>
</table>
| Virginia     | Virginia is an educator that blogs at Parenting Talk. She is also the co-
RISE & SHINE BREAKFAST CAMPAIGN

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Goh</td>
<td>author of the first book in Singapore on educating the public about seeking the right healthcare in Singapore.</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Zulaiha</td>
<td>Epicurean Escapism by Ovenhaven chronicles her culinary adventures, each intricately woven with personal anecdotes on daily life, childhood memories, cultural experiences, and more recently, her little nursling.</td>
</tr>
</tbody>
</table>

**Celebrity Parents**

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<table>
<thead>
<tr>
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<th></th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Adrian Pang</td>
<td>Together with his life and business partner, Tracie Pang, they are the artistic directors of “Singapore’s most kick-ass theatre company” PANGDEMONiUM! Productions. But, according to Adrian, nothing can be compared with his favourite role of all time – being a proud Daddy to his two sons, Zack and Xander.</td>
</tr>
<tr>
<td>2</td>
<td>Beatrice Chia-Richmond</td>
<td>An award-winning force to behold in the theatre industry as well as being the first female Creative Director for the National Day Parade (2011), all these accolades don’t compare to Beatrice’s role as a mother to her 5-year-old son, Sol.</td>
</tr>
<tr>
<td>3</td>
<td>Evelyn Tan</td>
<td>Married to actor Darren Lim, Evelyn’s happy family consists of eight-year-old Kristen, six-year-old Jairus and three-year-old Way, the trio widely-known to be homeschooled by her.</td>
</tr>
<tr>
<td>4</td>
<td>Lim Hai Yen</td>
<td>Mdm Lim Hai Yen, wife to Member of Parliament for Tampines GRC Mr Baey Yam Keng, is also the Director for The Etceteras, a local theatre company. Even with her busy schedule, Mdm Lim is all hands-on with her three children, aged 13, 10 and 9 respectively.</td>
</tr>
<tr>
<td>5</td>
<td>Nelson Chia</td>
<td>A respected veteran in the Singapore theatre scene, Nelson Chia is a talented and versatile multi-hyphenate, juggling duties as an actor, director and lecturer.</td>
</tr>
</tbody>
</table>

**Nutritionist/Dietician**

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<table>
<thead>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Fiona Chia</td>
<td>Founder of Health Can Be Fun, Fiona is a recognised Registered Nutritionist from Singapore Dietetics and Nutrition Association, The Nutrition Society (UK) and Association for Nutrition (UK). She has undergone her training in nutrition for 6 years, and has obtained her Master’s qualification in Human Nutrition from University of Glasgow majoring in Public health. She helps the team with mostly broadcast interviews.</td>
</tr>
<tr>
<td>2</td>
<td>Ro Ann Ilao</td>
<td>Ms Ro Ann Ilao is a dietitian by training and graduated from the University of the Philippines with a degree of Bachelor of Science in Nutrition. Currently a lecturer at Singapore Polytechnic, Ro Ann is the resident expert for the “Ask A Dietician” programme.</td>
</tr>
<tr>
<td>3</td>
<td>Sam Ng</td>
<td>Sam is an accredited nutritionist Singapore and has a PHD in Sports Science. Also a columnist for Lianhe ZaoBao and the author of two recipe books for tweens, Sam supports the team with resources for the website’s recipe collection.</td>
</tr>
</tbody>
</table>
Appendix B.2
Campaign Logos

Fig. 1 Rise & Shine Breakfast Campaign logo

Fig. 2 Rise & Shine Carnival logo
Appendix B.3
Breakfast Friends

The five essential food groups—fruits, vegetables, wholegrains, protein and low-fat dairy—which the Rise & Shine Breakfast Campaign recommends as key components to a healthy breakfast are represented as the Breakfast Friends in illustrated formats to reach out to children.

<table>
<thead>
<tr>
<th>Food Group</th>
<th>Represented by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruits</td>
<td>App the Apple</td>
</tr>
<tr>
<td>Vegetables</td>
<td>Lady Lettuce</td>
</tr>
<tr>
<td>Wholegrains</td>
<td>Brad</td>
</tr>
<tr>
<td>Proteins</td>
<td>Eggie</td>
</tr>
<tr>
<td>Low-fat dairy</td>
<td>Mr. Mirugu</td>
</tr>
</tbody>
</table>

RISE & SHINE BREAKFAST CAMPAIGN
### Appendix C.1
**Campaign Budget Breakdown**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Expenditure Statements</th>
<th>Purpose</th>
<th>Qty</th>
<th>Cost (S$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pre campaign research survey printing</td>
<td>Primary Research</td>
<td>550</td>
<td>28</td>
</tr>
<tr>
<td></td>
<td>Pre-testing focus group remuneration</td>
<td>Primary Research</td>
<td>5</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Focus Group Location Booking Fee</td>
<td>Primary Research</td>
<td>1</td>
<td>18.30</td>
</tr>
<tr>
<td></td>
<td>Pull up Banners</td>
<td>General Publicity</td>
<td>3</td>
<td>240</td>
</tr>
<tr>
<td></td>
<td>Purchase of Food</td>
<td>Roaming Installation</td>
<td>-</td>
<td>68.70</td>
</tr>
<tr>
<td>2</td>
<td>Printing of breakfast info pamphlets</td>
<td>General Publicity</td>
<td>1000</td>
<td>180</td>
</tr>
<tr>
<td></td>
<td>58 mm Badges</td>
<td>School Visits</td>
<td>100</td>
<td>117.70</td>
</tr>
<tr>
<td></td>
<td>Ezlink Stickers</td>
<td>School Visits</td>
<td>4000</td>
<td>450</td>
</tr>
<tr>
<td></td>
<td>A3 Placemat Stickers</td>
<td>School Installation</td>
<td>70</td>
<td>174</td>
</tr>
<tr>
<td></td>
<td>Student Theatre Group Reimbursement</td>
<td>School Visits</td>
<td>-</td>
<td>650</td>
</tr>
<tr>
<td></td>
<td>Props for performances</td>
<td>School Visits</td>
<td>-</td>
<td>36.20</td>
</tr>
<tr>
<td></td>
<td>Campaign Videographer + Editing</td>
<td>Documentation</td>
<td>-</td>
<td>350</td>
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<tr>
<td>3</td>
<td>Media Kits</td>
<td>Public Relations</td>
<td>22</td>
<td>80.50</td>
</tr>
<tr>
<td></td>
<td>A4 Carnival Poster</td>
<td>Carnival</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>A5 Carnival Poster</td>
<td>Carnival</td>
<td>2500</td>
<td>250</td>
</tr>
<tr>
<td>4</td>
<td>Printing of Picnic Mats</td>
<td>Carnival</td>
<td>500</td>
<td>2,000</td>
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<tr>
<td></td>
<td>Printing of Meal Planners</td>
<td>Carnival</td>
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<td>Tshirt Printing</td>
<td>Identity/Publicity</td>
<td>50</td>
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<td></td>
<td>SG Records Application</td>
<td>Carnival</td>
<td>1</td>
<td>400</td>
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<tr>
<td></td>
<td>Event Infrastructure (e.g. Stage, AV, etc)</td>
<td>Carnival</td>
<td>-</td>
<td>5000</td>
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<tr>
<td></td>
<td>Post campaign research</td>
<td>Evaluation Research</td>
<td>700</td>
<td>288.65</td>
</tr>
<tr>
<td></td>
<td><strong>Total:</strong></td>
<td></td>
<td></td>
<td><strong>12,432.05</strong></td>
</tr>
</tbody>
</table>
Appendix C.2
Breakfast Website (1 of 6)

Link: http://breakfast.riseandshine-expo.com/

Fig.1. Website Homepage
Appendix C.2
Breakfast Website (2 of 6)

Fig. 2. Infographic

Fig. 3. Infographic on website
Appendix C.2
Breakfast Website (3 of 6)

Fig. 4. Local articles page on website

Fig. 5. World articles page on website
Appendix C.2
Breakfast Website (4 of 6)

Fig. 6. Recipe homepage on website

Fig. 7. Recipe page on website
RISE & SHINE BREAKFAST CAMPAIGN

Appendix C.2
Breakfast Website (5 of 6)

Fig. 8. Latest Happenings homepage

Fig. 9. Selected update from Latest Happenings
Appendix C.2
Breakfast Website (6 of 6)

Fig. 10. Event Calendar

Fig. 11. Highlight section below carousel on homepage
Appendix C.3
Facebook Page (1 of 6)

Link: https://www.facebook.com/RiseAndShineExpo

Fig. 1. Facebook page at launch of campaign
Fig. 2. Providing information for parents on Facebook
Fig.3. Keeping parents in the loop of upcoming activities
Appendix C.3
Facebook Page (4 of 6)

Fig. 4. Post-event updates with photos
Appendix C.3
Facebook Page (5 of 6)

Fig. 5. Updates on Campaign developments
Fig. 6. Interaction with followers
This banner carries information on the key findings of our survey. The aim of this banner is to raise awareness of the problem of children not eating healthily and to introduce our campaign.
Appendix C.4
Pull-up Banners (2 of 3)

This banner introduces the three key benefits of a healthy daily breakfast for kids. The aim of this banner is educate parents and inform them of how a healthy, daily breakfast can help their children.

![Fig.2. “Benefits” Pull-up banner](image)
This banner lists the five essential food groups that the campaign recommends as part of a healthy breakfast. The use of the Breakfast Friends here helps children to take in the information as well.

Fig. 3. “Breakfast Friends” Pull-up banner
Appendix C.5
What Have Your Children Been Eating? Roaming Installation (1 of 6)

A dining table with five unhealthy dishes was set up in public places.

Fig.1. Installation in Jurong West Public Library (top) and NEX shopping mall (bottom)
Appendix C.5
What Have Your Children Been Eating? Roaming Installation (2 of 6)

The dishes chosen to be featured — roti prata, bee hoon with luncheon meat and fried egg, doughnuts and fried dough sticks, sugared cereal and ready-to-drink fruit juice — were the ones most commonly served to children for breakfast by parents according to the survey.

Fig.2. Layout of Installation
Appendix C.5
What Have Your Children Been Eating? Roaming Installation (3 of 6)

Fig. 3a. Contents of Installation

What have our children been eating?
According to our survey, we found out that these are the dishes our children have been eating for breakfast.
Do you think these are suitable breakfast choices?

The recommended calorie intake per day for children aged 3-12 years old ranges between 1000-1400 kcal!
Appendix C.5
What Have Your Children Been Eating? Roaming Installation (4 of 6)

Fig. 3b. Contents of Installation

Fried pastries such as donuts, fried dough sticks
250–285 kcal per pastry

Fried bee hoon with luncheon meat and egg
800–900 kcal/serving
Appendix C.5
What Have Your Children Been Eating? Roaming Installation (5 of 6)

Fig.4a. Team’s engagements with public during the roaming installation
Appendix C.5
What Have Your Children Been Eating? Roaming Installation (6 of 6)

Fig.4b. Team’s engagements with public during the roaming installation
Appendix C.6
Celebrity Interviews (1 of 15)

Fig.1. Celebrity interviews on website

Evelyn Tan: Be "thankful" for your breakfast

Evelyn Tan is a well-known celebrity couple. Evelyn and Diman Lim are an inspiration to many young girls. Evelyn Tan was interviewed on the supermarket shelves. Here are a few tips on how to make a healthy breakfast.

Read More

Fig.2. Evelyn Tan's interview on website
Appendix C.6
Celebrity Interviews (2 of 15)

Fig. 3. Facebook posts
Appendix C.6
Celebrity Interviews (3 of 15)
Interview with Adrian Pang

Q: Breakfast is very important in the growth of children but from our research with 363 parents, we found that 1 in 3 primary school children actually don’t eat breakfast daily. What is your view on this? What can parents do to encourage their kids to take breakfast?
A: That’s kinda worrying… Speaking for myself, if I don’t have breakfast then I can’t function properly, and I’ve always instilled in my boys that they have to start their morning with a good breakfast, especially when they are growing so fast. It’s basic: parents should simply remind their kids of the plain facts that breakfast is crucial to kicking off the day with fuel for the brain and body. Be the ones that are working well and on time, even if those trains aren’t.

What do you usually prepare for breakfast for your children?
On a school morning, it is usually cereal or toast with their choice of butter/peanut butter/jam/kaya, a soft boiled egg, and fresh milk and orange/apple juice. And always ending off with fruits. If you can fit in a quick two minutes for a bowel movement, even better.

Some parents find it a challenge to feed breakfast to children in the morning when they’re grumpy and sleepy! Do you have any tips/strategy you use to tackle this?
Persuasion and gentle coaxing. Just kidding, I mean blackmail and bribery.

On the same note, what are some of your challenges you face when preparing breakfast for your kids? How do you overcome them?
Time is always a factor: simply having enough time to make sure they eat healthily for breakfast when they have to rush off to school. So it’s all about time management. There are many occasions when time is against us and it means a take-away item like the fruit – the soft-boiled egg is really messy to take away.

As your boys grow older, their nutritional needs change as well. How did you adjust to this change?
The challenge is to gently – and unbeknownst to them – persuade them the try new stuff as they grow, so that they will be more and more adventurous and have more choice. Not easy with a picky eater, but sometimes you have to be firm and say: “try this, just to say you’ve tried it, and if you don’t like it, I won’t make you eat it any more!” 4 times out of 5, they will like it. The remaining one time, it’s probably Brussels sprouts.
RISE & SHINE BREAKFAST CAMPAIGN

Children tend to crave snacks or sweets that may be unhealthy for them. How do you deal with this?
Everything in moderation. Making them pay for their own dental treatments also is an effective deterrent.

Last but not least, are you able to share with us places in Singapore that you and your family enjoy and would recommend to other parents to bring their kids?
Basically, just spend time outdoors. Not at shopping malls or gaming arcades. We have such a luxury to have clean and green open spaces everywhere in Singapore. Get out there.

Fig.3. Transcript of Adrian Pang’s interview
Appendix C.6
Celebrity Interviews (5 of 15)
Interview with Evelyn Tan

Q: Like our interviews before, we’d like to know what you think about the insights that our team has found: from our research with 363 parents of primary school kids, we found that 1 in 3 actually don’t eat breakfast daily. What is your view about this?
Evelyn: For me, I just can’t function. This is a habit I try to inculcate in my children to wake up for breakfast because sometimes they don’t eat well or are not so keen for breakfast. What I will do is to just coax them along, feed them in smaller portions and then break it into a second portion for snack later.

That sure is a useful strategy!
In our house there’s a very simple rule—you don’t like it, you get another portion. If you tell us you don’t like it, but you’re willing to try, then you can get away with one mouthful. Our belief is that as a child tries out a new food, by and by they will get accustomed to the taste. Every time it’s served, you take one bite, you are actually adjusting your body to that food and your body would be able to accept it. No harm just trying one mouthful, you won’t be killed right—and it’s not too much for the child to handle. I just want them to know that you should be thankful for everything you have. Do not waste food!

That’s a good lesson. What do you usually prepare for breakfast for your children?
Usually what I will do is serve snacks at about 10am—the first meal would be some carbohydrates and proteins, and then the fruits as snacks in the middle of the morning. For their source of protein, I will just prepare hard-boiled eggs on days when I’m in a rush as it’s easy to prepare. And they have it with bread—the carbohydrates. When I’m even lazier it’ll be cereals and milk. I’d make sure that they have at least something to eat in the morning. These are simple ones. On days when we have more time, I will prepare some blueberry pancakes, scrambled eggs or sandwiches.

Where do you usually get information about children’s nutrition?
A lot of them are bits and pieces here and there. Some of it I got it from my early childhood education; I also pick it up from other parents, friends, magazines… But I think I would also credit the government. I think HPB (Health Promotion Board) has done a wonderful job and they are doing a lot of work on giving tips on keeping healthy. Some of them I picked it up from my programmes as well, such as speaking to nutritionists and dieticians. As long as you’re open to suggestions, you will be receiving a lot of useful information. At times it might even be information overload!

So how do you know what’s right for you?
When I was younger, I didn’t like the taste of eggs, but my parents made me down one hard-boiled egg every morning. I would struggle with it. I was one of those who woke up feeling grouchy, bad-tempered. But with my parents’ teaching, you just had to take it. It helps after some time because it is ingrained in you already.

**Like what you said, some parents find it a challenge to feed breakfast to children in the morning when they’re grumpy and sleepy! Do you have any tips/strategy you use to tackle this?**

It’s a matter of how you plan your day—the parent’s involvement in this is very high. Some parents come home late and are only able to spend some time with the child late at night, but next day the child has to go to school in the morning. But if the children are in preschools, they might be able to catch up in sleep in the afternoon. But for a child to have interrupted sleep—6-8 hours at home and 2-4 at schools—that would be a problem. A child should have a whole stretch of sleep of 10 hours. Less than that, it would be hard for the child to readily wake up and have food because the body is not ready for it yet; it needs another 2 more hours of sleep.

So maybe parents would want to do some planning with the way the day is arranged and help the child have a stretch of 10 hours sleep before they get the child to wake up for breakfast. I understand it’s a bit of a struggle, but I guess for the sake of the child it might be a good idea to put breakfast in place.

**That sure is interesting advice—we have never really thought that insufficient rest might cause the loss of appetite for breakfast. Well, it is also apparent that as a child grows, his/her nutritional needs change as well. How did you adjust to this change for your 3 children?**

I have to admit that I had a bit of struggle but I’ve learnt over the years. I’ve learnt to trust my children’s appetite and much has got to do with our expectations. Sometimes they might lose their appetite and might not finish their full bowl of food for a couple days—I’ve learnt to go easy with that and I’m sure the body’s natural hunger reaction will kick in and then they will just crave for food again. A piece of good advice from an elder: whenever possible, try to have soup because you have your nutrients in there too and the body is not deprived of nutrients. For us Chinese we are very good with soups—don’t let that go. Soups are easy to drink when the child doesn’t feel like eating. I try to do that so that on one end I can respect my child’s fluctuations in appetite, and on the other hand I have the knowledge that they get sufficient nutrients from the soup.
We understand that you home-school your children. Do you think their nutritional pattern is different from that of students that are not home-schooled?

It’s a lot of work as a homeschooling mum. You have to observe first and tailor it to the way the child would receive the information. I try to creatively work out household management so that I can free most of my time to pay attention to them. I think that’s important because when a mother needs to handle the children and handle their academics. I work around the hours. And work creatively so that maybe before the kids are awake, lunch is already prepared and ready to be served. I am also constantly on the lookout for things that might be suitable for them.

Children tend to crave snacks or sweets that may be unhealthy for them. How do you deal with this?

I tell them that after meals you can get to eat all that you want, if you finish everything. Yes, all the sweets and all the chocolates. I’m easy on these things, with moderation in intake of course. I would let them know that mummy doesn’t look at them like they are bad. The thing is that the more you try to stop, the more they yearn for it—it’s human nature. I tell them: mummy loves chocolates too. But you have to make sure that the tummy is filled with good food first before you throw in the rubbish. So the children know that it’s okay to indulge, but we just have to do it at the right time. So they always know that it’s always after meals.

Are you able to share with us places in Singapore that you and your family enjoy and would recommend to other parents to bring their kids?

That’s a tough one because for us we’re not fussy about the places that we go to. We do a lot of outdoor activities and visit a lot of nature. Parks are our favourite. We just bring them to parks. When they burn out their energy, we go to places like Explorer Kids. Right now we do have the convenience of being able to travel by boat. We bring the children out to islands for swims.

Fig.5. Transcript of Evelyn Tan’s interview
Appendix C.6  
Celebrity Interviews (8 of 15)  
Interview with Beatrice Chia-Richmond

Q: As the saying goes… Breakfast is the most important meal of the day. But our research with 363 parents found that 1 in 3 children do not eat breakfast daily. What is your view on this? What can parents do to encourage their kids to take breakfast?

A: I think that the idea of having breakfast is kind of like having lunch and dinner. The three meals a day is about structure and discipline. I personally believe that appetite works on clockwork, so if you set the breakfast at, say, 9am and you have the discipline to get your child to eat at 9am everyday, he would be conditioned to that and the following week he will be hungry at 9am. For my son breakfast is usually at 8am, because he has to be in school by 8.40am, so he has 30 minutes. His structure is in place and the same goes for lunch and dinner.

However, we find that the moment when we shift certain things, like sometimes on weekends because we go out and have activities, dinner gets shifted to a bit later, you see that a lot of things start to go a little bit crazy (laughs). Like at 6.30pm he is hungry, he needs to eat something, but dinner hasn’t started, he wants to eat snacks, and the moment you have snacks it just spoils all your hard work of getting him to eat healthily! So ‘discipline’ is something everybody has to work towards to try to maintain that structure. And once you set the structure, a lot of things become easier after that.

So do you encounter any problems having him eat breakfast that early in the morning?

Yes, I do. I mean, the problems come up usually when the structure in broken. For example, once he has a late night (due to a Christmas party or a function the night before), he can’t wake up at his usual time so he wakes up past his breakfast time. And when he wakes up either he is not hungry or he is too sleepy or he is bad tempered, so these are times when he doesn’t want to eat. His structure is upside down.

So what do you do when this happens? Do you still get him to eat his breakfast?

Definitely. He would at least have a glass of milk. He is only 5 years old this year, so starting the day with a bottle of milk is what he has been doing since young. Now he is getting off that bottle and changing to a glass. So actually when he wakes up late, especially say over the Christmas holidays when the structure is a bit haywire, even if he refuses to eat solid food, he will at least have the glass of milk and some vitamins.
Please share some examples of breakfast food that you usually prepare for your child.
Cereal, sandwiches, toast with butter or cheese or peanut butter. Sometimes when we go for holidays and we go hotel breakfasts, he will go for eggs, like sunny side ups. And he prefers egg whites than egg yolks!

That sounds like the healthier choice!
Yeah (laughs). Somehow he likes egg whites better.

Since he has to go to school in the morning and it is a family affair to shepherd everyone out together, do you find that you don’t have time to prepare breakfast?
Not really. Breakfast is actually quite easy to prepare because, I mean, cereals actually don’t take much preparation. And sandwiches are also terribly easy to make. As long as you are not doing a huge fry-up breakfast, like you are not doing porridge, these things are really fuss-free. I don’t find it time consuming to prepare breakfast.
However, as I need to leave the house at 8.30am, he is up at 7.30am so he has one whole hour to slowly “wake up”. He is not like those kids who can wake up in a flash; he has to take time to warm up. I am a bit like that as well; if I wake up in a flash I would be in a terrible mood so I need time. If you give me 20-30 minutes to slowly adjust to the idea of getting up, the day would be okay. But if you make me wake up in like 3 minutes, it would be terrible! (laughs) So we have very similar habits. It’s all about time management.

True. A lot of parents tell us that one reason their kids don’t have time to eat is because they dote on them and want them to sleep more, thus comprising on breakfast time. What’s your take on this?
I mean I am not the sort to tell parents what to do but I think it’s really what works for your child. If you think breakfast is important, which it is, then you have to work out how to get your child to have the meal. So if I want to give him more sleep, instead of waking him up later, I would get him to bed earlier. So put the half an hour in the start rather at the end.

That’s a pretty sound suggestion! On a separate note, children tend to crave snacks or sweets that may be unhealthy for them. How do you educate your child on making healthy food choices? Does your child like to snack?
Oh yes he does. I think once you introduce it to them, there’s no turning back. (laughs) But I mean… it’s also part of childhood. I think they must have a bit of it. I don’t think you can stop them completely. I think it’s how you manage that. For us the key is still to
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have the three basic meals because once the kid doesn’t eat well for one of them, the kid will get hungry so they will replace the meal with snacks. But once the stomach is filled with the proper meal, you will realise that the appetite will start to edit the amount of snacks they crave.

So what I do with my son is that if he really wants a snack, it has to be in conjunction with an activity where he used a lot of energy and he is thirsty and wants a drink; then that’s okay. I don’t want to, you know, not give him any fun as a child. For example when we go cycling once a week, only then he can have his sweet drink after the exercise, and he only can share it with his father. So he understands that certain ‘forbidden’ or unhealthy snacks are given out as treats together with a form of physical activity, and not all the time. In the absence of the activity, then the snack is not going to happen. (laughs)

You mentioned that you go cycling together as a family. Are there any places in Singapore that you personally enjoy going to during family outings and would recommend to other parents too?

It changes with the growing years of the child. Below the age of one, it’s difficult to tell what they like when they can barely crawl or walk. (laughs) Now (at age 5) he really likes the pool – those kinds with slides. At the Singapore Zoo they have a water-themed corner and in Sentosa they have something similar called the Ports of Lost Wonder.

Do you all do these as a family?

I mean… yeah… when he first started we have to take every slide and squeeze ourselves through every single thing but now that he is confident with water he prefers to go with their friends! (laughs) You arrange for play dates eventually. They really like indoor playgrounds too. He likes going to the beach. And we as a family like to go the cinema when there’s a kid’s movie on as well.

*Fig.6. Transcript of Beatrice Chia-Richmond’s interview*
Appendix C.6
Celebrity Interviews (11 of 15)
Interview with Mdm Lim Hai Yen, wife of MP Baey Yam Keng

Q: Breakfast is very important for the growth of children but from our research with 363 parents, we found that 1 in 3 actually don’t eat breakfast daily. What is your take on this?
A: I’m afraid my children fall into the category of one in three. A few reasons could be it’s quite early for the children to wake up and their bodies are not fully awaken and are still sleeping. Usually, they would have a cup of milk on school days and that seem enough to last them until recess at 9 plus and they will buy food then. Sometimes they don’t want to compromise on their sleeping hours, so they rather have 15 minutes more of sleep.

It’s good to hear that your children at least have something to drink for breakfast…
Yes, it’s important that they don’t leave with an empty stomach.

What about on weekends?
On Saturdays, they do have breakfast when they get up later around 8am. It’s quite a family routine. We visit the market nearby and have breakfast together. On Sundays we’d have simple items such as bread and boiled eggs for breakfast.

We understand that, like yourself, some parents find it a challenge to feed breakfast to children in the morning when they’re grumpy and sleepy! So how can parents do to encourage their kids to take breakfast?
The important thing is not to let them go to school on an empty stomach — my children still will get hot beverages like Milo, milk or Horlicks.

Do you have any tips or strategies to make sure your kids eat their breakfast?
I let my kids pack some food and eat on the go.

And what do you usually prepare for breakfast for your children? As you have 3 children, how do you cater to their different eating habits?
More or less everybody gets the same breakfast. I will decide whatever food I can offer them, and usually the first child who wakes up will decide what breakfast we’ll have, so it’s kind of an incentive for them.

Eating breakfast together can improve family bonding. Given that both you and your spouse are working and have busy schedules to attend to, how do you make breakfast a bonding opportunity for the whole family?
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Breakfast could be a little challenging. On weekdays, the kids have schools and we don’t have the luxury of time. The dad might be busy with emails and newspapers. That said, we make it a point to have breakfast together on weekends all the time. In addition, it’s good that my eldest daughter’s school (Dunman High School) starts later than most schools: 8am on Monday to Thursday and 9am on Fridays. The principal told them it was to give them time to have breakfast with the family. And my husband and I also try to have breakfast with her together on Fridays after we send the two younger ones to school. That makes her feel special to have one to one time with the parents.

As a child grows up, he/she tends to become more capable of making their own choices. When it comes to food choices, what would you tell your children when you disagree with their choices? How, then, do you teach them to make the right choices? They do have different preferences. We’ll try not to force it upon them. Over the years, we have worked out a general, common menu. For example, I know they like eggs, so omelette, boiled or fried eggs are all fine with them. We also have porridge, sausages, tau hu, and vegetables too. They don’t have a problem with it.

That’s good to hear that your kids are good with vegetables. Many parents have this problem. How do you do it? Since young, they don’t have any problems accepting vegetables in their diet. Sometimes have to start early and not offer them too late. Another strategy is: not to ask them, just give it to them. Sometimes when you ask, they get suspicious. For instance, when you ask “do you like this?”, they might see it as something strange or weird, and that they can turn it down. When they are given the choice, they may say no and things might get tricky. Also, they look to their siblings as role models; and when they are eating the same thing, they will come to accept it.

To end off, tell us about some of the places in Singapore that you and your family enjoy and would recommend to other parents to bring their kids? I think there are a lot of interesting places. Indoors wise, libraries are definitely a good place. Nowadays, aside from borrowing books on a variety of topics, there are a lot of exciting programmes and performances. We do visit shopping centres too. There are some shows worth going down for- such as puppet shows, and performances put up by cartoons for families, especially during the holidays.

Outdoors wise, we go to reservoirs for the greenery. Near our house is the MacRitchie reservoir. Sometime we go jogging there as a family on weekends or in the neighbourhood.
Another two places recommended for families is to go skating at Leisure Park at Kallang and the JCube skating rink. It’s something different for local kids, a different climate experience. Visiting Sentosa, cycling at East Coast Park, playing at Downtown East Wild Wild Wet… Singapore is not a small place after all! Make time for each other and you can go anywhere you want.

We also make it a point to stay at home on one day of the weekends. We watch recorded movies; play board games. It’s good for bonding and it’s educational. Through games, you can also see the nature of the child. Some are more daring while some are more cautious. You can also teach and educate them through the game because you are not speaking to them directly, but in a subtle way. Occasionally children get upset when lose, but they learn that life is like a game, and you can start and try harder again—it’s like a life lesson through a game.

Fig.6. Transcript of Mdm Lim Hai Yen’s interview
Q: As the saying goes... Breakfast is the most important meal of the day. But our research with 363 parents found that 1 in 3 children do not eat breakfast daily. What is your view on this? What can parents do to encourage their kids to take breakfast?

A: I agree that breakfast is the most important meal of the day as it gives you the energy to start the day. How your day shall progress depends very much on how you begin it. One of the ways parents can encourage their kids to take breakfast is to have breakfast with them as a family. I also use the time during breakfast to chat with my kids.

Can you share with us some of the challenges you face when preparing breakfast for your kids? Can you offer some tips/strategies to overcome them?

It is usually my wife who prepares the breakfast for the kids while I get them to bush their teeth and get changed. One of the challenges is to have enough variety of breakfast over the week. I think the best way to ensure that is to plan ahead.

Please share what are some typical breakfast foods you prepare for your children?

Some of the breakfast foods my kids have include cereal with milk, egg roll, French toast, oat, scrambled egg, and bread.

Kids being kids, most love snacks like tidbits and sweets that may be unhealthy for them. How do you deal with this?

I don’t restrict them but let them eat the tidbits in small amount every time.

I read that you have a pair of darling twin daughters. When it comes to nutritional needs, how do you cater to both their needs? Do both of them get exactly the same thing?

Yes, they both get exactly the same thing. While they may have different tastes, we always teach them not to be too choosy over food, and especially not to just eat the things you like and avoid the rest. A balanced diet is important.

So far, what is your biggest challenge being a parent?

To have enough time for the children.

What do you think parents can do to raise socially adept children? Do you think exposing children to technology gadgets such as iPhone and iPad at an early stage is detrimental to their social development?

Yes, I think so. I have seen examples of kids who have difficulty responding to questions or doing simple things such as greeting others because there are so engrossed in watching the screens of technological gadgets.
I understand that both you and your spouse are theatre educators and very much involved in the Singapore theatre scene. How do you develop your children’s potential in this area?

We try to expose them to as much activities as they would like. We do not force them to do anything they dislike but will try to give them the opportunity to experience the things they are interested in. I do not try to develop their ability in arts intentionally but will leave it to them to decide if they would like to take any aspects of the arts further.

Are there any places in Singapore that you and your family enjoy and would recommend to other parents to bring their kids?
The Singapore Zoo. It is a place where kids can be close to nature and also learn to respect other living things on this earth.

Fig. 7. Transcript of Nelson Chia’s interview
Appendix C.7
Campaign Collaterals (1 of 2)

Fig. 1. Pamphlet inner pages
Appendix C.7
Campaign Collaterals (2 of 2)

Fig. 2. Badges design

Fig. 3. EZ-link card stickers
Appendix C.8
Cooking Demonstrations (1 of 3)

Fig. 1a. Cooking Demonstration session at Jurong West Public Library
Appendix C.8
Cooking Demonstrations (2 of 3)

Fig. 1b. Cooking Demonstration session at Choa Chu Kang Public Library
Appendix C.8
Cooking Demonstrations (3 of 3)

Fig. 2. Poster at Choa Chu Kang Public Library

Fig. 3. Shout-out on Jurong West Public Library’s Facebook page
Appendix C.9
What Should Your Children Be Eating? Roaming Installation (1 of 2)

Fig. 1a. Healthy food items chosen
Appendix C.9
Roaming Installation Evolvement (2 of 2)

Fig.1b. Healthy food items chosen
Introduction:
Good afternoon parents and children! (looking at kids) Are you all ready for our storytelling session? You all must be wondering what’s this all about (referring to our props board with 5 question marks)? Well, you see, today’s storytelling has a little twist – this is actually a special quest to find 5 mysterious characters, and 5 of them all have one thing in common that we’ll find out at the end of the story. So if you’re ready, here’s the story of Daniel and his Mystery Friends…

Once upon a time in a village far, far away, there lived a boy named Daniel. Daniel was an obedient kid – he was good in his studies, he was nice to his parents, and he was friends with everyone in his village, because he was a very helpful and kind boy.

But there was just one bad habit that Daniel had (over here can ask the kids to guess what bad habit could Daniel have. Let them name some, have a good laugh, even saying something like “You all say all these are bad habits, so make sure you don’t have them!” before revealing) – he didn’t like eating breakfast. Especially on weekends when he would wake up so late, breakfast time would be over!

So one day, on a usual lazy Saturday/Sunday (depending on what day it is), Daniel woke up in the early afternoon to find that his parents are not in the cottage.

“That’s strange,” he said. “Today’s a weekend so they don’t have to go to work. Where can they be?”

He was feeling hungry so he went into the kitchen. On the table there was a note written in his father’s handwriting, and it read: “Hi Daniel, you’ve finally woken up! You must be wondering where your mother and I are. Well, we’ve decided to give you a little quest to complete. Hidden around the house and in some parts of the village are 5 mysterious friends (refer to the board with the silhouette of the friends). They hold the clues to the most important meal of the day! (Over here, ask the kids what is the most important meal of the day.) P.S. Remember to eat your breakfast on the table! Love, mom and dad.”

Daniel looked at the only bowl on the kitchen table – it was empty! Then he saw his dog trot into the kitchen looking rather happy with itself. He looked at his dog, looked at the empty bowl, then looked back at him again. Well, who else could’ve eaten his breakfast? Daniel just has to blame himself for waking up so late!
Now, Daniel was getting excited about this quest that his parents put him on. 5 mysterious friends to hold the key to the most important meal of the day? Who could they be?

So he decided to start off in the most obvious place in his kitchen, the fridge. He opened it and there it was, the first clue. The clue says: “I’m white, low in fat, and an important source of calcium for strong bones!” (Let the kids guess)

That’s right, the first friend is Mr. Mirugu! “Hi, Daniel!” Mr. Mirugu said. “I belong to the food group called Low Fat Dairy, and I am very important in your breakfast meal! By taking foods like low fat milk, cheese and yoghurt for your breakfast, it helps to meet your daily calcium intake to be a fitter child!” (Mirugu becomes first on the board.)

Now that Daniel found the first of the 5 mystery friends, he was excited to find the second one. Well, he didn’t need to walk far because at the top of the kitchen counter where they kept the dry foods, he found the second clue.

It says, “I am soft, brown and rich in energy!” (Let kids guess. Try to hint the healthier version of the white bread.)

That’s right, the second friend is Brad the Whole meal Bread! “Hi, Daniel!” Brad said. “I belong to the food group called Whole Grains!”

At this point, Daniel was curious. “What’s the difference between white bread and whole meal bread?”

“Oh, white bread is my cousin. The difference is that I have lower sugar content, which makes me healthier, so it’s better to choose whole grains over white bread! Besides, I have fibre that helps to digest your food better to manage a child’s weight, and I have nutrients that lower the risk of asthma!”

“What are other examples of whole grains?”

“Oh, they are oatmeal, whole wheat crackers and bran (maybe need to describe this a bit?)! Whole meal can be really delicious too!”

Wow, Daniel thought, these Breakfast friends are indeed very important! At that moment, he heard a ‘cuckukookoo~’ from outside his house. He had an idea, maybe he should go check out their barn to see if any of the mystery friends are hiding there. So
he wandered out and went to the chickens’ coop. And sure enough, there was the third clue.

It says, “I am slightly oval in shape, and I have a very fragile body.” (Let kids guess.)

That’s right, the third mystery friend is Eggie! “Hi, Daniel!” Eggie said. “I belong to the food group called proteins, and I am important for bone health as well as muscle strength! (do fitter pose)”

Daniel said, “I love eggs! There are so many ways to prepare them. There is scrambled, sunny side up, hard boiled, etc. But Eggie, besides eggs, what are other foods in the protein food group?”

“Oh, the protein family is huge! Soy bean products that includes soya bean milk are one big part. There are others like lean meat, which you can shred to add to your sandwich in the morning, or even nuts like almonds and walnuts!”

“Sounds delicious! Thank you Eggie! Well, I need to continue locating 2 of your other friends but it seems like there are no more in my house. Do you have any clues?”

Eggie: “Eee, you cheating ah?”

Daniel: “No! I just really want to find out the 5 friends of breakfast so I can have a healthy meal every day.”

Eggie: “Well said! Hmm, let me give you a clue for the 4th and 5th one then. They are located at the Mr. Farmer’s house!”

Daniel: “Thank you Eggie!” And with that Daniel left his house and walked a short distance to Mr. Farmer’s house. When he finally arrived, he immediately found a clue at a tree outside the house. Whenever his parents and him visited Mr. Farmer, he would play around this tree. Picking up clue #4, he read: “I am red, crunchy and full of fibre and vitamins!” (Let kids guess.)

That’s right, the fourth friend is App the Apple! “Hi Daniel!” App said. “I belong to the fruits group. Eating fruits in the morning, be it apples, bananas or pears, can actually stop your craving for unhealthy food in the day! The minerals and water present in fruits can also help your body work better!”
Daniel: “Fruits are colourful and delicious indeed! But App, some kids don’t really like eating fruits alone for breakfast.”

App: “That’s simple to solve! Simply add berries like strawberries, blueberries or raspberries into your yoghurt or cereal and the meal just got healthier!”

Daniel: “And more tasty too!” At that moment, Mr. Farmer came out of his house. “Daniel!” he said. “I see you’ve found 4 of the breakfast friends, good job!”

Daniel: “Thank you Mr. Farmer. Now, I just need to find the 5th one and I’ll complete my the quest that my parents set for me!”

Mr. Farmer: “Well, do you remember what’s at the back of my house?”

Daniel thought for a moment, then it was as if a light bulb turned on in his head (ding!) and he ran to the back of the house and there it was, a huge plantation the size of one football field! Over there, he found his fifth and final clue of the quest. It said: “I am green, leafy and with me, kids won’t fall sick easily!” (Let kids guess)

That’s right, the 5th and final Breakfast Friend is Lady Lettuce! “Hi Daniel!” Lady Lettuce said. “Congratulations on finding all 5 of us! I belong to the Vegetables food group and I am packed with fibre and antioxidants, a great boost to your immune system!”

Daniel: “Lady Lettuce, I know you’re super healthy, but do kids eat vegetables in their breakfast?”

Lady Lettuce: “Kids, can anyone think of any vegetables that can be eaten for breakfast? (Let kids guess awhile.) Well, carrots can be shredded and added in your breakfast, adding a nice colour and crunch too! And actually, my good friend Eggie and I go quite well together. Simply add spinach, mushrooms or onions in egg omelette and that is one healthy, delicious breakfast!”

Daniel: “It sounds perfect! Yay, now I have the complete knowledge of the 5 BFF aka Breakfast Friends! Kids, let’s go through together again, shall we? (Go through once or twice their names and food groups) Remember to add these into your healthy breakfast to grow up fitter, smarter and happier. And the most important thing is to eat it daily!”

Ending:
RISE & SHINE BREAKFAST CAMPAIGN

Thank you all for listening. This story is brought to you by Project Rise & Shine, a healthy breakfast campaign for kids spearheaded by 4 NTU students. From December to March, we’ll be visiting various libraries, shopping malls and primary schools to bring our messages to parents and children through our storytelling, ambient installations and on-stage performances. We’ll be having a huge kids carnival at Marina Bay on 3rd of March next year. For more details on that and useful health messages, you can like our facebook page or visit our website. For now, we would like to welcome the kids to take photos with the 5 breakfast friends that all of you helped to find!

END

Fig.1. Script for story-telling sessions
Appendix C.10
Storytelling Sessions (6 of 9)

Fig. 2. Facebook post for story-telling session on Geylang East Public Library’s Facebook page

Fig. 3. Storyboard
Appendix C.10
Storytelling Sessions (7 of 9)

Fig.4. Story-telling sessions at Tampines Public Library and Central Lending Library
Appendix C.10
Storytelling Sessions (8 of 9)

Fig. 5. Story-telling session at Jurong West Public Library and engagement with parent.
Appendix C.10
Storytelling Sessions (9 of 9)

Fig. 6. Library books related to breakfast laid out during story-telling session

Fig. 7. Collage of children pledging with the Rise & Shine storyboard
ANNCR: Good morning! Today, the Rise & Shine Breakfast Campaign will be presenting to you an educational and fun performance titled Baby Bear’s Breakfast. Make sure you pay attention to what the characters say because the Mama Bear will be asking questions, and for those students who can answer them correctly will get to win a mystery prize. If you’re ready, let’s give them a round of applause!

(There is a dining table in the middle of the stage and Mama Bear is busy preparing breakfast at the table.)

[SOUND OF ROOSTER CALL AND ALARM CLOCK RING]

B: (Screams and run onto stage flustered, carrying his school bag.) Oh no, I’m going to be late!

M: What’s the rush Baby Bear? Why… do you have spelling today? (getting more panicky) A test? An exam? How come I didn’t know?!

B: Okay, mommy, relax, relax. I’m just late for school, that’s all.

M: (Checks her watch/picks up clock and checks the time) Whoa, make me scared only. You still have 10 minutes, you’re not late! Come and eat your breakfast, it’s very good for you –

B: No, no I don’t want. I got no appetite. I’m off, bye bye! (Dashes off stage before Mama Bear can say anything.)

M: This baby bear ah. (Shakes head and goes back to being busy at the table.)

B: (Screams and run back onto stage again, looking flustered.)
RISE & SHINE BREAKFAST CAMPAIGN

M: What’s happened now? Did you forget something? Did you forget you have spelling today? A test? An ex –

B: No, no, no. (Picks up a file on the chair at the dining table.) I forgot to bring my homework!

M: Tsk, tsk, you see…

B: Okay, I got to go. Bye bye mommy! (Turns and prepares to leave again but is stopped by Mama Bear.)

M: Eh, wait a minute, young boy, I mean bear. You see, that’s one problem of not eating your breakfast. You will lose concentration and start to forget important things about school. (Turns to audience.) So, this is my first question for you, actually I already gave you the answer, but treat this as a warm up. What is one bad thing that will happen if you skip your breakfast?

[Q&A]

M: (Turns to Baby Bear after student has answered correctly.) You see, even [STUDENT’S NAME] knows that eating breakfast is important.

B: (Looks guilty/sad.) Sorry mommy. Actually… I’m really quite hungry.

M: Of course! Come and eat your breakfast, you still have time. (Baby Bear walks over to the dining table.) You were asleep for one whole night, means you have 8 to 9 hours of no nutrition in your tummy. And there are other things that could happen if you don’t eat your breakfast daily.

(Papa Bear with a round belly walks out and both Mama and Baby Bear stares at him.)

M: Ah, see, see! That’s what will happen to you!

P: (freezes in his tracks and looks around, not knowing what’s happening) Huh, what’s wrong?

M: Since young, your papa has always skipped his breakfast. That’s why now he has weight problems.

B: You mean if I skip breakfast I will more likely be heavier next time? How so?
RISE & SHINE BREAKFAST CAMPAIGN

P: Yah, how so… (Rubs his belly in defense.)

M: (Glares at Papa Bear and ‘tsks’.) Because when you skip your breakfast in the morning you will definitely feel hungry by recess time. Then you will go to the canteen and start snacking on unhealthy food and drinks – so there is a higher chance for you to have weight problems!

B: Orhhh (Nods his head.). So what’s for breakfast today? Wow, such a big variety!

M: Everything on this table is important for a healthy breakfast and all families should try to have foods from each of the five food groups.

P: Huh? What are the five food groups? How come I’ve never heard of it before?

M: (Shakes head) Sometimes I really wonder how much of what I say go into your ears. They are fruits, vege, whole grains, protein and low fat dairy! (Mama Bear picks up an item representing each food group every time she says one.)

B: (Baby Bear does the same thing.) Fruits, vege, whole grains, protein and low fat dairy!

(Papa Bear at the side keeps trying to keep up with them but apparently fails, scratching his head and looking frustrated with himself.)

M: That’s right! Now, let’s see if any student can tell us correctly what are the five important food groups for a healthy breakfast.

[Q&A]

P: Whoa, [PRIMARY SCHOOL NAME] students are all very smart. Confirm everyone eats breakfast daily.

M: Of course, eating breakfast improves your brain functions too. Not like… (gestures at Papa Bear)

P: Eh, eh, eh, I’m not bad myself okay. I can tell you what are the foods to eat in each of the five groups.

B: What are they?
RISE & SHINE BREAKFAST CAMPAIGN

P: Come, Papa tell you. Fruits you can ask mommy to cut apples or oranges into small slices and put at the side for you to eat. For vege you can have them as salad or have them in your sandwich!

B: Yes, I like sandwich for breakfast!

P: But remember, for your bread, try to choose the whole grain or whole meal bread instead of the white one. It’s healthier and more filling. As for protein, you can go for eggs – but eat more egg whites than egg yolk – or simple tuna or chicken. And for your milk or soya milk, choose the low fat option. Low fat dairy can be very delicious too! (Throughout this monologue, Papa Bear can show the product placements if possible, so at least the students can know examples of the foods.)

B: Whoa all these talk of food makes me very hungry! Mommy, I want to eat now!

M: Great. Now, remember to eat a healthy breakfast daily and you’ll really rise and shine as a happier, fitter and smarter kid! And we will do a summary of what we learn today with a breakfast song!

[END WITH BREAKFAST SONG]

Fig.1. Script of Theatre Performance
Appendix C.11
Baby Bear’s Breakfast Performance (5 of 9)

Schools visited: Bukit Panjang Primary School, Cantonment Primary School, Park View Primary School and St Hilda’s Primary School

*Fig.2a. Selected stills from theatre performance visits to schools*
Appendix C.11
Baby Bear’s Breakfast Performance (6 of 9)

Fig. 2b. Selected stills from theatre performance visits to schools
Appendix C.11
Baby Bear’s Breakfast Performance (7 of 9)

Fig. 2c. Selected stills from theatre performance visits
Appendix C.11
Baby Bear’s Breakfast Performance (8 of 9)

Fig. 2d. Facebook posts by libraries to publicise performance
Appendix C.11
Baby Bear’s Breakfast Performance (9 of 9)

Fig. 2e. Performances at Bukit Merah Public Library (top) and Ang Mo Kio Public Library (bottom)
Appendix C.12
Breakfast Song (1 of 2)

The Breakfast Song

Morning, it’s time for me to rise
Sunshine is warm and gold and nice
Tummy’s a little empty, I realise

Oh no I’m going to be late
But what about what’s on my plate?
Mom says the most important meal can’t wait

Because a healthy breakfast will make me grow up
smarter, fitter and happier, now
no longer will I be so tired yawning in my class

Because I know by eating my fruits and veggies
whole grains, protein and low fat dairy
I’m on my way to be a Rise and Shine Kid!

Fig.1. Lyrics for Breakfast Song

Link to Breakfast Song: http://www.youtube.com/watch?v=wcWpiUQQKqs

OR

Search “rise & shine breakfast song” in YouTube
Appendix C.12
Breakfast Song (2 of 2)

Fig. 2. Screenshots of Breakfast Song music video
Appendix C.13
Placemat Installations (1 of 3)

Participating schools: Bedok Green Primary School, Bukit Panjang Primary School, Cantonment Primary School, Frontier Primary School, New Town Primary School, Park View Primary School and St Hilda’s Primary School.

Three different designs were created, each containing a blurb that references one particular negative effect that may happen when a child skips breakfast.

![Placemat stickers’ design](image-url)

*Fig.1a. Placemat stickers’ design*
Appendix C.13
Placemat Installations (2 of 3)

Can’t concentrate?
You probably skipped breakfast today.
Let the Breakfast Friends (BFFs) tell you what goes into a healthy breakfast!

Feeling tired?
You probably skipped breakfast today.
Let the Breakfast Friends (BFFs) tell you what goes into a healthy breakfast!

Fig.1b. Placemat stickers’ design
Appendix C.13
Placemat Installations (3 of 3)

Fig.2. Placemat stickers in schools
Appendix C.14
Ask a Dietitian (1 of 9)

Fig. 1. Ask a Dietitian page
Q1. Is it better to eat bad or not eat in the morning?
“Research has shown that food preferences are generally acquired during childhood and that eating habits acquired after adolescence are more resistant to change.” – Health Promotion Board (HPB). It is better to eat and eat good quality meal in the morning. Professionals do not recommend either eating bad or not eating breakfast at all as it is the most important meal of the day, especially for growing children. Various studies have shown that eating healthy breakfast has effects not only on physical health of children and their risk for diseases (e.g. obesity, diabetes) but also on their cognitive performance. A study by Pereira, et al. published in The Journal of Nutrition in 2011, suggests that breakfast frequency (especially daily consumption) and quality (such as fibre- and nutrient-rich whole grains, fruit and low fat dairy) may have an important causal implication for the risk of obesity and type 2 diabetes.

Quick Tip: You can use the Healthy Diet Pyramid guide for children and teenagers from the Health Promotion Board.

<table>
<thead>
<tr>
<th>Food Groups</th>
<th>Recommended number of servings* per day</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>6 months (181 days) - 12 months</td>
</tr>
<tr>
<td></td>
<td>1-2 years</td>
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<td></td>
<td>3-6 years</td>
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<td></td>
<td>7-12 years</td>
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<td>13-18 years</td>
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<tr>
<td>Rice and Alternatives</td>
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<tr>
<td>(Do include the recommended whole-grain serving as part of the Rice and Alternatives serving needs.)</td>
<td>1-2</td>
</tr>
<tr>
<td>Whole-grains</td>
<td></td>
</tr>
<tr>
<td>Fruit</td>
<td>-1</td>
</tr>
<tr>
<td>Vegetables</td>
<td></td>
</tr>
<tr>
<td>Meat and Alternatives</td>
<td>1</td>
</tr>
<tr>
<td>Milk</td>
<td>(Do include the recommended milk serving in addition to the Meat and Alternatives serving needs.)</td>
</tr>
</tbody>
</table>
Q2. Is white bread really bad for my children? My child really finds wholemeal bread hard and tasteless and I have no choice but to give her white bread. What are the key nutritional differences between wholemeal bread and white bread?

Whole meal bread would be a better option than white bread. The main reason is the “whole grain”. Whole meal bread is made from flour with grains that contain the entire wheat kernel. (See image below). The bran contains B-vitamins and fibre and the germ contains nutrients like vitamins, minerals; while white bread is usually made from wheat flour from which the germ and bran have been removed (thus it only contains the endosperm which is starch-laden).

Quick tip: When shopping for bread and items from rice and alternatives food group, you can look out for the Healthier Choice Symbol with “Higher in Whole Grains” claim if you want to increase your fibre intake. As for your child, you can slowly introduce liking for whole meal bread to her by giving her soft grain whole meal bread as they are not as gritty as regular whole meal bread. You can try different techniques so that she will not feel as if she were “forced” to eat certain types of food. You may also want to try breads that have high calcium content as growing children need calcium to build strong bones and teeth.

Q3. I have read about the benefits of fruits in a diet. What should I consider when choosing Ready-to-drink fruits juices, freshly squeezed fruits juices, and fresh whole fruits?

Fresh whole fruits are a better choice as they contain vitamins, minerals, water, dietary fibre and beneficial substances called phytochemicals. Children are advised to drink water regularly. However, they usually like to have fruit juice and when they do ask for it, remember that it is not supposed to replace whole fruits. Fruit juice may only replace whole fruit up to half of their recommended fruit intake. Fruit juices extracted from the whole fruit have reduced fibre content. When giving them fruit juice, it is better if it has the pulp.

Quick tip: When shopping for ready-to-drink fruit juice, look out for unsweetened ones. If you will need to buy sweetened drinks, look out for the Healthier Choice Symbol with “Lower in Sugar” claim. Excessive intake of
food and drinks that are high in added sugar can lead to tooth decay and in the long run, obesity. Sugar has empty calories (calories with no nutritional values).

Q4. My child is 5 years old. He drinks milk formula for breakfast. Is this enough? Should he eat other food in the morning too? At what age should he start consuming other foods in addition to milk?

A good breakfast meal for your child should include whole grains (e.g. whole grain cereals/crackers, whole meal bread), fruit and vegetables (e.g. fresh fruit, vegetable sticks), low fat dairy (e.g. low fat milk, low fat yoghurt), and low fat protein (e.g. lean meat, poultry or fish; low fat cheese). That means, just having milk for breakfast would not be enough for your child. You can start to introduce the concept of a healthy breakfast to him as early as now so it can develop into a habit.

Note: If your pediatrician prescribed a certain milk formula for him, just continue it.

Sample breakfast menu for your child:
1 slice of whole meal or soft grain whole meal bread with 1 slice of low fat cheese
1 cup of milk
1 serving of fresh fruit

Note:
Low fat milk is not recommended for children below 2 years old.
Introduction of solid foods other than milk is between 4 to 6 months of age. The exact timing depends on the infant’s needs and physical readiness.

Q5. Are cold foods (yoghurt, milk) bad for my child in the morning? Could these foods cause stomachache for children when they eat these in the morning?

Generally, milk and yoghurt are fine for breakfast, unless the child experiences stomach pain after eating them. Have you tried to give milk to your child? Maybe you can try to feed your child with milk or yoghurt and observe whether he experiences any discomfort. If your child experiences stomach pain or any other symptoms after drinking milk or eating yoghurt, you should bring him to the doctor for further evaluation. Otherwise, you can try to include milk (together with other food groups) for breakfast and then give yoghurt for morning or afternoon snack. You can also refer to the other sections of this page for the recommended food intake for children.
Quick tip: When you want to get a food product that contains more calcium, choose those with the ‘Higher in Calcium’ logo.

Q6. Your campaign recommended 5 food groups for children to eat for a healthy breakfast meal. How many out of the 5 food groups should be present in a breakfast? Just 1 out of the 5 or should all 5 be present?
As much as possible, try to incorporate each of the items under whole grains, low fat dairy, low fat protein, fruits and vegetables for breakfast to optimize the nutrients and energy that your child can get from this meal. You can see answer to Q #4 for sample breakfast menu and the quick tips provided in each answer.

Q7. I am for the belief that it’s okay to indulge once in awhile. On some weekends, my child does enjoy foods like chicken wings, seaweed chicken for breakfast. I have been told such greasy and oily food is not suitable for kids in the morning. What would greasy food do to a child? How bad is it?
Like what HPB said, “Research has shown that food preferences are generally acquired during childhood”. I am not a strict dietitian, though. You can have some occasional treats for chicken wings and seaweed chicken but be conscious about the amount you consume. You also have to emphasize to them the advantages of choosing healthier food options. And you have to help him/her to choose the healthier ones; at least he/she is equipped with this skill when they are presented with different types of food.

Greasy and oily foods are higher in fat. Fat is an essential nutrient, nevertheless, we have to take them in moderation and we have to choose the right type of fat. It is better to choose the healthy types of fat, which are monounsaturated fats (from peanut, olive and canola oils) and polyunsaturated fats (from fatty fishes like salmon; corn and soy oils). In my opinion, it is fine to fry foods once in a while, and if you do, use these healthier types of oils. Most of the time, you can use cooking methods like steaming. You can also trim the skin or visible fats from meat and poultry dishes.

We should avoid “unhealthy” types of fat: saturated fats that mainly come from animal sources (e.g. skin of meat and poultry; visible fats of meats and poultry) and trans fat is
naturally occurring in some foods (e.g. animal sources) and found in fried foods, commercially baked goods & processed foods.

You can choose and prepare foods with less fat, especially the “unhealthy” types. Increase in dietary saturated fat intake will increase LDL cholesterol (so-called “bad” cholesterol) which increases risk for heart disease. Trans fat tends to have same health effects as saturated fat.

Quick tip: When shopping for food, you can also look out for the HCS logo which states that the product is “Lower in Saturated Fat” or “Trans fat free”.

Note: Fast food items are usually high in energy, total fat, saturated fat and salt content; but low in dietary fibre.

References and photo sources:

Fig.2. Block 1 questions and answers of Ask a Dietitian
Q1. Is it enough nutrients for kids if they consume cheese/milk with low fat? Or is it recommended for kids to take the “normal” cheese for better development? How should we decide when to go for low fat and when not to?

Low fat food or drinks are not suitable for children under the age of 2 years. In general, when choosing milk for children 2 years and above, it is recommended to opt for low fat or lower in saturated fat (together with high in calcium, if possible) as this is one of the strategies to prevent overweight or obesity. As for cheese, you can look out for those with claims such as “low fat” and “high calcium”. You have to keep in mind that all the food groups must be taken in moderation as well.

You can also consult a doctor or dietitian to do a complete assessment of your child’s nutritional status and decide which type of milk is best for your child. Please check out the previous Q&A’s to learn more.

Q2. I have the understanding that some glucose is good for kids as it boosts their energy. What are the effects of sugary food (or food with high sugar content) in the morning?

Like what HPB has said, “Most children have sweet tooth and should be encouraged to consume less food and drinks containing added sugar.” Carbohydrate (broken down to glucose) is needed by the body as a main source of energy. However, it should be given in the right amount and type. Simple carbohydrates, like table sugar, are quickly digested and absorbed by the body. They are also found in processed and refined sugars, e.g. candy, syrup. Complex carbohydrate foods are better option, as they also supply vitamins, minerals, dietary fibre and phytonutrients. Examples of food under this group are oatmeal and other whole grain foods. Fruits and vegetables contain naturally-occurring simple (fructose) and complex (dietary fibre) carbohydrates.

Another thing to note is the sugar groups: naturally occurring sugar and added sugar. The former are present in fruits, some vegetables and milk; the latter is added to sugary drinks, cakes or at the table (as in table sugar). These added sugars have “empty calories”, which means that they do not provide nutritional value to the diet. If taken in excessive amounts, they may cause dental caries and contribute to weight gain in the long run.

As previously stated in the first Q&A session, a good breakfast meal for your child should include whole grains (e.g. whole grain cereals/crackers, whole meal bread), fruit and
RISE & SHINE BREAKFAST CAMPAIGN

vegetables (e.g. fresh fruit, vegetable sticks), low fat dairy (e.g. low fat milk, low fat yoghurt), and low fat protein (e.g. lean meat, poultry or fish; low fat cheese).

Q3. What is the proper definition of a heavy breakfast? My child is 10 years old and regularly takes home-cooked fish porridge for breakfast. Is this too much?
People may have different connotation for a “heavy breakfast” and may be subjective in that sense. In my opinion, if your child is okay with home-cooked fish porridge then it should be alright (I assume that he/she takes milk with it). You can try to use whole grains for your porridge and add vegetable to it and ask him/her to have fruit for dessert. You have to get familiar with the recommendations from HPB (below) to check if he is getting the correct amount of food groups per day.

<table>
<thead>
<tr>
<th>Food Groups</th>
<th>Recommended number of servings* per day</th>
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<td>Milk</td>
<td>750ml</td>
</tr>
</tbody>
</table>

*Please visit http://www.hpb.gov.sg/HOPPortal/article?id=6086 for examples of one serving.

Q4. My child is 7 years old and often complains about lack of appetite in the morning, so he refuses breakfast on most days. Is there anything I can do to help her?
You can try to prepare a healthy, attractive and colourful breakfast for her which resembles her favourite food. For example, if she likes pizza, then you can create your own healthy pizza (e.g. wholemeal bread/tortilla with finely chopped tomatoes, low fat cheese and chopped lean meat/chicken). You can ask her to join you to experiment on preparing healthy breakfast recipes. She can learn while participating in the preparation of meals and it might also encourage her to eat them. Try to create a pleasant atmosphere for her during breakfast. You should also serve as a role model for your child, so you have to show her that you are eating a healthy breakfast regularly. If these kinds of techniques still do not work for her then maybe you also have to consult a physician to further evaluate if she has any underlying condition.
Q5. This is a general nutrition question—is fresh food always better than frozen food? I feel that frozen food is like processed food which contains preservatives and is not very healthy, but I have also heard otherwise.

The Federal Drug Administration (FDA) published that in essence, there is no difference in nutrition between fresh produce and frozen produce. For fresh produce, nutrient losses may come from transport, storage and commercial production; as for frozen produce, the nutrient losses may come from blanching and heating processes.

When choosing frozen produce, you have to look at their labels to find out if there are any chemicals, preservatives or processing formulas used in the food product.

There are food safety risks that may be associated with consuming both fresh and frozen foods, so what sellers and consumers can do is practice proper food selection, food safety and hygiene when handling foods, e.g. washing of hands before preparing/consuming food; rinsing fresh fruits/vegetables under running tap water; do not buy frozen seafood if the package is open, torn or crushed on the edges.

You can visit the Agri-Food & Veterinary Authority of Singapore’s (AVA) and FDA’s websites below for more information:
http://www.ava.gov.sg/FoodSector/FoodSafetyEducation/
http://www.fda.gov/Food/ResourcesForYou/Consumers/ucm077286.htm

*Fig.3. Block 2 questions and answers of Ask a Dietitian*
Appendix C.15
Bloggers’ Outreach (1 of 4)

The bloggers’ outreach kit consisted of a meal-box containing circular placards and a packet of healthy granola. The granola represents the healthy aspect of the campaign, since granola is also considered a healthy breakfast item.

Fig. 1. Blogger’s kit snapshot
Appendix C.15
Bloggers’ Outreach (2 of 4)

Do you know that 1 in 3 primary school students don’t eat breakfast daily?
That’s not all.
As your child grows older, s/he is more likely to skip breakfast.

(Based on our survey conducted with 363 parents of primary school students in Singapore.)

How is this a problem?
According to research, children who skip breakfast:

- Tend to be listless and lose concentration in class
- Are likely to be moody and temperamental
- Are at a higher risk of weight problems in later years

To raise awareness of this issue, a group of final year students from NTU Wee Kim Wee School started the Rise & Shine Breakfast Campaign, a community effort that aims to promote healthy breakfast eating on a daily basis among children aged 4 - 12 years old.

Our efforts include:
Roaming Installations:
“What have our kids been eating?” exhibitions @ libraries, malls & pri schs.

Story-telling Sessions:
To educate young children on what constitutes a healthy breakfast @ libraries.

Performances:
Spreading our messages with educational & fun theatre performances @ libraries & pri schs.

Cooking Demos:
Demo for parents & kids on how to prepare a quick & healthy breakfast @ libraries.

Breakfast Song:
A fun & catchy song with lyrics to educate kids on the importance of a healthy breakfast @ libraries & pri schs.

To find out more about our tours, celebrity interviews, breakfast recipes and “Ask a Dietitian” column, please visit breakfast.riseandshine-expo.com.

Besides the website, ‘Like’ us at facebook.com/RiseAndShineExpo for up-to-date information on how to raise a happier and healthier child!

On 3rd March 2013, come on down and join us at the Rise & Shine Carnival, a one-of-a-kind kids carnival where we are aiming to set the record for the Largest Breakfast Picnic Event In Singapore!

3rd March *’13
The Lawn@Marina Bay
8.30am - 11.30am
carnival.riseandshine-expo.com

The first 1,000 to register receives a FREE Picnic Goo Pile with Shop![Flip to find out what constitutes a healthy breakfast]

Fig. 2. Copy on placards
Appendix C.15
Bloggers’ Outreach (3 of 4)

Fig. 3. Copy on back of placards
Appendix C.15
Bloggers’ Outreach (4 of 4)

Fig. 4. Screenshot of bloggers’ post about the kit.

Fig. 5. Facebook update about blogger’s kit.
RISE & SHINE BREAKFAST CAMPAIGN

Appendix C.16
Media Coverage (1 of 26)

This is the “Youth” angle press release. Whenever it is sent out, it is accompanied by a Backgrounder and Appendix.

Rise & Shine Breakfast Campaign

FOR IMMEDIATE RELEASE

Contact: Quek Hui Ying
94743037
projectrisenshine@gmail.com

NTU students spearhead most extensive breakfast campaign in Singapore

SINGAPORE — February 15, 2013 — Four students from Nanyang Technological University’s Wee Kim Wee School of Communication and Information have come together to spearhead the Rise & Shine Breakfast Campaign, Singapore’s most extensive breakfast campaign for kids.

The Breakfast Team — comprising of Low Hee Ann, Quek Hui Ying, Wilson Ng and Tan Wei Yuan — has been visiting libraries, primary schools and shopping malls to let parents and children know that having a healthy, daily breakfast can help kids to become fitter, smarter and happier.

To reach out to both parents and children to tackle the problems, the Breakfast Team adopts a wide range of strategies that include both online means and on-the-ground activities.

“We recognise that not all parents are active online, so besides using a website and Facebook, we also go out to public venues where parents frequent to reach out to them directly,” said Wilson.
RISE & SHINE BREAKFAST CAMPAIGN

The Breakfast Team is working closely with public libraries and shopping malls to conduct their ambient installations, cooking demonstrations and storytelling sessions for parents and children. These sessions, made to be both informative and interactive, helped the Breakfast Team engage families and children directly and also provided parents the opportunity to educate their children about breakfast.

To lend credibility to their cause, the Breakfast Team also has dietitian and lecturer at Singapore Polytechnic’s School of Chemical and Life Sciences, Ms Ro Ann Ilao on board.

“I applaud the team’s idea and effort in promoting good nutrition among young children through the activities conducted at different libraries and schools,” said Ms Ro Ann.

“Eating habits start from young and will affect their overall health. That is why the campaign is targeting right where and when good eating habits should be instilled,” she added.

The four-month-long campaign was conceptualized after the Breakfast Team conducted a comprehensive survey of 363 parents of primary school children. From the survey, the Breakfast Team found two specific problems: children skipping breakfast and children having unhealthy breakfast.

While parents are the main decision-makers of children’s meals, children themselves will ultimately be the beneficiaries of the campaign. To highlight the importance of breakfast to children, the Breakfast Team will visit primary schools around Singapore with a special Breakfast Theatre Performance.

Incorporating elements of education, interaction and comedy, the Breakfast Team hopes that children can learn about breakfast and its importance through drama while having fun.

“Drama has the ability to convey ideas to audiences in a lively, direct and truly inspiring manner. Incorporating drama in children's education allows for a more fun-filled
atmosphere in which they can more readily absorb the lessons that are being conveyed, thus making the learning process more effective and heartfelt throughout,” says Jocelyn Chua, former drama educator from National Institute of Education.

A dedicated website at http://breakfast.riseandshine-expo.com provides key information on breakfast and their survey results. Tips and insights from celebrity parents such as Adrian Pang and Evelyn Tan are posted on the website for parents; a section called “Ask a Dietitian” is also set up to provide parents an avenue to get their questions related to breakfast and children’s diet answered.

The marquee event of the Rise & Shine Breakfast Campaign is the Rise & Shine Carnival, Singapore’s first and largest breakfast carnival. Presented by S26 and co-organised with the Rise & Shine Expo, a group of mothers who are organising Singapore’s only children’s healthcare and development expo in September, the Carnival will be gunning for the Singapore Book of Records for the largest turnout for a breakfast picnic with Dr. Amy Khor as the Guest of Honour.

The Carnival will take place on March 3rd at The Lawn @ Marina Bay. Tickets for adults at $8 each; children enjoy free admission. First 1,000 sign-ups get a goodie bag worth $100.

###

Fig. 1a. “Youth” angle press release
CAMPAIGN BACKGROUNDER

Overview
The Rise & Shine Breakfast Campaign is conceived by four undergraduates – Low Hee Ann, Quek Hui Ying, Wilson Ng and Tan Wei Yuan – from Nanyang Technological University’s Wee Kim Wee School of Communication and Information. Supported by the National Youth Council and Young ChangeMakers, the Breakfast Campaign is a community project that aims to highlight the importance of a healthy, daily breakfast for children.

The Campaign encourages parents to ensure that their children do not skip breakfast, and when children do eat breakfast, ensure that the breakfast is healthy. Ensuring that breakfast is healthy can be as simple as including the five essential food groups, or as the campaign calls them, the five Breakfast Friends, on the kid’s plate.

Besides reaching out to parents through online platforms and on-the-ground activities such as ambient installation and cooking demonstrations, the Breakfast Team will also be engaging children themselves in selected primary schools through the use of storytelling, theatre performances and ambient placements.

Rise & Shine Breakfast Website
The website is a one-stop information trove where parents can visit to find out information on the Campaign, the Team, the Team’s research and additional breakfast nuggets.

To cater to parents, the Team has set up several sections to address their needs. Breakfast recipes, categorized based on preparation time, are readily available and free for parents to access. This is to provide parents with breakfast ideas in the mornings. The Team also managed to interview celebrity parents such as Adrian Pang and Evelyn Tan to tap into
RISE & SHINE BREAKFAST CAMPAIGN

their own parenting experiences and give other parents ideas on how they can manage their children’s breakfast and dietary habits. Lastly, the Team opened up an “Ask a Dietitian” section, where parents can sought expert opinion on questions related to breakfast and children’s diet.
Address: http://breakfast.riseandshine-expo.com

Parents Bloggers
Parents bloggers are notable opinion leaders among parents whose views can carry a significant weight to parents. The Breakfast Team has teamed up with many parent and food bloggers to spread the messages of healthy breakfast eating to parents by blogging about the Campaign or sharing breakfast recipes with their readers.
List of partner bloggers: http://breakfast.riseandshine-expo.com/celebs/partner-bloggers

“What Have Your Children Been Eating?” ambient installation
This ambient installation is made up of a dining table set with four chairs and completed with five unhealthy dishes (see Appendix A). The dishes are chosen based on a survey conducted by the team which found these dishes to be the few that was most commonly served to children for breakfast by parents. In line with the Campaign objectives, the installation will evolve and the five unhealthy dishes will be replaced with five healthy ones that children should be eating (see Appendix B).

The installation is meant to appear in public places ‘inappropriately’ (see Appendix C) to surprise parents before bringing their attention to the fact that these oily or unhealthy were ‘inappropriately’ given to children for breakfast.

Rise & Shine Cooking Demonstration
Lack of time is the main reason cited by parents for children skipping breakfast in the morning. To help parents with this, the Breakfast Team worked closely with the public libraries to hold cooking demonstrations to demonstrate easy breakfast recipes (see Appendix D). The aim was to engage parents directly to demonstrate quick recipes that can also be found on the Rise & Shine Breakfast Website.
Storytelling session - “Daniel & his mystery friends”
Children, with their short attention span, requires a different approach to reach. Since children learn best through interactive avenues and stories, the Breakfast Team created “Daniel & his mystery friends”, a story about the boy who dislikes breakfast. In the story, Daniel is put on an adventure to find his five mystery friends who in fact, represents the five essential food groups that the Breakfast Campaign promotes.

The Breakfast Team visited several public libraries for the storytelling session. Each session was met with great enthusiasm from the children and also provided a valuable opportunity for parents to teach their children about breakfast too (see Appendix E).

Breakfast Song
To capture children’s attention, the Breakfast Team created the Rise & Shine Breakfast Song. Messages related to healthy breakfast eating are distilled into the lyrics of the song and the simple melody ensures that children can remember it easily. The song is used at storytelling sessions and during the theatre performances in primary schools to engage children’s interest.

Link: http://www.youtube.com/watch?v=wcWpiUQQKqs

Roaming Theatre Performance - “Baby Bear’s Breakfast”
Parents may be the main decision-makers of children’s diet, but it is the children who make the final call. To reach out to primary school children in Singapore with their messages, the Breakfast Team conceptualized “Baby Bear’s Breakfast”, a theatre performance catered for primary school children (see Appendix F).

The story is set in the Bear Household and centres around Baby Bear, a young protagonist who often skips breakfast. Nuggets of breakfast information is weaved into the storyline and interactive Q & A sections are included to keep children interested and excited. The team will roam around Singapore to visit five schools with the performance, with the first starting in February and the last ending in April.
Placemats Stickers
Canteens are the place where many children satisfy their hunger pangs in the morning. However, for those who skipped breakfast, it is where they snack and overeat on unhealthy dishes.

To reach out to children during their recess time, the Breakfast Team conceptualised placemat stickers to place on canteen tables. Three different versions were made, each containing a blurb on the negative effect of skipping breakfast and additional information about the “five friends’ (see Appendix G).

Singapore's Largest Breakfast Picnic Event
For the marquee event of the Rise & Shine Breakfast Campaign, the Team will be holding the Rise & Shine Carnival, Singapore’s first and largest breakfast carnival. The Carnival is presented by S26 and will be held on March 3rd at The Lawn @ Marina Bay, with venue sponsor from Urban Redevelopment Authority and Marina Bay Singapore.

Together with Guest-of-Honour Dr Amy Khor, the organisers aim to break into the Singapore Book of Records for the largest turnout for a breakfast picnic. Families who sign up will enjoy fun and exciting games such as bouncy castles, sports tryouts, photobooth, face-painting, balloon sculpting and many more.

The Carnival is co-organised with the Rise & Shine Expo, a group of mothers who are also organising the only children’s healthcare and development expo in Singapore held from 27 to 29 September 2013.

###

Fig. 1b. "Youth” angle backgrounder
Appendix C.16
Media Coverage (8 of 26)
Appendix A

Fried pastries such as donuts, fried dough sticks: 250-285 kcal per pastry

Roti prata with curry: 271 kcal/serving

Fried bee hoon with luncheon meat and egg: 800-900 kcal/serving
RISE & SHINE BREAKFAST CAMPAIGN

Sugar-coated cereal with milk
329 kcal/serving

Ready-to-drink fruit juices
280 kcal per glass
RISE & SHINE BREAKFAST CAMPAIGN

Appendix B

Ambient installation in Jurong West Public Library

Ambient installation in Hougang Mall
RISE & SHINE BREAKFAST CAMPAIGN

The Breakfast Team engaging parents at NEX shopping mall.

The Breakfast Team talking to parents at Jurong Regional Library
RISE & SHINE BREAKFAST CAMPAIGN

Appendix D

Cooking Demonstration at Jurong West Public Library

Parents and children gathering around to taste the freshly-cooked recipes.
Appendix E

**Storytelling session at Jurong West Public Library**

**Child answering a question at a storytelling session at Central Lending Library**
RISE & SHINE BREAKFAST CAMPAIGN

Appendix F
Appendix G

RISE & SHINE BREAKFAST CAMPAIGN
RISE & SHINE BREAKFAST CAMPAIGN
RISE & SHINE BREAKFAST CAMPAIGN

Fig. 1c. Appendix to "Youth" angle backgrounder
Appendix C.16
Media Coverage (20 of 26)

This is the “survey results” angle press release and when sent out, it is accompanied by a
Campaign Backgrounder, which is the same backgrounder in Fig. 1b.

Rise & Shine Breakfast Campaign

FOR IMMEDIATE RELEASE

Contact: Quek Hui Ying
94743037
projectrisenshine@gmail.com

One in three primary school children in Singapore
found to skip breakfast

SINGAPORE — February 15, 2013 — In a survey conducted with 363 parents of primary
school children, 33% reported that their children do not eat breakfast daily. The main
reason cited by parents for their child skipping breakfast was lack of time in the morning.

The survey was conducted by four final-year students – Low Hee Ann, Quek Hui Ying,
Wilson Ng and Tan Wei Yuan – from Nanyang Technological University’s Wee Kim Wee
School of Communication and Information as part of the Rise & Shine Breakfast
Campaign, their final-year project.

This worrying finding follows a recent increase in attention on children’s nutrition and
dietary habits – Singapore’s Health Promotion Board (HPB) released government-
approved guidelines last November to rein in food advertising aimed at children; HPB also
introduced a new promotional bus called Health on Wheels to promote messages of
healthy lifestyle to children and parents early in January this year.

For young children who are in the midst of growing and developing, the effects of skipping
breakfast could be detrimental. Research has shown that breakfast skipping leads to
tiredness and moodiness. Low energy levels associated with an empty stomach in the
morning also affect a child’s concentration and productivity levels. Ms Ro Ann Ilao,
dietitian and lecturer at Singapore Polytechnic’s School of Chemical and Life Sciences,
RISE & SHINE BREAKFAST CAMPAIGN

says that children who skip breakfast will also tend to snack and overeat during their recess time.

“There are numerous effects when a child skips breakfast, one example would be on his appetite and his diet’s nutritional adequacy. A study has shown that children who did not eat breakfast were hungrier, less full, and could consume more food before lunch,” said Ms Ro Ann.

The survey also unravelled another significant finding - children tend to skip breakfast as they grow older.

“It is important that children should be taught good eating habits like eating breakfast, as these habits should be inculcated as early as possible,” said Ms Ro Ann. “Eating habits start from young and will affect their overall health. Inappropriate balance of eating habit and physical activity starting from young may result to problems in weight, which can lead to different health problems such as Type 2 diabetes and heart disease.”

Armed with these findings, the Breakfast Team embarked on the Rise & Shine Breakfast Campaign, which spans four months from December to March, to tackle the problems found in their survey and to promote healthy breakfast-eating among children aged 4-12 years old. Besides reaching out to children through ambient installations and theatre performances in primary schools, the Rise & Shine Breakfast Team also worked closely with public libraries and shopping malls to spread their messages to parents across Singapore.

“At the end of the day, what we hope is to encourage parents to try and ensure that their children eat a healthy breakfast every day and also to inform children that a healthy breakfast is ultimately beneficial to them,” says Hee Ann.

*Fig. 2. “Survey results” angle press release*
The third press release is the “Drama in education” angle press release. It is accompanied by a “Drama in education” backgrounder.

FOR IMMEDIATE RELEASE

Contact: Quek Hui Ying
94743037
projectrisenshine@gmail.com

Youth bringing drama into a healthy breakfast

SINGAPORE — February 15, 2013 — How do you arouse the attention and curiosity of a child and sustain it? To a group of four final-year students from Nanyang Technological University’s Wee Kim Wee School of Communication and Information, the answer is drama in education.

As part of the Rise & Shine Breakfast Campaign, Singapore’s most extensive breakfast campaign for kids, the students have been reaching out to parents on the issues of healthy breakfast-eating for their kids. With one in three school children found to be skipping breakfast in a survey conducted by them, the Team needed a different approach to reach out to this target group.

The Breakfast Team — comprising of Low Hee Ann, Quek Hui Ying, Wilson Ng and Tan Wei Yuan — came up with “Baby Bear’s Breakfast”, a short drama performance centred around the theme of healthy breakfast-eating. Together with their cast, the Team will be touring primary schools from all around Singapore with the performance.

“It isn’t easy to get children’s attention, much less have them listen to us talk about breakfast and nutrition-related stuff. So we came up with the idea of weaving this information into a theatre performance that is fun, interactive and informative at the same time,” said Hui Ying, member of the Breakfast Team.
RISE & SHINE BREAKFAST CAMPAIGN

Extensive research has shown that drama can function as a learning medium for children to enhance their thinking skills. The intrinsic fantasy aspect in educational drama appeals to children as it is fun and intriguing all at the same time. In addition, incorporating educational elements into drama engages children in active learning contexts that are live, dynamic and more likely to be remembered. This helps them to digest information that may come across as being dull.

“Drama has the ability to convey ideas to audiences in a lively, direct and truly inspiring manner. Incorporating drama in children’s education allows for a more fun-filled atmosphere in which they can more readily absorb the lessons that are being conveyed, thus making the learning process more effective and heartfelt throughout,” says Jocelyn Chua, former drama educator from National Institute of Education.

The Breakfast Team has visited Cantonment Primary School and St Hilda’s Primary School in early February and will be heading down to more primary schools around Singapore with the performance.

Besides reaching out to children through ambient installations and theatre performances in primary schools, the Rise & Shine Breakfast Team will also work closely with public libraries and shopping malls to spread their messages to parents across Singapore using different executions.

To lend an expert voice to the Campaign, the Team got Ms Ro Ann Ilao, a dietitian by training on board. As a lecturer at Singapore Polytechnic’s School of Chemical and Life Sciences, Ms Ro Ann identifies with the Campaign and also hope to see more children develop good breakfast eating habits.

“They say that charity begins at home; and so does good eating habits. I hope that the team and their Campaign can serve as an inspiration to those who have a noble aim of advocating good nutrition and health among the population,” said Ms Ro Ann.

*Fig. 3a. "Drama in Education" angle press release*
BACKGROUNDER

What is it?
Drama in education is concerned with the exploration of themes and problems through role play and improvisation, with emphasis on developing, among other things, the child’s imagination and social skills.

How does it help?
For children, learning takes place best when using varied instructional procedures, such as groups, drama, art and digital media. Incorporating educational elements into an interactive performance, art or drama can serve as an effective carrier for educators to impart important information that may come across as ‘boring’ to the young minds. When the learning contexts are live and dynamic, children are more likely to absorb and remember these information (Peter, 2003).

Drama serves as a learning medium through which children can explore concepts and acquire knowledge and understanding through cross-curricular learning. It is unique in that “it enables teachers and children to create an unlimited variety of contexts; from the inside of a giant’s castle at the top of a beanstalk to the Frank family’s secret attic in Amsterdam; from the village post office to a space station on Mars” (Johnson, 2000). This helps children in developing understanding of representations and how to use them with others to create shared meanings. It can offer vital social play opportunities, and the potential for exploring make-believe and narrative (how events are linked) and its relationship with text.

Studies by Posner (2010) reveal that attention-focusing art forms improve listening skills and concentration, whereas other research suggests the role of the arts as a conduits for
problem solving, motivation, collaboration, and innovative thinking (Fiske, 1999). A Finnish review also showed that school-based drama programmes succeeded in increasing knowledge and positive attitudes related to health behaviour, such as healthy eating, non smoking and sexual health (Joronen, Hakamie, & Astedt-Kurki, 2011).

**Drama education in Singapore**

As education in Singapore adopts a more holistic approach, there has been increased emphasis on using DIE to facilitate children’s learning. Many grants and schemes have been launched recently to promote not just drama in education, but a general appreciation of arts in education.

- The National Institute of Education offers a Masters programme in drama education to equip aspiring drama teachers with the right skills.
- The Ministry of Education subsidises $27 a pupil for schools to employ certified visual art and music instructors. Edusave grants, given to schools to organise enrichment activities, are also allowed to be used for arts education programmes.
- The Ministry of Information, Communications and the Arts (Mica) will be playing a significant role in promoting arts education when it announced last year that it will spend up to $40 million on arts education over the next five years, to upgrade cultural facilities in schools and enhance teaching methods.
- The National Arts Education Awards, organised by the National Arts Council, recognises schools which adopt a coherent and integrated approach to achieve the goals of their arts programmes. In 2012, 83 local schools, which is nearly a quarter of the total number of local schools, received this distinguished award (Oon, 2012).

*Fig. 3b. Backgrounder for “Drama in Education” angle press release*
### Appendix C.16
### Media Coverage (26 of 26)

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*Fig. 4. Media pitch list*
RISE & SHINE BREAKFAST CAMPAIGN

Appendix C.17
Marketing and Publicity for Carnival (1 of 6)

Fig. 1. Carnival Poster
Appendix C.17
Marketing and Publicity for Carnival (2 of 6)

Fig. 2. Carnival Posters at Central Lending Library and Tampines Regional Library
**Appendix C.17**  
**Marketing and Publicity for Carnival (3 of 6)**

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*Fig. 3. Locations for posters and flyers*
Appendix C.17
Marketing and Publicity for Carnival (5 of 6)

Fig. 4. Facebook cover photo update

Fig. 5a. Selected Facebook status updates on Carnival
Appendix C.17
Marketing and Publicity for Carnival (6 of 6)

Fig. 5b. Selected Facebook status updates on Carnival
Fig. 1. Breakfast items in goodie bag
Appendix C.18
Carnival & Post-event Follow-up (2 of 7)

Fig. 2a. Breakfast booth

Fig. 2b. Pledge wall at booth
Appendix C.18
Carnival & Post-event Follow-up (3 of 7)

Fig. 2c. Family photo printed with photo sleeve

Fig. 2d. Child posing at with our roaming installation
Fig. 2e. Carnival-goers munching on a healthy breakfast
Appendix C.18
Carnival & Post-event Follow-up (5 of 7)

Fig. 3a. Activities at Carnival
Appendix C.18
Carnival & Post-event Follow-up (6 of 7)

Fig. 3b. Activities at Carnival
Appendix C.18
Carnival & Post-event Follow-up (7 of 7)

Fig. 4. Certificate from the Singapore Book of Records
Appendix D.1
Post-campaign Survey Questionnaire (1 of 10)

Nanyang Technological University
Wee Kim Wee School of Communication and Information
Division of Public & Promotional Communication

Informed Consent
Please read this consent agreement carefully. You must be 21 years old or older to participate.

Purpose of the research:
The purpose of this research is to study the effectiveness of the Rise & Shine health communication campaign. This research is being conducted by a group of 4 final year students at the Wee Kim Wee School of Communication and Information, Division of Public & Promotional Communication at the Nanyang Technological University.

What you will do in this study:
You will complete a survey questionnaire consisting of multi-option and open-ended questions. This should take about 15 to 20 minutes.

Risks:
There are no anticipated risks, beyond those encountered in daily life, associated with participating in this study.

Compensation:
The study will take under 15 to 20 minutes to complete. There is no monetary reimbursement for participating in the study. However, at the end of the study, you will learn a little bit about how communication research is conducted and contribute to the study with your valuable responses.

Voluntary Withdrawal:
Your participation in this study is completely voluntary, and you may withdraw from the study at any time without penalty. However, it is important to us that you answer as many questions as possible. You may skip over any questions, or you may withdraw by informing the research associate that you no longer wish to participate (no question will be asked). Your decision to participate, decline, or withdraw participation will have no effect on your status or relationship with the Nanyang Technological University.

Confidentiality:
Your participation in this study will remain confidential, and your identity will not be stored with your data. Your responses will be assigned a code number that is not link to your name or other identifying information. All data and consent forms will be stored in a locked room. Results of this study may be presented at conferences and/or published in books, journals, and/or in the popular media.

Further Information:
If you have questions about the study or your rights as a participant in this study, please contact Dr. Shin Wonsun, Assistant Professor at the Wee Kim Wee School of Communication and Information, Division of Public & Promotional Communication at Nanyang Technological University. Email: wshin@ntu.edu.sg

Who to contact about your rights in this study:
If you have any concerns about this study or your experience as a participant, you may contact Hee Ann at 9238 9525 email: lowh0021@e.ntu.edu.sg

Agreement:
The purpose and nature of this research have been sufficiently explained and I agree to participate in this study. I understand that I am free to withdraw at any time without incurring any penalty.
Signature:_________________________________                                 Date:_______________________
Name (print):_________________________________________
Appendix D.1
Post-campaign Survey Questionnaire (2 of 10)

Please identify any 1 of your children aged 4-12 before answering the following questions. Please ensure that you are either the parent or guardian of the child.

Please select the option/s that best apply to you by putting a tick ✓ in the box next to it.

START.

The child I have identified is _______ years old. She/he is currently attending preschool/ primary school level ________.

I am...

1 The mother of the child
2 The father of the child
3 The guardian of the child

My child and/or I myself have attended the following on-the-ground activities organised by the Rise & Shine Breakfast Campaign team… (You may choose more than one option.)

1 Ambient installation (mini exhibition) at public libraries OR shopping malls
2 Cooking demonstration at public libraries
3 Drama theatre performance at public libraries OR primary schools
4 Storytelling sessions at public libraries
5 None of the above campaign activities

My child eats breakfast in the morning, AT LEAST ONCE A WEEK.

1 Yes
2 No

PART A

A1: In any case where my child does not eat breakfast, it is because… (You may choose more than one option.)

1 S/he doesn’t like to eat breakfast.
2 There is not enough time to prepare.
3 There is not enough time for my child to eat breakfast.
4 Breakfast is a redundant meal.
5 It is too expensive to prepare.
6 Others, please specify: ____________________
Appendix D.1  
Post-campaign Survey Questionnaire (3 of 10)

Please proceed to **PART B on the next page.**

Thinking about the child aged 4-12 which you have identified earlier, please answer the following questions.

### PART B

**B1:** My child eats breakfast… (Choose ONE option)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Every day (more than six times per week)</td>
</tr>
<tr>
<td>2</td>
<td>Four to six times per week</td>
</tr>
<tr>
<td>3</td>
<td>Two to three times per week</td>
</tr>
<tr>
<td>4</td>
<td>Once a week</td>
</tr>
</tbody>
</table>

**B2:** Usually, the person who decides what my child eats for breakfast is… (Choose ONE option)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Myself or my spouse</td>
</tr>
<tr>
<td>2</td>
<td>Caregiver (relatives, maid, etc)</td>
</tr>
<tr>
<td>3</td>
<td>My child decides him/herself</td>
</tr>
<tr>
<td>4</td>
<td>Others, please specify: ______________</td>
</tr>
</tbody>
</table>

**B3:** My child’s breakfast is usually bought from… (Choose ONE option)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Supermarket/hypermarket</td>
</tr>
<tr>
<td>2</td>
<td>Provision shop/mini mart</td>
</tr>
<tr>
<td>3</td>
<td>Convenience store/petrol kiosk</td>
</tr>
<tr>
<td>4</td>
<td>Wet market</td>
</tr>
<tr>
<td>5</td>
<td>Other food outlets, please specify: ______________</td>
</tr>
</tbody>
</table>

**B4:** Please list out AT LEAST THREE kinds of foods and/or drinks your child normally consumes for breakfast. Please be as specific as possible, listing down brand names when necessary. (E.g. Honey Stars, Gardenia White Bread, Milo, etc)

___________________________________________________________________________  
___________________________________________________________________________

**B5:** Please identify which of the following FIVE (5) food groups constitute a healthy breakfast. (Please tick FIVE (5) options.)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Simple Carbohydrates</td>
</tr>
<tr>
<td>2</td>
<td>Protein</td>
</tr>
<tr>
<td>3</td>
<td>Low-fat Dairy</td>
</tr>
<tr>
<td>4</td>
<td>Fats and oils</td>
</tr>
<tr>
<td>5</td>
<td>Wholegrains (Complex Carbohydrates)</td>
</tr>
<tr>
<td>6</td>
<td>Fruits</td>
</tr>
<tr>
<td>7</td>
<td>Vegetables</td>
</tr>
</tbody>
</table>
Appendix D.1  
Post-campaign Survey Questionnaire (4 of 10)

B6: Please indicate how much you agree with the following statements, by circling ONE number in each row.

*I think to have my child eat breakfast regularly is…*

|                      | Bad  | 1 : | 2 : | 3 : | 4 : | 5 : | 6 : | 7 | Good | 1 : | 2 | 3 | 4 | 5 | 6 | 7 |
|----------------------|------|-----|-----|-----|-----|-----|-----|---|------|-----|---|---|---|---|---|---|---|
| Harmful             |      | 1 : | 2 : | 3 : | 4 : | 5 : | 6 : | 7 | Beneficial | 1 : | 2 | 3 | 4 | 5  | 6 | 7 |
| Unnecessary         |      | 1 : | 2 : | 3 : | 4 : | 5 : | 6 : | 7 | Necessary | 1 : | 2 | 3 | 4 | 5 | 6 | 7 |
| Unenjoyable        |      | 1 : | 2 : | 3 : | 4 : | 5 : | 6 : | 7 | Enjoyable | 1 : | 2 | 3 | 4 | 5 | 6 | 7 |

B7: Please indicate how much you agree with the following statements, by circling ONE number in each row.

<table>
<thead>
<tr>
<th></th>
<th>Strongly Disagree</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>People who are important to me think my child should eat breakfast every day.</td>
<td>Strongly Agree</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Providing my child with a healthy breakfast daily is easy.</td>
<td>Strongly Agree</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>The decision for my child to eat breakfast daily is beyond my control.</td>
<td>Strongly Agree</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>I am confident my child can eat breakfast every day if I wanted him/her to.</td>
<td>Strongly Agree</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>
Appendix D.1  
Post-campaign Survey Questionnaire (5 of 10)

B8: Please tick the box(es) where applicable.

Over the following week, I intend to provide breakfast for my child on the following day(s).

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Last week, my child ate breakfast on the following day(s).

<table>
<thead>
<tr>
<th></th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Please proceed to **PART C on the next page**.
Appendix D.1
Post-campaign Survey Questionnaire (6 of 10)

PART C

C1: Please indicate on the 5-point scale below (1 = Strongly Disagree and 5 = Strongly Agree) how much you agree with the following statements, by circling ONE number in each row.

_Eating breakfast ……_

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) helps to improve my child’s eyesight.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ii) helps in controlling my child’s weight.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iii) makes my child’s teeth whiter.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iv) makes my child smarter.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(v) helps in managing my child’s mood and emotions.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

C2: Please indicate how healthy you perceive the following list of breakfast foods for your child on the 5-point scale below (1 = Unhealthy and 5 = Healthy), by circling ONE number in each row.

<table>
<thead>
<tr>
<th>Breakfast Food</th>
<th>Unhealthy</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Healthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Milo</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ii) White Bread</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iii) Common Kids’ Cereal (e.g. Honey Stars, Koko Krunch, etc)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iv) Milk</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(v) Pancakes</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(vi) Wholemeal Bread</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(vii) Pastries (e.g. muffins, egg tarts)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(viii) Macaroni Soup</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ix) Fruits</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(x) Ready-to-drink Fruit Juice</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
C3: Please indicate on the 5-point scale below (1 = Strongly Disagree and 5 = Strongly Agree) how much you agree with each of the following statements, by circling ONE number in each row.

*A healthy breakfast meal for my child ……*

<table>
<thead>
<tr>
<th>(i) is expensive</th>
<th>Strongly Disagree</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ii) is easy to prepare</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>(iii) is delicious</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>(iv) is disliked by my child</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>(v) is unappetizing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>(vi) is something I am confident in preparing</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>(vii) has easily available recipes for me to use</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>
Appendix D.1
Post-campaign Survey Questionnaire (8 of 10)

C4: Assuming you are to permanently improve your child’s breakfast diet with your current knowledge of healthy eating, please indicate on the 5-point scale below (1 = Strongly Disagree and 5 = Strongly Agree) how much you agree with each of the following statements.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Disagree</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) I feel confident in my ability to maintain a healthy breakfast diet for my child.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(ii) I feel capable of maintaining a healthy breakfast diet for my child now.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iii) I am able to maintain a healthy breakfast diet for my child now.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>(iv) I am able to meet the challenge of maintaining a healthy breakfast diet for my child.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

C5: I came to know about Rise & Shine through ________________ (You may tick more than one.)

<table>
<thead>
<tr>
<th>Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Word of mouth</td>
</tr>
<tr>
<td>2 Rise &amp; Shine Website/Facebook</td>
</tr>
<tr>
<td>3 Online mailer</td>
</tr>
<tr>
<td>4 Online bloggers</td>
</tr>
<tr>
<td>5 Publicity events outdoors</td>
</tr>
<tr>
<td>6 My child told me about it</td>
</tr>
<tr>
<td>7 Others</td>
</tr>
<tr>
<td>8 I have never heard of Rise &amp; Shine</td>
</tr>
</tbody>
</table>
Appendix D.1
Post-campaign Survey Questionnaire (9 of 10)

PART D

Finally, the following questions are with regards to you. Please be assured your response is anonymous. Your responses will be used only for research purposes and remain strictly confidential.

D1: Occupation

1 Professional/ Top Executive
2 Administrative/ Management Executive
3 Skilled/ unskilled White collar
4 Skilled/ unskilled Blue collar
5 Self employed
6 Housewife/ retired/ unemployed
7 Student
8 Others, please specify: ______________________

D2: My highest attained level of education is…

1 O Levels & below or equivalent
2 A levels/ Diploma or equivalent
3 Bachelor’s Degree
4 Post graduate

D3: Including myself, there are ____ person(s) living in my household.
I have ____ children aged ________________________.

D4: Housing type:

1 HDB 1-2 room flat
2 HDB 3-4 room flat
3 HDB 5 room flat/ Executive/ Maisonette/ HUDC
4 Condominium/ Private apartment
5 Landed/ private property

D5: Please indicate your HOUSEHOLD gross monthly income range (in Singapore dollars):

1 None
2 Up to $3,000
3 $3,001 - $6,000
4 $6,001 - $9,000
5 $9,001 - $12,000
6 $12,001 - $15,000
7 Above $15,000
Appendix D.1
Post-campaign Survey Questionnaire (10 of 10)

D6: Please indicate your age group:

1. 20-29 years
2. 30-39 years
3. 40-49 years
4. 50-59 years
5. 60-69 years
6. 70 years and above

D7: Gender:

1. Male
2. Female

D8: Ethnicity:

1. Chinese
2. Malay
3. Indian
4. Eurasian
5. Others, please specify: ________________

D9: Residence status:

1. Singaporean
2. Singapore Permanent Resident
3. Non-Singaporean/Non-SPR living and/or working in Singapore. Country of origin: ________________

Thank you for your participation.

☐ I wish to receive helpful information from Rise & Shine to raise happy and healthier children!

Name: ___________________________________________

Email contact: _____________________________________

Mobile contact: ____________________________________
Appendix D.2
Post-campaign Survey Findings (1 of 10)

Respondent Profile

**Fig.1. Post-campaign survey**

**Fig.2. Post-campaign survey**
Appendix D.2
Post-campaign Survey Findings (2 of 10)

Informational objective measurement

**QB5. Number of food groups answered correctly by respondents**

![Bar chart showing the number of food groups answered correctly by respondents.](image)

Fig. 3. Post-campaign survey

**QC1a. Awareness of benefits of breakfast (score out of 5.00)**

*Blue denotes post-campaign; red denotes pre-campaign.*

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Post-campaign</th>
<th>Pre-campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helps in managing my child's moods and emotions (Psychosocial)</td>
<td>4.49</td>
<td>3.82</td>
</tr>
<tr>
<td>Helps in controlling my child's weight (Physiological)</td>
<td>4.34</td>
<td>3.67</td>
</tr>
<tr>
<td>Makes my child smarter (Cognitive)</td>
<td>4.43</td>
<td>3.60</td>
</tr>
<tr>
<td>Average</td>
<td>4.42</td>
<td>3.70</td>
</tr>
</tbody>
</table>

Fig. 4. Post-campaign survey
### Appendix D.2
Post-campaign Survey Findings (3 of 10)

#### Attitudinal objective measurements

**B6. (Attitudes)** Please indicate how much you agree with the following statements by circling one number in each row. *I think to have my child eat breakfast daily is...* (out of 7.00)

<table>
<thead>
<tr>
<th></th>
<th>6.20</th>
<th>6.30</th>
<th>6.40</th>
<th>6.50</th>
<th>6.60</th>
<th>6.70</th>
<th>6.80</th>
<th>6.90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad-Good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.73</td>
<td></td>
</tr>
<tr>
<td>Harmful-Beneficial</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.80</td>
<td></td>
</tr>
<tr>
<td>Unnecessary-...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.73</td>
<td></td>
</tr>
<tr>
<td>Unenjoyable-...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.44</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.68</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Fig. 5. Post-campaign survey*

**B7. (Subjective norm)** Please indicate how much you agree with the following statements by circling one number in each row. (out of 7.00)

- People who are important to me think my child should eat breakfast everyday (Subjective norm)

<table>
<thead>
<tr>
<th>6.40</th>
<th>6.50</th>
<th>6.60</th>
<th>6.70</th>
<th>6.80</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>6.58</td>
<td></td>
</tr>
</tbody>
</table>

*Fig. 6. Post-campaign survey*
Appendix D.2
Post-campaign Survey Findings (4 of 10)

B7. (Perceived behavioural control) Please indicate how much you agree with the following statements by circling one number in each row. (out of 7.00)

<table>
<thead>
<tr>
<th>Statement</th>
<th>4.80</th>
<th>5.10</th>
<th>5.40</th>
<th>5.70</th>
<th>6.00</th>
<th>6.30</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing my child with a healthy breakfast daily is easy.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.85</td>
</tr>
<tr>
<td>The decision for my child to eat breakfast daily is beyond...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.32</td>
<td></td>
</tr>
<tr>
<td>I am confident my child can eat breakfast every day if I...</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6.06</td>
</tr>
<tr>
<td>Average</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.74</td>
</tr>
</tbody>
</table>

Fig. 7. Post-campaign survey

Behavioural objective measurement

QB8. (Behavioural intention) Number of days respondent indicated intention to provide breakfast for child. 
Over the following week, I intend to provide breakfast for my child on the following day(s).

<table>
<thead>
<tr>
<th>Days</th>
<th>%</th>
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<tbody>
<tr>
<td>7 days</td>
<td>78%</td>
</tr>
<tr>
<td>6 days</td>
<td>4%</td>
</tr>
<tr>
<td>5 days</td>
<td>5%</td>
</tr>
<tr>
<td>4 days</td>
<td>2%</td>
</tr>
<tr>
<td>3 days</td>
<td>2%</td>
</tr>
<tr>
<td>2 days</td>
<td>9%</td>
</tr>
<tr>
<td>1 day</td>
<td>2%</td>
</tr>
</tbody>
</table>

Fig. 8. Post-campaign survey
Appendix D.2
Post-campaign Survey Findings (5 of 10)

QC3. Barriers to preparation of a healthy breakfast- Please indicate on the 5-point scale how much you agree with each of the following statements.

* A healthy breakfast meal for my child is...

Blue denotes post-campaign; red denotes pre-campaign.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total (out of 5.00)</th>
</tr>
</thead>
<tbody>
<tr>
<td>has easy access to recipes*</td>
<td>2.47</td>
</tr>
<tr>
<td>confident preparation*</td>
<td>2.33</td>
</tr>
<tr>
<td>disliked by kids</td>
<td>2.40</td>
</tr>
<tr>
<td>delicious*</td>
<td>2.28</td>
</tr>
<tr>
<td>easy preparation*</td>
<td>2.22</td>
</tr>
<tr>
<td>unappetising</td>
<td>2.15</td>
</tr>
<tr>
<td>expensive</td>
<td>2.21</td>
</tr>
<tr>
<td>Average</td>
<td>2.17</td>
</tr>
</tbody>
</table>

Fig. 9. Post-campaign survey

| QC4 (i)-(iv). Perceived competence of improving child’s breakfast diet with current knowledge of healthy eating | 4.03 |

Fig. 10. Post-campaign survey
Appendix D.2
Post-campaign Survey Findings (6 of 10)

QC5. I came to know about Rise & Shine through

__________.
(You may tick more than one)

Word of mouth 12%
Website/Facebook 43%
Online mailer 23%

Fig. 11. Post-campaign survey

Demographics

QD1. Occupation

Professional/Top Executive 29%
Administrative/Management Executive 29%
Skilled/unskilled White collar 11%
Self employed 5%
Skilled/unskilled Blue collar 1%
Housewife/retired/unemployed 20%
Others 5%

Fig. 12. Post-campaign survey
Appendix D.2
Post-campaign Survey Findings (7 of 10)

QD2. My highest attained level of education is...

- Bachelor’s Degree: 43%
- Postgraduate: 18%
- A levels/Diploma or equivalent: 29%
- O Levels & below or equivalent: 10%

Fig. 13. Post-campaign survey

QD4. Housing type

- HDB 3-4 room flat: 48%
- HDB 1-2 room flat: 1%
- HDB 5 room flat/Executive/Maisonette/HUDC: 30%
- Landed/private property: 5%
- Condominium/Private apartment: 16%

Fig. 14. Post-campaign survey
Appendix D.2
Post-campaign Survey Findings (8 of 10)

Fig. 15. Post-campaign survey

QD5: Please indicate your household gross monthly income range in SGD

- None: 5%
- Up to $3,000: 11%
- $3,001-$6,000: 26%
- $6,001-$9,000: 23%
- $9,001-$12,000: 21%
- $12,001-$15,000: 7%
- Above $15,000: 7%

Fig. 16. Post-campaign survey

QD6. Please indicate your age group

- 30-39 years: 68%
- 40-49 years: 23%
- 50-59 years: 2%
- 20-29 years: 7%
Appendix D.2
Post-campaign Survey Findings (9 of 10)

QD7: Gender of respondent

- Female 71%
- Male 29%

Fig. 17. Post-campaign survey

QD8. Ethnicity

- Chinese 71%
- Malay 5%
- Indian 14%
- Eurasian 1%
- Others 11%

Fig. 18. Post-campaign survey
Appendix D.2
Post-campaign Survey Findings (10 of 10)

QD9. Residence status

- Singaporean: 68%
- Non-Singaporean/Non-SPR living and/or working in Singapore: 7%
- Singapore Permanent Resident: 25%

Fig. 19. Post-campaign survey
One in 3 primary school kids skip breakfast once a week: Survey

By PRISCILLA GOY

ONE in three primary school children skip breakfast at least once a week, a survey has revealed.

Almost half of the 1,000 parents surveyed said there is “not enough time for the child to eat.”

Another 28 per cent said their kids did not like eating breakfast while 15 per cent said they did not have enough time to prepare it.

Poor communication with students from Nanyang Technological University conducted the survey last August as part of their final-year project.

Their findings sparked them to organize the Rise & Shine Breakfast Campaign and chose last December, they have been going to public venues to spread the message that having a healthy breakfast daily helps youngsters be happier and perform better in academic tests.

Besides going to libraries and shopping malls, the group has visited St Hilda’s Primary and Emmanuel Primary earlier this month. Members plan to go to three more schools.

They perform skits and magic tricks or breakfast information into the storyline to “keep children interested and excited”, said Miss Quek Huat Ying, 22, who is joined by Miss Low Hwe Lian, 22, and Mr Wilson Ng and Mr Tan Wei Yuan, both 24.

Director of Ann Chye Gardens, a lecturer at Singapore Polytechnic’s School of Chemical and Life Sciences, said: “Eating habits start from young and will affect their overall health. That is why the campaign is targeting right where and when good eating habits should be instilled.”

The Penangite answers questions related to children’s nutrition on the group’s campaign website at breakfastmeal-shine-ego.com.

It also features tips from actor Adnin Ang, and former TV actress Evelyn Tan, as well as healthy breakfast recipes, categorised according to the amount of preparation time required.

Examples of the recipes include eggs in toast and pandan porridge.

“This is also a cooking demonstration today at Choa Chu Kang Public Library at 2.30pm.

Together with a group of mothers who will also be organizing a separate event called the Rise & Shine Expo in September, the group will hold a breakfast carnival on March 9 at Merdeka Bay.

They also handed out the Singapore Book of Records for the longest duration for a breakfast picnic.

gscyberkite@gmail.com.sg
Media Clippings (2 of 93)

<table>
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<th>Publication</th>
<th>Shin Min Daily News 新明日报</th>
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<td>本地三孩童中，一个不吃早餐</td>
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<tr>
<td>One in three children in Singapore do not eat breakfast</td>
<td></td>
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<td>19 February 2013</td>
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<td>News/ 7</td>
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<td>Geraldine Lee</td>
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本地三孩童中，一个不吃早餐

One in three children in Singapore do not eat breakfast

### Shin Min Daily News 新明日报

**Headline**

本地三孩童中，一个不吃早餐

One in three children in Singapore do not eat breakfast

**Publication**

Shin Min Daily News 新明日报

**Date**

19 February 2013

**Section/Page**

News/ 7

**Journalist**

Geraldine Lee
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<td>Cover, This Week’s Focus/ 8-10</td>
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<tr>
<td>Journalist</td>
<td>Shahida Sarhid</td>
</tr>
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SARAPAN PENTING UNTUK PELAJAR

Sumber: (Nama Sumber)


Salah satu cara untuk mengatasinya adalah dengan memberikan motivasi dan pengetahuan bahwa sarapan memegang peran penting. Sarapan memberikan energi bagi tubuh dan otak untuk berfungsi dengan optimal.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (4a of 93)

Publication  Health Weekly 健康报
Headline  早餐，孩子吃了吗？Has your child taken his breakfast?
Date  1 March 2013
Section/Page  Special Feature/18-19
Journalist  Lee Kow Meng

早餐，孩子吃了吗？

早餐是一天营养的保证，但很多人忽视了早餐的重要性。不单大人，小孩也需养成吃早餐的习惯。早餐摄入的营养不均，对孩子的成长及智力发育会有很大的影响。今天就让我们来了解下早餐对孩子的好处。

1. 早餐的营养价值
   早餐的营养价值主要体现在以下几点：
   a. 提供足够的能量：早餐提供人体所需的能量，有助于维持正常的生理机能。
   b. 促进消化：早餐可以刺激肠道蠕动，促进消化液的分泌，有助于消化吸收。

2. 早餐的准备方式
   早餐的准备方式多种多样，可以是热的，也可以是冷的，可以根据个人喜好和营养需求来选择。早餐可以是一碗稀饭、一个鸡蛋、一杯牛奶，也可以是水果、蔬菜等。

3. 早餐的吃法
   早餐的吃法也非常重要，可以是一次性吃完，也可以是一点一点地吃，可以根据个人的消化能力来选择。

早餐是一天营养的保证，我们应该养成吃早餐的习惯。
选择合适的搭配
早餐是影响孩子健康的因素之一，每餐吃好，营养均衡，饮食合理，有利于孩子的成长和发育。

丰富多样的选择
早餐的营养影响孩子的食欲，均衡的营养，既要吃好又要对味。早餐品种要多，才能够让孩子的食欲更好。
**RISE & SHINE BREAKFAST CAMPAIGN**

**Media Clippings (5a of 93)**

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<td>Big Thing/ 4-5</td>
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<td>Journalist</td>
<td>Serene Luo</td>
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> Too many pupils are skipping breakfast and a new campaign aims to change that. Serene Luo reports.

> Breakfast was important in the young children’s day but many primary school children were not getting it. More than 40 per cent of parents surveyed said they were not able to get their children to eat breakfast. A survey of 260 parents across 17 primary schools showed most of the children did not have breakfast. The survey also found that parents across the primary schools are “very concerned” about the lack of breakfast.

> The survey also found that parents across the primary schools are “very concerned” about the lack of breakfast. The survey also found that most of the children did not have breakfast. The survey also found that most of the children did not have breakfast.

> The study also found that most of the children did not have breakfast. The study also found that most of the children did not have breakfast.

> The study also found that most of the children did not have breakfast.
RISE & SHINE BREAKFAST CAMPAIGN

Take a poll

In the story on the left about a new breakfast campaign, Oaj people had heard the inad sound of a new breakfast, which is not a usual sound. What is the sound of a new breakfast, according to your ears? It is a sound of new breakfast, which can be improved by “Yes”, “No”, or “Don’t know.”

Little idea: Do you want to know about your breakfast? What did you eat? What did you think it was?

Ng Jing Xuan success out free and fun activities for the vacation period

Holiday calendar

History through posters

Star Wars meets real

Music in the park

Music in the park
On March 11, March W. Music Company ingridit takes Chinese audience to meet the Singaporean Patriotic Garden with Green Leaf Garden Dinner. Besides singing the music, the audience can also learn a lot about the chamber music through interactive sessions.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (6 of 93)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Lianhe Zaobao 联合早报</th>
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<td>百惠900学生学吃健康早餐 900 students from Park View Primary School learn about healthy breakfast</td>
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百惠900小学生学吃健康早餐

百惠900学生学吃健康早餐
900 students from Park View Primary School learn about healthy breakfast

13 March 2013
Singapore/ 11

Tan Leng Tuan
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (7 of 93)

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<td>儿童早餐吃什么最好？What should children have for breakfast?</td>
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## Media Clippings (8a of 93)

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<td>不吃早餐行吗？ Is it advisable to skip breakfast?</td>
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<td>Cover, News/ 8-9</td>
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<tr>
<td><strong>Journalist</strong></td>
<td>Liow Yu Qi</td>
</tr>
</tbody>
</table>
上课前，你吃早餐了吗？

研究表明，早餐对孩子的学业表现有很好的影响。

江教授（某大学教授）表示：“不吃早餐的孩子，学习效率和精神状态都会受到影响。早餐是一天学习生活的开始，合理的早餐有助于提高孩子的专注力和记忆力。”

然而，有研究发现，中国的早餐习惯并不理想。早餐往往被忽略了，甚至被替代为零食或方便食品。

实际上，早餐的重要性不容忽视。正确的早餐应该包括谷物、蛋白质和蔬菜。

三分之一的小学生没有吃早餐。

早餐是开启一天的钥匙。没有一顿丰富的早餐，孩子很难在课堂上保持专注和活力。
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (8c of 93)
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (9 of 93)

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<td>Children’s Specials/ 10</td>
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<td>Journalist</td>
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**GATHERING READERS**
17 February, 11.00 am – 12.00 pm
Programme Zone, Jurong West Public Library


To maximise the book-sharing experience, this programme is limited to 10-12 children aged 9-14. For registration, email Angeline i@ntb.gov.sg. Please note that registration is on a first-come-first-served basis.

**LET’S CELEBRATE CHINESE NEW YEAR!**
18 February, 3.00 pm – 4.00 pm
Programme Zone, Jurong West Public Library

Come join us in this joyous occasion of celebrating Chinese New Year! Learn to make a craft and impress your parents and friends. This programme is open to 25 children aged 7-9. Registration is required at our eKiosks or website http://glibrary.ntb.gov.sg with an admission fee of $2.

**BABY BEAR’S BREAKFAST**
BY RISE & SHINE TEAM, NTU WEE KIM WEE SCHOOL
23 February, 1.00 pm – 1.30 pm
Lecture Hall, Bukit Merah Public Library
24 February, 1.30 pm – 2.00 pm
Programme Zone, Jurong Regional Library

Find out what happened to the baby bear who dislikes eating breakfast! Come on down for a fun-filled performance on the importance of daily healthy breakfast, all happening in the three bears’ house!

**HISS! ALL ABOUT SNAKES!**
23 February, 2.00 pm – 3.00 pm
Activity Room, Geylang East Public Library

It is the Year of the Snake! Join us for a session of stories and get to know interesting facts about snakes. What’s more, you will have fun creating snake crafts which you can bring home! This programme is limited to 30 children aged 5-9. Registration is required at the library eKiosks or website http://glibrary.ntb.gov.sg with an admission fee of $2.
Rise & Shine Breakfast Campaign

Media Clippings (10 of 93)

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Allow families time for breakfast

Many families do not have time for a proper breakfast because the children’s school day starts too early (“One in 3 primary school kids skips breakfast once a week: Survey”; Feb 16).

Many schools begin lessons at 7.30am. Some children have to wake up as early as 5.30am to get ready to catch the school bus.

If the parents were to prepare breakfast, they would have to wake up even earlier. Many choose to sleep a bit more and have a “grab-and-run” breakfast, or skip it altogether.

Many people are unaware of the ill effects of not having a proper breakfast. Some studies have shown that skipping breakfast increases the chances of becoming obese, developing diabetes or even having a heart attack. To cut down future hefty medical bills, doing the right thing now is important.

The Government should mandate that schools start lessons only at 8am, and make official working hours from 9am to 6pm. In this way, parents and children can have time for a proper breakfast.

Shirley Woon (Madam)
Breakfast picnic at Marina Bay sets record for turnout

By KEZIA TOH

MORE than 1,300 people spread out their picnic mats and
munched on breakfast at Marina Bay yesterday, setting a record for
the largest breakfast picnic turnout in the Singapore Book of
Records.

At an accompanying carnival, families trekked booths for bal-
loon sculpting and face painting, while their children ran free on a
giant inflatable castle and activities such as mini-golf and soccer.

The activities were organized by the Rise & Shine movement –
the “baby” of three stay-at-home mothers – which promotes
raising healthy and happy children, and four Nanyang Tech-
ological University undergraduates.

Using breakfast as a starting point is a way to “start the day
right” and encourages parents to make their children take the fast
meal of the day, said Minister of
State for Health Amy Khor, who
was guest of honour at the event.

Citing studies that show dis-
tey habits are ingrained before
children turn five, and that child-
hood obesity now stands at about
31 per cent, Dr Khor noted that
parents are the key game-changers.

“We need to encourage our
parents to instill healthy hab-
its in our children from young.
Healthy eating habits, exercise
regularly and communicate with
them often for mental and emo-
tional well-being,” she said.

Participants took the chance
to exchange parenting tips, such
as Ms Yvonnie Lim, 40, who went
with her six-year-old daughter.

“For young parents these
days, mothering is very different
from our parents’ generation,”
said the assistant director of a
research centre. “We must spend a
lot of time with our children, try
to understand their exact needs
rather than impose on them... Children
will grow healthier and happier.”

keziah@nppl.com.sg

More than 1,300 people showed up yesterday morning at Marina Bay for breakfast. There was also a

Photo: JEROME KOH
RISE & SHINE BREAKFAST CAMPAIGN

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**Headline:**
1,341 people gathered for the largest breakfast picnic record

**Date:**
4 March 2013

**Section/Page:**
Cover

**Journalist:**
Yang Meng
RISE & SHINE BREAKFAST CAMPAIGN

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Schoolgirl encounters 'ghost teacher'

MALAYSIA - A 13-year-old schoolgirl claimed she had a close encounter with the ghost of a teacher who had died in a car accident.

At the time of...

SINGAPORE - One in three primary school children skip breakfast at least once a week, a survey has revealed.

Almost half of the 363 parents surveyed said there is "not enough time for the child to eat."

Another 28 per cent said their kids did not like eating breakfast while 15 per cent said they did not have enough time to prepare it.

Four communication studies students from Nanyang Technological University conducted the survey last August as part of their final-year project.

Their findings prompted them to organise the Rise & Shine Breakfast Campaign and since last December, they have been going to public venues to spread the message that having a healthy breakfast daily helps youngsters to be happier and perform better in academic tests.

Besides going to libraries and shopping malls, the group has visited St Hilda's Primary and Catholic Primary earlier this month. Members plan to go to three more schools.

They perform skits and weave nuggets of breakfast information into the storyline to "keep children interested and excited," said Miss Quek Hui Ying, 22, who is joined by Miss Low Hue Ann, also 22, and Mr Wilson Ng and Mr Tan Wei Yuen, both 24.

Debbie Ho Ann Tiara Gonçalves Ivo, a lecturer at Singapore Polytechnic’s School of Chemical and Life Sciences, said: "Eating habits start from young and will affect their overall health. That is why the campaign is targeting right where and when good eating habits should be instilled."

The Filipino lecturer answers questions related to children’s nutrition on the group’s campaign website at breakfast.riseandshine-expo.com.

It also features tips from actor Adrian Pang and former TV actress Evelyn Tan as well as healthy breakfast recipes, categorised according to the amount of preparation time required.

Examples of the recipes include eggs in toast and pandan waffles.

The team will also be holding a cooking demonstration today at Choa Chu Kang Public Library at 3.30pm.

Together with a group of mothers who will be organising a separate event called the Rise & Shine Expo in September, the team will hold a breakfast carnival on March 3 at Marina Bay.

They aim to break into the Singapore Book of Records for the largest turnout for a breakfast picnic.

[gophthy@psh.com.sg](mailto:gophthy@psh.com.sg)

THE STRAITS TIMES

Get a copy of The Straits Times or go to [spahalow.com](http://spahalow.com) for more stories.
RISE & SHINE BREAKFAST CAMPAIGN

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<td>Lynn Lee</td>
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Are your kids eating their most important meal of the day? How many Singaporeans actually know the importance of breakfast? Rise and Shine’s breakfast campaign helps you have a healthier breakfast everyday.

If your kids are always rushing for school in the morning and have no time for breakfast, it’s time to stop and think. Many parents today overlook the importance of breakfast, and even more are faced with the difficulty of getting their kids to eat in the morning. What’s so important about breakfast anyway, and what could possibly go wrong if children skip it?

Regular meals
With 1 in 3 children skipping breakfast every morning, it may be thought that the first meal of the day isn’t really that important. However, this is far from true as breakfast is an essential start of the day for all, especially your growing kids. Not only is it healthy for your kids to have regular intakes of nutritious food, having a good meal in the morning keeps them alert and energetic for a fresh start to the day.

Rise and Shine!
This motivation for a healthy younger generation is what spurred the creation of Rise and Shine’s healthy breakfast campaign for parents and kids. Upon understanding the little regard given to breakfast, the team at Rise and Shine embarked to champion this extensive campaign to promote awareness on the importance of breakfast.

Why, then, are so many Singaporeans skipping breakfast? Rise and Shine’s research
RISE & SHINE BREAKFAST CAMPAIGN

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30/12

Research Study: The importance of breakfast - Singapore families

found out that 49% of children in Singapore skip breakfast because they lack time in the morning to eat. Other reasons also include rushing breakfasts and not having enough time to prepare the meal. What’s worse, this habit continues as the child grows up, with only 39% of Primary 1 kids eating breakfast as compared to 82% of those in Primary 1.

Everyone has a part to play

It is vital that parents understand the need for breakfast for the whole family. By reminding your kids to eat their breakfast as well as preparing a nutritious and appealing meal, you can play an active part in creating a healthier diet for your child.

Research shows 55% of breakfast eaters in Singapore are influenced by their parents. However, the rising independence of kids today, as seen in 32% of children eating their own meals during school hours, shows that it is not just parents, but kids as well, who should understand the importance of breakfast.

A tip to educate more Singapore families on the importance of breakfast: the Rise and Shine campaign has kickstarted their own breakfast cooking competitions, storytelling sessions and theatre performances to reach out to both parents and kids. Also, kids can look forward to meeting performances touring their schools to teach them how and why it is important to have a healthy breakfast every morning.

Breakfast today

With an array of benefits that you and your child stand to gain from eating breakfast, there isn’t a reason not to start. A good way to begin is to have breakfast can also serve as a fun family time to bond with the kids. So the next time you’re at the breakfast table, do remember to tell the whole family to join you.

For more articles relating to breakfast and your child’s diet, see:

Ask a Question

The research study found that 49% of children in Singapore skip breakfast because they lack time in the morning to eat. Other reasons include rushing breakfasts and not having enough time to prepare the meal. What’s worse, this habit continues as the child grows up, with only 39% of Primary 1 kids eating breakfast as compared to 82% of those in Primary 1.

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Allow families time for breakfast

Many families do not have time for a proper breakfast because the children’s school day starts too early (“One in 2 primary school kids skips breakfast once a week,” Feb 16).

Many schools begin lessons at 7.30am. Some children have to wake up as early as 5.30am to get ready to catch the school bus.

If the parents were to prepare breakfast, they would have to wake up even earlier. Many choose to sleep a bit more and have a “grab-and-run” breakfast, or skip it altogether.

Many people are unaware of the ill effects of not having a proper breakfast. Some studies have shown that skipping breakfast increases the chances of becoming obese, developing diabetes or even having a heart attack. To us, downing that first meal is very important.

The Government should mandate that schools start lessons any at 7.30am, and make official working hours from 8am to 5pm. In this way, parents and children will have time for a proper breakfast.

Shirley Woon (Masdam)
RISE & SHINE BREAKFAST CAMPAIGN

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Record set for the biggest breakfast picnic turnout in Singapore

1,341 people were officially recorded to have taken part, and the attempt was successfully recorded in the Singapore Book of Records. AsiaOne.

SINGAPORE - About 2,600 people headed to the Rise & Shine Carnival at The L Williamson Bay this morning in an attempt to set the record for the Most Number of People Eating Breakfast Together.

The official number of participants recorded for the event is 1,341, and the organisers were awarded the Singapore Book of Records for setting the record.

Besides the record setting attempt, there were other activities at the carnival such as a photo booth and sports booths hosted by national footballer Alexandre Da Costa and professional golfer Tania Turner.

The event was co-organised by Rise & Shine and a group of NTU students, Dr Amy Kher, Minister of State for Health and Manpower, graced the event as its Guest-of-Honour.

www.asiaone.com.sg
Record set for the biggest breakfast picnic turnout in Singapore

AsiOne | Sun Mar 3 2013

1,341 people were officially recorded to have taken part, and the attempt was successfully recorded in the Singapore Book of Records.

SINGAPORE - About 2,000 people headed to the Rise & Shine Carnival at The Lawn@Marina Bay this morning in an attempt to set the record for the Most Number of People Eating Breakfast Together.

The official number of participants recorded for this event is 1,341, and the organizers were awarded with the Singapore Book of Records for setting the record.

Besides the record-setting attempt, there were other activities at the carnival such as a photo booth, and sports booths hosted by national footballer Aleksander Duric and professional golfer Trent Turnar.

The event was co-organised by Rise & Shine and a group of NTU students. Dr Amy Khor, Minister of State for Health and Manpower, graced the event as Guest-of-Honour.

natlim@sph.com.sg
Breakfast picnic at Marina Bay sets record for turnout

MORE than 1,300 people rolled out their picnic mats and munched on breakfast at Marina Bay yesterday, setting a record for the biggest breakfast picnic turnout in the Singapore Book of Records.

At an accompanying carnival, families treated booths for balloon sculpture and face painting, while their children ran free on a gigantic bouncy castle and activities such as mini-golf and soccer.

The activities were organised by the Rise & Shine movement - the "baby" of three allay-at-home mothers - which promotes raising healthy and happy children, and four Nanyang Technological University undergraduates.

Using breakfast as a starting point is a way to "alert the day right" and encourages parents to make their children take the first meal of the day, said Minister of State for Health Amy Khor, who was guest of honour at the event.

Citing studies that show dietary habits are ingrained before children’s turn five, and that childhood obesity now stands at about 11 per cent, Dr Khor noted that parents are the key game-changers. "We need to encourage our parents to instil healthy habits in our children from young. Healthy eating habits, exercise regularly and communicate with them often for mental and emotional well-being," she said.

Participants took the chance to exchange parenting tips, such as Ms Yvonne Lim, 40, who went with her six-year-old daughter.

"For young parents these days, mothering is very different from our parents’ generation," said the assistant director of a research centre. "We must spend a lot of time with our children, try to understand their exact needs than Impose on them... Children will grow healthier and happier."

keziatoh@sph.com.sg | www.sundaytimes.com.sg
RISE & SHINE BREAKFAST CAMPAIGN

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<td>Journalist</td>
<td>Kezia Toh</td>
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昨天，有800多个家庭一早就带着孩子到滨海湾大草场，参加早餐嘉年华，创下新的本地记录。

这些家庭早上9时30分，在海滨湾金沙区大草场（The Lawn@Marina Bay），他们在草地上铺好野餐布，边吹着海风，边吃早餐。

到了10时许点算人数时，有1341人吃早餐，创下“最多人一起吃早餐”的记录。

2009年8月，淡滨尼中学的1283个学生也曾在东海岸公园集体吃早餐。

昨天的早餐嘉年华是由刚成立的社会机构Rise and Shine举办的第一次公开活动，他们与4名新加坡大学黄金辉传播与信息学院的学生合作，活动的目的在于鼓励家长们重视孩子的营养，尤其是早餐。

学生们之前对363名家长做了问卷调查，发现每3名小学生中，就有1人在一个星期内至少有一天不吃早餐。
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新加坡千人一起吃早餐创纪录

据《联合早报》报道，新加坡某天有600多个家庭一起参加早餐聚会，打破了当地的纪录。

早餐对孩子们很重要，据报导，新加坡的家庭通常在晚上8点就准备早餐。这些家庭早上7点就起床吃早餐。

此次活动是新世界中贸集团举办的“Rise & Shine Breakfast Campaign”。

此次活动共有1341人参与，创下了新加坡创纪录的“最多人一起吃早餐”纪录。

之前的纪录是2009年4月，该集团中学的1283个学生在新加坡创下的。
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (36 of 93)

<table>
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<tr>
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<td>Headline</td>
<td>Record set for the biggest breakfast picnic turnout in Singapore</td>
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<tr>
<td>Date</td>
<td>5 March 2013</td>
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<td>Journalist</td>
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Record set for the biggest breakfast picnic turnout in Singapore

SINGAPORE - About 2,000 people headed to the Rise and Shine Carnival at The Lawn at Wee Kim Wee Park on March 5 in an attempt to set the record for the Most Number of People Eating Breakfast Together.

The official number of participants recorded for this event is 1,341, and the organisers were awarded with the Singapore Book of Records for setting the record.

Besides the record-setting attempt, there were other activities at the carnival such as a photo booth, and sports trials hosted by national footballer Aleksei Duric and professional golfer Trent Turner.

The event was co-organised by Rise and Shine and a group of NTU students. Dr Amy Khor, Minister of State for Health and Manpower, graced the event as its Guest of Honour.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (37 of 93)

<table>
<thead>
<tr>
<th>Publication</th>
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<tr>
<td>Headline</td>
<td>1,300 attend record-breaking breakfast picnic</td>
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<tr>
<td>Date</td>
<td>5 March 2013</td>
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<td>Journalist</td>
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MORE than 1,300 people rolled out their picnic mats and munched on breakfast at Marina Bay yesterday, setting a record for the largest breakfast picnic turnout in the Singapore Book of Records.

At an accompanying carnival, families tumbled booths for balloon sculpting and face painting, while their children ran free on a gigantic bouncy castle and activities such as mini-golf and soccer.

The activities were organised by the RISE & Shine movement – the “baby” of three stay-at-home mothers – which promotes raising healthy and happy children, and four Nanyang Technological University undergraduates.

Using breakfast as a starting point is a way to “start the day right” and encourages parents to make their children take the first meal of the day, said Minister of State for Health Amy Khor, who was guest of honour at the event.

Citing studies that show dietary habits are ingrained before children turn five, and that childhood obesity now stands at about 11%, Dr Khor noted that parents are the key game-changers.

“We need to encourage our parents to instill healthy habits in our children from young: healthy eating habits, exercise regularly and communicate with them often for mental and emotional well-being,” she said.

Participants took the chance to exchange parenting tips, such as Yvonne Lim, 40, who went with her six-year-old daughter.

“For young parents these days, mothering is very different from our parents’ generation,” said the assistant director of a research centre. “We must spend a lot of time with our children, try to understand their exact needs than impose on them.

“Children will grow healthier and happier.” — The Straits Times / Asia News Network
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (38 of 93)

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<tr>
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Besides spearheading an extensive breakfast campaign for kids, four NTU/WKSCI students have gotten into the Singapore Book of Records for gathering the most number of people to eat breakfast together. The Rise & Shine Carnival brought together more than 1,300 people to The Lawn@Marina Bay on the morning of 3rd March, Sunday, with around 800 families enjoying picnics, sports tryouts and stage performances.

The event was graced by guest-of-honour Minister of State of for Health, Dr Amy Khor, and co-ordinated together with a group of mothers who are holding a health expo in September.

The main aim of the record-breaking carnival was to promote a healthy start to the day for kids and the importance of family bonding.
RISE & SHINE BREAKFAST CAMPAIGN

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One out of every 3 primary school kids skips breakfast, some because they don’t like eating, others because their parents don’t have enough time to prepare it. Breakfast is not only the most important meal of the day, but it also makes on... See more.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (40 of 93)

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Rise and shine for breakfast: Four NTU communication undergrads featured in The Straits Times for their efforts to help children start their day right with a healthy breakfast. [Link](http://ow.ly/hN16i)
RISE & SHINE BREAKFAST CAMPAIGN

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![Facebook Clipping](image2)
RISE & SHINE BREAKFAST CAMPAIGN

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Hi everyone!

Come on down for a special storytelling session this Sunday! Learn more about the importance of breakfast for kids.

Programme: Rise & Shine Breakfast Team (Story: David and his 5 Mystery Friends)

Date: 27th January 2013 (Sunday)
Time: 2pm - 2.30pm
Venue: Activity Room, level 1, Geylang East Public Library

Admission is free.

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</table>

What is a dining table doing in the middle of the children's section? Come on down this Saturday to view an installation on the importance of healthy breakfast eating for kids!

Date: 18th January 2013 (Saturday)
Programme: Rise & Shine Breakfast Team Installation
Time: 10am - 3pm
Venue: Jurong Regional Library, Children's Section, BL1.
RISE & SHINE BREAKFAST CAMPAIGN

### Media Clippings (46 of 93)

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RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

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</table>

Our Journey with AJ
My diary on bringing up AJ.

FRIDAY, 11 JANUARY 2013
[Rise & Shine] Introduction

Do you know? Baseline survey conducted with 366 parents of primary school students in Singapore, 1 in 3 primary school students do not eat breakfast daily, & as your child grows older, they are more likely to skip breakfast.

How is this a problem?
According to research, children who skip breakfast:
- tend to be absent & have lower concentration in class;
- struggle to be moodly & temperamentally;
- are at a higher risk of weight problems in later years.

To raise awareness of this issue, a group of first year students from NTU Wei Kim School started Rise & Shine Breakfast Campaign, a community effort to promote healthy breakfast eating on a daily basis among children aged 4-12 years old.

Their efforts include:

Ambient Installations
What have our kids been eating? exhibitions @ libraries, malls & primary schools.

Storytelling Sessions
To educate your child on what constitutes a healthy breakfast @ libraries.

Performances
Spreading messages with educational & fun theatre performances @ libraries & primary schools.

Cooking Demonstration
Demonstrating tips & tips on how to prepare a quick & healthy breakfast @ libraries.

Breakfast Songs
A fun & catchy song with lyrics to educate kids on the importance of a healthy breakfast @ libraries & primary schools.

To find out more about their tours, celebrity interviews, breakfast recipes & Ask an Expert column, please visit https://breakfastbreakfast-gao.com

Bookmark the website, Like them at Facebook.com/RiseandShineGaps for up-to-date information on how to raise a happier & healthier child.

On 3 March 2013, visit the Rise & Shine Carnival, a one-of-a-kind carnival where they aim to set the record for the Largest Breakfast Picnic in the World.

3 March 2013 6am
The Living & Marina Bay
6.30am-11.30am
enquiries@breakfast-breakfast.com

Free admission/entry tickets, check out website for more information.

Way! I received my breakfast package today!
RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

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The Rise and Shine Breakfast Campaign is one of the many highlights in the Rise and Shine – Asia’s first Children’s Health and Development Expo, later in the year.

The campaign aims to promote daily healthy breakfast eating habits among children aged 1-12 years old. The team has organised ambient installations, interesting seminars, and theatre performances to engage parents and children, highlighting the importance of healthy breakfast eating. Have a look at this Examiner page for more information about how you can join in.

The campaign finale will be a Rise and Shine Carnival, sourcing the largest breakfast party in Singapore taking place on 3 March 2013. Sounds like fun! Drop them a note on their website for details about how you and your family can join in.

www.adellehome.com/2013/01/riese-and-shine-breakfast-for-kids.html
<table>
<thead>
<tr>
<th>Blog</th>
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<td>Blogger</td>
<td>Jayne Chua</td>
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Breakfast is the most important meal of the day. It fuels our body after the long sleep and gives us energy to do our best.

“Did you know that 1 in 3 primary school students don’t eat breakfast daily?”

I can imagine why. When I was young, I would regularly skip breakfast as well. Too early, no appetite.

“As your child grows older, s/he is more likely to skip breakfast.”

Well, that’s me now. I would run on empty, ironically preparing breakfasts for the kids, sending them to school, running errands etc., until almost 10am sometimes when I finally sit down for some food.

My kids don’t get to skip breakfast like I do. Actually, they are the ones who won’t let me skip their breakfasts, coz’ most of the time they would complain about being hungry within 10 minutes of waking up.

They are huge on breakfast.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (54b of 93)

So I am really glad to be a part of the Rise & Shine as an ambassador to raise awareness on promoting healthier and happier children. The Rise & Shine Breakfast Campaign aims to promote healthy breakfast eating among children aged 4-12 on a daily basis.

And what's a healthy breakfast?

Granola on yogurt! A perfect example of a fuss-free, nutritious breakfast, courtesy of the Rise & Shine Breakfast Team.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (54c of 93)

For more ideas on quick and nutritious breakfast ideas, check out this [good list of breakfast recipes](#), and if you have a bit of time, here is the [events calendar](#) to catch the team which will be traveling to libraries and malls to raise awareness of healthy eating habits through storytelling sessions, performances and cooking demos.

**Rise & Shine Carnival**

Singapore’s Largest Breakfast Picnic Event
March 3, 2013 @ The Lawn @ Marine Bay
8:30am – 11:30am

Check out the [Facebook page](#) for more updates or watch this space to find out how you can join the events!

This entry was posted in [Promotion](#) and tagged [breakfast campaign](#), [eating healthy breakfast](#) [Rise & Shine](#) by [Jayne](#). Bookmark the [permalink](http://www.jaynechua.com/ri...).
RISE & SHINE BREAKFAST CAMPAIGN

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When Rise and Shine Community approaches us to be their blogger partner and ambassador, we readily agreed as a parenting website, we find their campaign meaningful and are happy to endorse it.

About Rise and Shine, it is a community initiative started by a group of mothers and Nanyang Technological University students. The mission of this initiative is to provide parents and educators alike an opportunity to learn, share and identify holistic approaches in raising healthier and happier children.

This is a nationwide campaign that is strongly support by major government agencies including Health Promotion Board, People's Association, Ministry of Community, Youth and Sports and the National Youth Council and many others. It is the first campaign of its kind in Singapore to drive greater attention to raising healthier and happier children.

We will be sharing about the campaign by Rise and Shine throughout the year, there will be activities, workshops and giveaways for our readers. Do look out for our website for updates.

Let's work together to raise happy and healthier children. You can also check out about Rise and Shine at their website and facebook.

 Posted by Parenting Talk at 12:22 PM

Recommending this on Google
RISE & SHINE BREAKFAST CAMPAIGN

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<table>
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Rise & Shine - A breakfast challenge for Moi!

I am pleased to share that Beanie N Us is proud to be part of a breakfast campaign and one of the Ambassadors and Partner Bloggers of Rise & Shine. Rise & Shine is a community initiative started by a group of mothers and four Nanyang Technological University students. The mission of this initiative is to provide parents and educators alike an opportunity to learn, share and identify holistic approaches in raising healthier and happier children.

What was interesting for me was to see these data which the NTU students put together when they conducted a primary research with 363 parents of primary school students in Singapore. Here’s what they found:

**Breakfast habits of kids in Singapore**

As a mum, the scary part of the statistics for me is that 1 in 3 children skip breakfast and that 46% said that there is not enough time to eat. What?!?! “Always bells sounding off here” is scary to me because I can only imagine how hungry the child would be making all the way till recess for a chance before he/she can finally have a bite!

The NTU students have come up with some interesting outreach activities as part of this Breakfast Campaign. For those who wish to find out more and educate your
child on the importance of breakfast and healthy breakfast options and choices (important for children to know as they will be buying their own meals during recess), the team puts up educational information and does story telling sessions at various shopping malls and libraries using an interesting story - Daniel and his Mystery Friends, which introduces Breakfast Friends.

For parents who are looking for ideas, the team also provides cooking demos too! Here's where you can view the schedules.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (56c of 93)

RISE & SHINE BREAKFAST CAMPAIGN

Additionally, you can find a link to healthy recipes here if you are looking for inspiration like me.

Now, as a working mother, for me breakfast is something which I do struggle with. Daily, I am usually the first to wake up, here and chauffeur everyone out of the house to work, etc. I will be the first to also admit that I do not take breakfast (yes "gasp") simply because I do not have the luxury of time to sit by the dining table, read the papers calmly and snack on my sandwich. (That, I feel, seems to happen only on TV or in families with no kids :) )

I am, however, very much about Dumpling having some 'power bites' packed for her daily in her snack box where she eats them at her Chinese class at 10-am. So far, my choices of breakfast for her have been ok, nothing exciting, just ok. So, it is no wonder that lately, Dumpling started 'rejecting' the snack boxes because she is well...just not interested in eating. Sigh...

It is a personal challenge for me now to google for interesting and enticing breakfast ideas which I will pack for Dumpling daily. Not only should it be yummy, it should also be healthy. My helper and I have been attempting to make things more interesting for her with cute bento stick picks for her sandwiches, etc. I do realise that this is not enough and it is a personal goal to put in more effort on packing healthy and yummy breakfast boxes for her.

The Rise & Shine Breakfast team helped me kickstart this breakfast challenge by sending me a breakfast kit last week. :)

beaniebus.blogspot.sg/2013/01/01/riseshine-breakfast-challenge-for-mom.html
I will be sharing my breakfast journey with Dumpling, the recipes and also will be
posting them on my Pinterest board. Do join me on this little journey of mine!

About Rise & Shine Breakfast Campaign
The Rise & Shine is a nationwide campaign that is strongly supported by major
government agencies including Health Promotion Board, People’s Association,
Ministry of Community, Youth and Sports and the National Youth Council and many
others. It is the first campaign of its kind in Singapore to drive greater attention to
raising healthier and happier children.

For more information, you can visit Rise & Shine’s Facebook page.

You might also like:

No comments
Post a Comment
RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (57b of 93)

So this Introductory post is for mothers like me – you want to do more for your children in the kitchen, but have neither the talent nor the interest.

Here are three simple things you can do:

1) Surround yourself with talented mothers who are passionate (and obsessed) with giving their children healthy and balanced meals. Get ideas from them, and let their enthusiasm rub off you.

2) Start SMALL, Keep it SIMPLE; and have a SCHEME. Take small steps which you think you can sustain, and use a plan to help you!

3) Enlist help from those who enjoy planning menu and preparing food. They could be other parents, your friends and even your own family whom you are trying to “serve”.

More about these in the next few weeks! In the meantime, I just want to say this, and this is truly my philosophy.

If you can, prepare a balanced and nutritious breakfast for your child.

Complex Carbohydrates

They are sources of glucose that your child’s brain needs to function efficiently every morning! They improve memory, concentration and learning. Go for wholemeal alternatives instead of whitebread as white bread generally has little to no nutritional value.

Low Fat Dairy

Low fat dairy is packed with calcium (good for the bones), magnesium (for muscle function), protein (for growth and repair) and vitamin A (for the immune system). It can be as easy as a glass of milk, slice of low-fat cheese in toast or a serving of yogurt.

Vegetables & Fruits

Both fruits and vegetables contain fibre and water for smooth body functions, with nutrients such as vitamin C and folic acid vital for health and prevention of illnesses. Although it is not common to include them in breakfasts, fruits and vegetables can be a colourful addition to your kid’s breakfast!

Protein

Essential for building, repairing and replacing tissues in the body, proteins are especially important when a child is growing and developing. Meat products commonly contain protein, but for your child’s breakfast, eggs, soy bean products and nuts are a healthier alternative source of protein.

A breakfast consisting of any of the five major food groups (Complex Carbohydrates, Low fat dairy, Protein, Fruits, Vegetables) is considered healthy.
Truly, a happy meal

Children who eat breakfast daily are associated with greater alertness, pleasurable tone and reduction in anxiety. All these contribute greatly to a better well-being in the long run!

Combat obesity

Studies have shown that children who skip breakfast tend to have a higher BMI as s/he gets hungry before lunchtime and are more likely to snack on foods that are higher in fats and sugar.

Fuel for the brain

Enrichment classes, tuition, tonics and...breakfast? Studies conducted have found that children who consume a healthy, high-energy breakfast perform better on tests of creativity and mathematics!

If you would like to have more ideas on making a nutritious breakfast, visit the Rise and Shine Breakfast site where you can learn how to make crunchy yoghurt, cheesy breadsticks, tuna and veggie wrap, and so much more! (Click here for the recipe page)
The Rise & Shine Breakfast Team recently gave me an almost impossible task. They delivered a pack of granola to my home, as part of the Rise & Shine Breakfast Campaign, which is a community effort that aims to promote healthy breakfast eating on a daily basis among children aged 4 to 12.

I say it’s impossible because granola is something my kids think hamsters eat.

My kids, Ben, Becks and Nat, eat their breakfast every day. If they are in daycare (which will continue for only two more months), the school serves a variety of breakfast food ranging from oatmeal to egg sandwiches. Baby Nat gets brown rice cereal every day too. On weekends, we look forward to getting our local fare fix. I take them to the wet market and hawker centres and they get their tastebuds localised to the deliciousness in kway chap, wanton mee, fried carrot cake and kaya toast. They meet Milo Dinosaur and Rosel Bandung, and on rare occasions, Ronald MacDonald’s. On rainy days, we stay home and I make them pancakes or mushi-pan.

I assure you they still eat healthy – I trim the fats in their kway chap, add
water to the bendung and remove the generous slabs of butter in their kaya twist.

But the Rise & Shine Breakfast Team clearly had a MUCH healthier alternative in mind when they sent me a pack of granola.

In the spirit of eating healthier for breakfast, I got the kids to try some granola last Saturday. It was a rainy morning, so we stayed home and had some hot pancakes topped with yogurt, ice cream with granola sprinkles.

The kids were very excited to be having ice cream on a cold day and took their first few bites with much enthusiasm.

The verdict? Faithirkias and Ben went yum and loved the crunch of the granola with its rolled oats, dried fruits and nuts. As for Becks, she announced after three mouthfuls, “I don’t like the beans. Yum the ice cream.” By beans, she meant the rolled oats. I had myself a hearty and healthy breakfast too, cleaning up her “beans” and eating the leftover pancakes!!

More information:

The Rise & Shine Breakfast Campaign is a community effort by a group of local...
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (58c of 93)

year students from NTU Wee Kim Wee School of Communication and
information that hopes to raise awareness of healthy breakfast eating among
children. Their efforts include ambient installations at libraries, malls and
primary schools, storytelling sessions, educational theatre performances and
cooking demos. Find out more at breakfast-riandealth-expo.com. The EXPO
also features healthy breakfast recipes you can create for your kids.

Rise & Shine is a nationwide campaign supported by government agencies
and prominent partners aimed at helping parents raise healthier and happier kids.

The Rise & Shine Carnival is happening on 3rd March 2013 at The Lawn @
Marina Bay. There are grand plans to set the record for the Largest Breakfast
Picnic Event in Singapore! Check out carnival.riandealth-expo.com for more
details.

You might like:
- Learning through craft with the Toddler Box - Product review & giveaway
- Sticky business
- Our dinner at Beanzte

ARCHIVES
- March 2013
- February 2013
- January 2013
- December 2012
- November 2012
- October 2012
- September 2012
- August 2012
- July 2012
- June 2012
- May 2012
- April 2012

Comments

Samantha says:

I made it hard to introduce him breakfast alternatives when one is present for him with school. I basically had been eating something like a mix of fresh fruit since 6 months old. I do need to amp it up a little (teeth...)

Post for thought: If you do have any left overs, you might want to try almond butter spreaded instead? Or maybe even a whole chocolate, cranberries & granola clusters (that fits into the 'healthy' profile thought)

MotherKao says:

Great idea. Sent almond butter spreaded dippers around. I wish we try making them with the leftover toasted!

Speak Your Mind

Name *
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**Rise and Shine, It's Breakfast Time!**

I've had it said to me a million times: "Eat your breakfast! Breakfast is the most important meal of the day!"

And now that I'm a mum, I find myself saying the same thing to my little ones.

The kids enjoy their breakfasts, and as weekday mornings, it's usually cereal, bread, fruit, and some form of tea. On other times, I sometimes manage to squeezing in pancakes and sausages or fish fingers, and often times in a white - the today - there's fish sticks.

While I currently don't feel that school starts too early in the morning for noisy, I know that it only happens once his last Primary school. Although there is still time after this to get a late breakfast. But the time will come when they might have to wake up before sunrise to get ready for school. And when that happens, the temptation to get more sleep at the expense of having breakfast will be very real. I know — I was one of those who it added fuel to the fire.

It is one trend that the team behind the Rise and Shine Breakfast Campaign hopes to address.

The initiation of a survey conducted on the breakfast habits of kids in Singapore uncovered some worrying habits. Approximately 94% of children skipped breakfast at least once a week, with nearly half of those citing having insufficient time as the reason. And when the children did not breakfast, they frequently relied on less healthy options over their healthier and more nutritious counterparts.

The aim of the Rise and Shine Breakfast Campaign is to raise awareness of these issues and promote healthy breakfast habits among children ages 4-12 years old. To do this, the team will be travelling to different libraries, malls and schools around Singapore to spread the message through the use of talks, workshops, as well as storytelling and theatre performances. So check out their [Events Page](http://lifeisinthesmallthings.blogspot.sg/2013/01/riseandshine-breakfast.html) to see when.
RISE & SHINE BREAKFAST CAMPAIGN

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They might be coming to a location near you.

And really, a healthy breakfast need not be difficult to put together. I was given a delicious packet of yummy granola by the Rise and Shine Breakfast team, which when added to some low-fat yoghurt, made for a healthy and tasty breakfast for me.

Even Nemo approved.

Life is in the small things: Rise and Shine, it’s Breakfast Time!
RISE & SHINE BREAKFAST CAMPAIGN

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Stuck for ideas for easy and healthy breakfasts? Check out the Rise & Shine page for more!

The finale of the Rise and Shine Breakfast Campaign will be the Rise and Shine Carnival, Singapore’s largest breakfast fest, which will be taking place on Sunday 3 March 2013 at the Law! Marina Bay. Registration for this event is now open! They’ve got heaps planned so do go regular to join in the fun!

Do also visit the Rise and Shine Facebook page to find out more about the campaign and details of upcoming events.

I am excited to be one of the partner bloggers for Rise and Shine, a children’s health and development app which will be taking place in September this year. I will be blogging more on matters relating to children’s health and development this year so do watch this space!

You might also like:

http://whatsonthings.blogspot.com/2013/03/riseshinebreakfast.html
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Rise & Shine… It’s Breakfast Time!!!

We are excited to announce that our inaugural Rise & Shine
Breakfast.

The main reason for the initiative is to provide parents with
opportunities to teach, share and identify healthy approaches
towards healthy and happier children.

The Morning Truth:
A study links depression to at least one meal.
And 8% and that wasn’t enough time to eat.
As a child grows older, he/she is more likely to skip breakfast.

Breakfast
A meal that helps the child to

Why is breakfast so important?
According to research,
Children who skip breakfast:
- Usually have lower food consumption in class.
- Are more likely to be overweight.

The family is the first place the child learns.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (60b of 93)

Check out,
Rise & Shine Breakfast Bag
for great tips and breakfast recipes.

Top tip:
Remember to cut the

top & beck off the

bun before cutting

the

bun in half.

This is an important step in

making the perfect breakfast.

Make sure to use

breakfast

bag

to keep the

bun fresh.

This will give you

enough

energy

to

get through the

rest of the week.

Jennyspanish and
take a break at the

Breakfast Bar

for a quick

snack.

Easy:

Fruit Tarts

Homemade

Breakfast

Bags

https://jennyspanish.blogspot.com/2013/09/rise-shine-breakfast-promotion.html
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<td>Jenn Lee</td>
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Our Journey with AJ
My diary on bringing up AJ

SUNDAY 27 JANUARY, 2013
(Rise & Shine) Chocolate Mud Breakfast Recipe

No, no. It is not this kind of chocolate mud cake that I’m referring to. It is the version of Chocolate Mud, a welcome one. I named it as Chocolate Mud because it is more appealing to the kids (as) anything that has chocolate attracts kids, agreed?

This healthy recipe is very easy to prepare (under 10 mins). Go to kitchen when you are short of time yet, you want your children to have a wholesome breakfast before they off to school.
RISE & SHINE BREAKFAST CAMPAIGN

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Ingredients:
- aquafaba
- cocoa powder
- raw sugar
- water or pureed
- milk or cream sour

Step 1: Mix the ingredients in a blender until smooth. Transfer the mixture to a small pot and heat on medium heat. Stir occasionally until the mixture thickens and sets. Serve immediately.

Step 2: Enjoy your healthy and delicious breakfast!

Tips for Success:
- Use high-quality ingredients for the best results.
- Adjust the sweetness to your liking.
- Store any leftovers in an airtight container in the refrigerator for up to 3 days.

轉自：[連結]

*Healthy, simple, and delicious! Try this today!*

---

 Mention healthy options for dinner like quinoa, tofu, or lentils. Stay tuned! 

[Logo] [Facebook] [Instagram] [Twitter] [Email]
Gimme my brekkie

According to a recent survey conducted among 450 parents across 3 primary schools, 5 in 3 schoolchildren skipped breakfast at least once a week. And out of this pool, 44% of parents admitted there was not enough time for the child to have his breakfast properly.

This is dangerous because this particular child is more likely to skip breakfast as he/she grows older.

So when it comes to breakfast for both Ash & Ayd, there can be no such compromise. Even if I have to wake them up slightly earlier in the morning for them to down their breakfast, for them, they usually have a piece of bread or cereal at home followed by skipping a packet of milk enroute to school.

Because as the saying goes... Breakfast is the most important meal of the day.

Research has shown that children who eat breakfast daily are associated with better alertness, greater
RISE & SHINE BREAKFAST CAMPAIGN

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So it is with this in mind that Rise & Shine—a community initiative started by a group of mothers and Nanxing Technological University students—was formed. The mission of this initiative is to provide parents and educators alike an opportunity to learn, share, and identify holistic approaches to raising healthier and happier children. Or for a start—to promote healthy breakfast eating as a daily habit among children aged 3 to 15 years of age. And no, that tax hour, you can't just put that down.

To get things started, the team has lined up a host of breakfast-related activities where exhibitions, performances, story-telling sessions and even cooking demos will be held at public libraries and primary schools to spread the message of having breakfast daily. Click HERE to see the event schedule. In need of ideas on how to whip up a nutritious breakfast for your child? Visit the Rise & Shine’s breakfast website HERE!

Here at healthymum.com, we are passionate about all things family. So I am extremely honoured to be one of the first bloggers for Rise & Shine, where the goal is straightforward enough—to raise children healthy in all aspects (social, physical, mental, emotional and mental).

Come March 2012, bringing together babies and young kids to the Rise & Shine-Celebrated song, billed as Singapore’s biggest breakfast festa.

Enjoy a healthy breakfast picnic with your family and me, your little ones be entertained with a line-up of gigantic bouncy castles, sports and arts engaging crafts including balloon sculpting, face-painting and stage performances.

Registration fee is S$10 per adult with free admission for children aged 12 and below. Every paid participant will receive a set of play coupons worth S$10, and if you are the first 200 to sign up, you get a cookie bag worth S$5! To sign up, kindly click HERE. Visit http://jumbliebreakfastexpo.com/ for more information.
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**Foodie Fridays - 10mins breakfast Pancakes & Eggs!**

Having survived the first two weeks of breakfast prep challenge, I am pleased to say that I am slowly getting the hang of preparing breakfast in the morning. My body seems to have been accustomed to getting up at the said time. :)

The focus is still very much on creating easy, quick and yummy breakfast snack boxes and I usually alternate between Asian / Western and between savoury and sweet items.

Here’s 2 quick ideas to share:

1) Scrambled eggs with ham sandwiches

The mini sandwiches are moulded into flower shape with flower moulds and stamped thereafter with the stamps below. I bought them from this Facebook shop.
RISE & SHINE BREAKFAST CAMPAIGN

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2) Star shaped pancakes!

The star mould for the pancakes are from Daio :)

What have you been packing for your children this week? I hope that you have as much fun as I did!

You might also like:

- Boonie Babies/10
  - Mini Breakfast Challenge: Step
  - Step 3
- Breakfast - A
  - Breakfast challenge for adults
  - Mummy blog: Anyone?
- Foodie Fridays - Five pancakes
  - Foodie Fridays - Topic 11
  - Foodie Fridays - Topic 12

beanieaus.blogspot.sg/2013/02/foodies-fridays-10mims-breakfast.html
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:: epicurean escapism ::

by ovenhaven

Rise & Shine (Recipe: Granola Berry Parfait)

Posted on February 8, 2013 by ovenhaven

As some of you would have realised by now, breakfast is possibly my favourite meal of the day. I’ve had more “on today’s breakfast table” photos on my Instagram, than any other meals in fact. A good breakfast gets me started on the right foot and sets the mood for the rest of the day. I’m sure everyone understands by now that a good breakfast keeps you alert, energised and focused all the way till lunch, although I’m also pretty sure most of us have
had our fair share of experiencing the midday slump a little too early, glancing ever so eagerly at our watches waiting for lunch hour amidst stifling tummy growls, all thanks to skipping this most important meal of the day.

I must admit though, I haven't always liked breakfast. As a child, I remember my mother would nag me as I pushed my food around my breakfast plate, or attempt to hide the egg beneath whatever little crumb of toast I had left (I do love my toast!). As I grew older, the "I'm late for school" excuse would come much too often, yet in typical maternal premonition of sorts, she would already have had my breakfast in a sandwich bag. And I am ashamed to say, there were days when that sandwich bag would just remain in the depths of my backpack for days' end.

Now that I'm a breakfast convert (if you may call it), and have my own little one, I would hate for karma to bite me in the sandwich bag in the future. And that is the reason I am honoured to be an ambassador for the inaugural Rise & Shine (http://www.riseshine-expo.com/), the world's largest children's health and developmental expo.
Did you know that 1 in 3 primary school students go without breakfast daily? Neither did I. Alarming, isn’t it? With ambient installations and cooking demonstrations for parents, as well as story-telling sessions and school performances for the little ones, the Rise and Shine team
RISE & SHINE BREAKFAST CAMPAIGN

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hopes to educate parents and children and inculcate the love for healthy breakfast in children aged 4 – 12. Interested to know more? You can find more information, along with listing of events, and ongoing giveaways on the Rise and Shine Facebook page here (https://www.facebook.com/RiseAndShineExpo). Also, stay tuned for a little surprise next week for my dearest readers!

As part of the Rise and Shine Breakfast Campaign (http://breakfast.riseshineexpo.com/), I had received a nifty breakfast kit, which includes this delicious granola from the talented Sbonie of MaameeMoo (http://www.maameemoomoo.com/blog/), and as much as I would have loved to just dig into it immediately (trust me, it was that good), a parfait sounded more, errrr, ladylike.

(http://ovenhaven.files.wordpress.com/2013/02/granola-parfait.png)
Granola Berry Parfait

(serves one)

125 grams (mini tub) low-fat blueberry yoghurt
8 – 10 strawberries sliced
a handful of raw almonds
1 tablespoon dried cranberries
1/2 cup granola

In a tall glass, alternate the layers beginning with strawberries, then yoghurt, then granola.
Finish off with strawberries, almonds, and dried cranberries.

(http://ovenhaven.files.wordpress.com/2013/02/granola-parfait1.jpg)

About these ads (http://en.wordpress.com/about-these-ads/)
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Rise & Shine Breakfast Campaign
RISE & SHINE BREAKFAST CAMPAIGN

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Not long ago, I received an email from the Rise And Shine team regarding a Breakfast Campaign for children age between 6 to 12 years. For your information Rise And Shine is a community initiative started by a group of mothers and Nanyang Technological University students. The mission of this initiative is to provide parents and educators alike an opportunity to learn, share and identify holistic approaches in raising healthier and happier children.

Just like other parents, sometime I am also headache on what kind of breakfast to prepare for my boy who is nine this year. As a child in primary 3, my boy is still quite picky with his food especially breakfast. And most of the weekdays morning he only drinks a glass of milk rather than having bread or cereals before heading to school.

From the info-graphic statistic table shown above, we could roughly have an idea of the “Breakfast Habit of Kids in Singapore”. Like what mentioned above, most of the kids do not have enough time for breakfast which I personally agreed to it. With most of the primary school starts between 7.15 – 7.30am, kids tends to skip breakfast due to the morning rush (traveling or wake up late). Unless schools start late around 9.00 or 9.30am like most of the foreign countries or they enforce a “breakfast” together campaign where all the school kids get together to have breakfast in the class before lesson.

As one of the Rise And Shine Ambassadors, we received a Breakfast Kit which contains some useful information about this Breakfast Campaign as well as how to prepare healthier breakfast for the kids. In it there was also a trial pack of Granola made by Shere from Maanernamocom where we could use it to make some yummy breakfast for the kids.

Below are two different breakfast ideas that we have tried using the granola.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (65c of 93)

Granola On Peanut Butter Toast

Peanut Butter Toast WITH Granola and Nuts

RISE and SHINE is a nationwide campaign that is strongly supported by major government agencies including Health Promotion Board, People’s Association, Ministry of Community, Youth and Sports and the National Youth Council and many others. It is the first campaign of its kind in Singapore to draw greater attention to raising healthier and happier children. They also conduct regular activities in malls, schools, libraries and etc on stars telling, cooking demos and many others. More details at http://breakfast.shine.org.sg/

Furthermore, RISE and SHINE Carnival 2010 is happening on Sunday, 28 March 2010 at The Lawn @ Nachia Bay where they are planning to set a record for the Largest Breakfast Picnic in Singapore. You can also read more about this event @ http://shine.carnivalonline-expo.com/.

Cuisine Paradise
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Do you know that 1 in 3 primary school students don’t eat breakfast daily?

Based on a survey conducted with 360 parents of primary school students in Singapore by a group of local primary students from NTU Women’s College, most children are very likely to skip breakfast too when they are sick.

How is this a problem?

According to researchers, children who skip breakfast:

- Tend to be restless and slow concentration in class;
- Are likely to be moody and impatient;
- Are at higher risk of weight problems in later years;
- To make matters worse, these applicable students started a campaign called Rise & Shine Breakfast Campaign, a community effort that aims to promote healthy breakfast eating on daily basis.
RISE & SHINE BREAKFAST CAMPAIGN

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<td><a href="http://blog.mamashoppe.com/2013/02/rise-shine-carnival.html">http://blog.mamashoppe.com/2013/02/rise-shine-carnival.html</a></td>
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</table>

Rise & Shine Carnival

My boys love funfairs, carnivals and all things fancy... and we're really looking forward to the Rise & Shine Carnival that is happening at The Lawn @ Marina Bay on 3 March 2013. In addition to the usual floats, bouncy castles, games, pony rides, crafts and lots of other fun things await you and your family at the carnival. Tickets at $1 per adult and $1 for children under 12 years old are now on sale online... and we have a giveaway: 2 sets of 2 adult tickets! Just leave a comment here if you'd like to attend the carnival. We'll be picking 2 winners randomly on 24 Feb 2013. 2359h. See you at the picnic!
RISE & SHINE BREAKFAST CAMPAIGN

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<th>Blog</th>
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<td>Headline</td>
<td>Rise &amp; Shine, let’s picnic!</td>
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<tr>
<td>Blogger</td>
<td>Elizabeth Wu</td>
</tr>
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</table>

Shall we do breakfast together?
Join us, and many other families, at Singapore’s largest picnic event next Sunday, as we aim for the Singapore Book of Records for the largest ever picnic breakfast at The Lawn (Marina Bay) on 3rd March.

Besides 4 hours of sunshine and picnic fun, there will also be bouncy castles for the kids, a series of sports try-out, stage performances by young people from our schools and community, nutritional food demos, engaging craft activities,pediatric massage and a tent dressed Mummy and Baby contest with shopping vouchers and Philips Arena prizes – in store at the fiesta.

Not too mention precious moments of family time and lots of open space and fresh air. Picnic mat included (first 1000 to register will receive a picnic goodie bag worth S$100) but bring your own food through.

Or we could share our sandwich. Just look out for the family with the most rowdy kids.

* Giveaway *
The organizers of the Rise & Shine Carnival are giving away 2 sets of 2 adult tickets to 2 readers of this blog (that’s one pair of tickets for one lucky reader each).
All you need to do is “LIKE” the Rise & Shine Facebook page and “SHARE” the Rise & Shine Carnival Event Poster. After you’ve done so, drop me a mail at elizabeth@motherkao.com so I can get back to you. Fattest fingers first (I will update this space once the tickets are given away.)

UPDATE: The 2 pairs of tickets have been given away! Thanks for being and sharing, and see you at the picnic!

More detail of the Rise & Shine Carnival:
The registration fee costs $8 per adult, plus 7% GST. Free admission for children aged 12 and below. Every paid participant will receive a set of play coupons worth $10.
Get a goodie bag worth $100 if you are the first 1000 to sign up.
For more information, connect with Rise & Shine on their FB page or website.
RISE & SHINE BREAKFAST CAMPAIGN

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Tuesday, February 19 2013

Rise & Shine Carnival + Giveaway!

(Daddy blogs)

A few weeks back, I shared the importance of having breakfast because quite simply - research has shown that children who eat breakfast are associated with greater attentiveness, greater time, reduced anxiety...and they perform better on tests of creativity and mathematics too!

So what better way to ensure healthy booster fuel going on a daily basis among children than to organize Singapore’s largest breakfastSince on 19 March 2013!

The Rise & Shine Carnival was at some huge breakfast place at The Long Island Condo, where kids could be kept busy with a line-up of gigantic bounce castle, sports tournaments, engaging arts including balloon sculpting, face painting and stage performances.

Sounds loads of fun!

For a glimpse of activities that you and your family can partake in, kindly click HERE.

Registration fee is $8 per adult with free admission for children aged 12 and below. Every paid participant will receive a set of play materials worth $20. But hurry! If you are the first 1,000 to sign up, you get a Google Bag worth $30 and Click HERE to sign up.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (71b of 93)

*RUNO!*

Entries to Rise & Shine Carnival will be getting away ONE PAIR of tickets each to TWO lucky readers!

Details of the giveaway can be seen at http://www.riandeashine.com/giveaway.

Written by: Chen Yen Yen

No comments.

Post a Comment

Like / Share / Follow

www.riandeashine.com/2013/Rise-shine-carnival-giveaway.htm
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<tr>
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</table>
Cranberry Oatmeal Muffins
(adapted from here)

1/2 cup wholemeal flour
1/2 cup all-purpose flour
3 tablespoons brown sugar
1 tablespoon baking powder
3/4 teaspoon salt
1/2 teaspoon cinnamon
1 cup organic rolled oats
1/2 cup dried cranberries
1/4 cup olive oil
1 egg, beaten
1 cup soymilk

Preheat the oven to 200°C. Grease a muffin pan, or line the wells with paper muffin cups. Mix the flour, sugar, baking powder, salt, and cinnamon together in a large bowl. Stir in the oats and dried cranberries. Whisk the olive oil with the egg and milk. Stir the liquid into the dry ingredients just until combined. Fill the prepared muffin cups 2/3 full with the batter. Bake for 15 – 18 minutes.
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<td><strong>URL</strong></td>
<td><a href="http://www.loveourchildrennow.sg/2013/02/20/breakfast-again/">http://www.loveourchildrennow.sg/2013/02/20/breakfast-again/</a></td>
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</table>

In a recent blog post, Elisa Choo, a passionate advocate for child nutrition, shared her insights on the importance of breakfast. She highlighted the role of regular morning routines in establishing healthy eating habits. Elisa, whose blog is dedicated to raising awareness about children's nutrition, emphasized the significance of breakfast in setting a positive tone for the day.

She wrote, "Breakfast is one of the most important meals of the day. This is when we break our digestive system after a long period of fasting, hence the name ‘breakfast’. It sets the stage for the day, and fuels our bodies for the activities to come."

Elisa also shared personal anecdotes, making her article relatable and engaging. She wrote, "Breakfast is a time when we connect with our family. It's a time to share, to bond, to learn, to discuss, to give support and even to teach children the importance of good nutrition."

Her blog post was a heartfelt call to action, urging readers to make breakfast a priority in their daily routines. She concluded with a message of hope, "Let's start the day with a healthy, balanced breakfast, a time for family, and a time for health!"
**RISE & SHINE BREAKFAST CAMPAIGN**

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**RISE & SHINE CARNIVAL + GIVEAWAY**

Here’s something fun that will be coming up in less than a week: the Rise & Shine Carnival.

Singapore’s largest breakfast picnic carnival will be happening at The Lawn@Marina Bay on Sunday, 3 March 2013 from 8.30am to 12.30pm. Come join in the action as the organisers are aiming to set a new record for biggest breakfast picnic turnout! There lots planned for the whole family to enjoy, including bouncy castles, balloon sculpting, face-painting, and sports try-outs. There’s also concerts and lucky draws with attractive prizes to be won. But I’m sure the best part of it all will be the opportunity for you to sit down to enjoy breakfast with the family in a fun new setting.

Tickets to the event are priced at $8 per adult (kids 12 and under enter free) and can be obtained by registering at www.riseandshine-expo.com.

Or, if you want to try your luck, we have two pairs of tickets to this event to give away to our readers! To stand a chance of winning a pair of tickets, hop on one this post on my Facebook page, share it and leave a comment by Monday, 25 February 2013, 6pm. Two winners will be randomly selected.

Good luck!
RISE & SHINE BREAKFAST CAMPAIGN

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Rise And Shine Carnival @ The Lawn

This coming 21 March 2013, Rise And Shine is organizing Singapore's largest breakfast fiesta known as Rise And Shine Carnival at The Lawn, Marina Bay. Every family can gather and come together with older or young children and have a fun Sunday morning as well as be part of it to set a new record for the biggest breakfast picnic known.

At the carnival, little ones would be enthralled by lot of fun games such as gigantic marbles, engaging crafts including balloon sculpting, face-painting and similar stage performances. The Rise and Shine Carnivals also aim to prepare you and your children to bond as a happy and healthier family.
RISE & SHINE BREAKFAST CAMPAIGN

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For more information on the Terms and Conditions plus Registration Details, please refer to their event registration page shown at the end here.

As one of the Ambassadors of Rise And Shine Campaign, Cuisine Paradise is partnering with Rise And Shine to give away some complimentary Rise And Shine Carnival Admission Ticket (2 Adult Ticket) & 2 FREE lucky draws. Upon winning, you would join us on your kids at the Rise And Shine Carnival on 12 March 2013.

How To Win:
1. Click LIKE and SHARE the above photo over at Cuisine Paradise Facebook Page (HERE) AND
2. Leave a comment (on Facebook) sharing with us one of your breakfast idea for your kids, example: egg mayonnaise with wholemeal bread.

Closing Date: 22 February 2013 (11:59PM)

*Giveaway is open to those resident in SINGAPORE only and with a valid mailing address.

[Updated on 25 February 2013]
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Blog | The Kam Family
---|---
Headline | Rise & Shine-Largest Breakfast Carnival
Date | 23 February 2013
Blogger | Tzer Jing Seng
URL | http://www.thekamfamily.com/2013/02/rise-and-shine-largest-breakfast.html
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Rise and Shine Carnival

Being a partner blogger and an ambassador for Rise and Shine kids, I am very pleased to share a family carnival happening this Sun!

I have always wanted for Dumpling to try her hand at other sports to improve her hand-eye coodindation and motor skills! If you are the same - there's soccer and mini-golf for your kiddos to try out! Or perhaps you want your little ones to have a go at something a tad different - how do you feel about letting your kids try their hands at fencing or wushu? There's also Art and Craft to let your child explore his/her creative side.

While you are there, get a family photo taken at the family photo booth. Or you can even get your face painted together with your child.

Beanie N Us has 3 pairs of tickets (kids below 12 go in for free) to give away where you can participate in all of these! Here's how you can participate!

1) Please show your support by clicking 'like' on my FB page and on Rise and Shine FB page

2) Leave a comment below on which activity you like to try at the carnival!

3) Leave your name and email address so that I can contact you for your personal details (The good folks at Rise and Shine need it to admit entry) (Contest closes in 48 hours on Wed, 12th March ’13.8)

Good luck!
RISE & SHINE BREAKFAST CAMPAIGN

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</table>

Announcement: Dear friends and readers, we are in the midst of working hard and moving to a brand new website. All contents of Parenting-Talk Blog will be moved to the new website and we will inform all our collaborators on the new website address when it is ready. You can also check out this page for the new website address. We would like to thank you for all your love and support :) Here’s wishing you Happy New Year!

Love bears all things, believes all things, hopes all things, endures all things.

1 Corinthians 13:7

WEDNESDAY, FEBRUARY 27, 2013

[Winners Announcement] Singapore’s Largest Breakfast Carnival Winners!

The Lucky Winners are:

1) Donna Oh
2) Sheila Ong

Rise & Shine representative will get in touch with you. Congratulations to all our winners and see you at the carnival.

Thank you everyone for your overwhelming support and for participating in this giveaway.

Please do come and join us at the Carnival.

Event details as follow:

Event: Rise & Shine Carnival
Day/Date: Sunday, 3 March 2013
Venue: The Landmark Marina Bay (open space between Marina Bay Financial Centre and The Sail)
Time: 8.30am to 12.30pm
Price: $8 per adult (Free for children under 12)
Goodie Bag: First 1,000 participants who register will receive a picnic goodie bag worth $10
Event Registration Website: www.riseandshine-expo.com
Organizers: Rise & Shine, NTU Wee Kim Wee School Students

For more information about Rise & Shine, please click the link here.

Posted by Parenting Talk at 6:36 PM
Recommended link on Google
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Foodie Friday: Ideas for Rise & Shine

The Rise & Shine Carnival - Singapore's largest breakfast fest is taking place this Sunday. If you're planning to bring your family, but still undecided what to pack for the plonk, here are some of my suggestions:

- Good 'O Satisfying Sandwiches: Pick up a loaf of wholesome bread and stuff it with your choice of musty fillings, egg mayo, lettuce, tomato, tuna, ham, cheese, etc.

- Palatable Pastries: Bake your favorite bakes and pick up a variety of sweet and savory pastries. Freshly baked croissants, scones, swirled or muffins are filling and easy to transport. Or grab a bag of snacks from the supermarket along with a tub of cream cheese spread for a tasty treat. You can pop those in the oven before you leave for the plonk.

We are Chat!

Connect with Us!
RISE & SHINE BREAKFAST CAMPAIGN

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PrincessDanaDiaries | A Singapore Parenting Website | Foodie Friday: 1d... | http://www.ourprincessdana.com/2013/02/foodie-friday-ideas-for-rise-shi...

- Refreshingly Healthy Fruits: Fruits taste wonderful on humid days. Layer fresh berries and bananas with yogurt and cereal/granola toppings in a jam jar, screw on the lid and take it to go! Or string your favorite fruits into skewers nifty enough for little hands.

- Drinks: Don’t forget to bring a thermos of your favorite cuppa whether it’s orange juice, breakfast tea, coffee or this refreshing Lemon Mint Cucumber Water to beat the heat. This cucumber water can be used as a facial spritz too.

Rise & Shine aims for the Singapore Book of Records with the first and largest ever Breakfast Picnic in Singapore. Take a seat on the greens on The Lawn with the exclusive Rise & Shine picnic mat – find out how you can redeem the picnic mat here - that comes along with the foodie bag. If you’re not registered, you can still join us on the spot. I’m praying for breezy cool weather so the kids can have an enjoyable picnic and lots of fun at the carnival. See you there.
RISE & SHINE BREAKFAST CAMPAIGN

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Little Little Wonders around you.....

I am a mother of the lovely Arshitha. She is 6 years, I call her Arshi most of the time. I love exploring little little things around me and I always believe in making a family time. This helps us stress out and bond with each other easily. I try to keep exploring places around me and also keep visiting places that interests me and Arshi.

Monday, 4 March 2013

Rise and Shine Carnival

This Sunday we went to rise and Shine Carnival. Thanks to Sengkang Babies, we won a pair of tickets as a give away in their blog. Kids below 12 years go free. So Arshi’s is for free. It’s aim is to promote having breakfast among kids. It was a fun filled event for the whole family. It was held at Jance, Marina Bay. We had to get up early. I packed some breakfast for us and we headed down to the carnival. We were there by 8.15 am. Already many people were there and were comfortably settled in their picnic matt (given along the goody bag). We went for a short trip around the carnival before settling in our picnic spot. I should say, Arshi was all in fun throughout the morning. One important event was there. It was a record breaking event for the maximum number of persons having breakfast at a single location and we were part of that. Honorary for us and our friends over there. It was headed by Dr. Amy Khoo, Ministry of health and Ministry of manpower.
RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (85c of 93)
# RISE & SHINE BREAKFAST CAMPAIGN

## Media Clippings (86a of 93)

<table>
<thead>
<tr>
<th>Blog</th>
<th>Mother Kao</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>Rise &amp; Shine, it’s picnic time!</td>
</tr>
<tr>
<td>Date</td>
<td>5 March 2013</td>
</tr>
<tr>
<td>Blogger</td>
<td>Elizabeth Wu</td>
</tr>
</tbody>
</table>
I made some ham and cheese sandwich and the wonderful grandparents and aunt got up early to join us, not before going to the market to get some vegetarian booths, and we had ourselves a hearty, healthy meal while being part of the largest breakfast picnic turnout in the Singapore Book of Records.

The kids had a ball chasing flying balloons, shaking hands with stunt walkers and mascots, and jumping on bouncing castles.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (86c of 93)

When it wasn't too crowded and we needed queue, Dan did his sports try-out and had some fun batting a ball for cricket. Becks and Nat were just too happy munching on the free samosas of rice krispies and cornflakes from Kellogg's, and drinking Ribena.
I think it's a splendid idea to rise and shine early once in a while and spend such lovely time with family.

You might like:
- Kid-in-the-box
- Men, interrupted
- Sticky business
<table>
<thead>
<tr>
<th>Blog</th>
<th>Olimomok</th>
</tr>
</thead>
<tbody>
<tr>
<td>Headline</td>
<td>Singapore’s largest breakfast picnic carnival</td>
</tr>
<tr>
<td>Date</td>
<td>5 March 2013</td>
</tr>
<tr>
<td>Blogger</td>
<td>Debra Li</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://olimomok.livejournal.com/758001.html">http://olimomok.livejournal.com/758001.html</a></td>
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</table>

We were blessed with awesome weather – it was overcast, incredibly windy and truly a perfect day to be outdoors.

We met up with our friends and the kids were quite happy to run amok in the open space while chowing down on our breakfast of sandwiches and iced Milo. It was truly a heartwarming sight to see families around doing the same.

The event kickstarted with a Yummy Mummy and Baby contest. I was invited to be one of the panel of judges together (with two other parent bloggers) – it was my first time judging anything! Still, I think I got it a lot easier than the contestant mummies. They looked AMAZING and presented themselves and their little mini-mes very well. It was really hard for me to decide who I wanted to root for!
There was an impressive lineup of health-related activities at the carnival. Roaming mascots, a lovely children's choir performance, TCM demonstrations (which I found very intriguing), skits about eating healthy breakfasts, lucky draws and many more. We didn't manage to see everything but I think we were kept plenty entertained all morning.

Sean tried his hand at folding an origami ladybug and got a Batman mask painted on his face (Batman is his default face-painting choice, it seems). He had a go at the bouncy castles and tried out new-to-him sports like fencing and golf.

Ry had his share of fun too. He chased balloons, rode Jie Fe Charlene's bike, did some fishing and even got his first tattoo. He was feeling a little under the weather that day but thankfully, held up alright till noon.
It was an invigorating way to start our Sunday morning. Thanks for having us, Rise & Shine!

The Rise & Shine movement is all about raising healthy children. It is an initiative borne out of a common desire between a group of mothers, who want their children to start their lives healthy, happy and strong, and a group of final year NTU students, who wants to inject their passion for breakfast into a meaningful cause for children. I am a partner blogger for Rise & Shine – Will be sharing more initiatives in time to come. Stay tuned!

Tags: activities

leave a note

( leave a note )
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (88a of 93)

<table>
<thead>
<tr>
<th>Blog</th>
<th>The Heng Family Travel Blog</th>
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<tr>
<td>Headline</td>
<td>Rise &amp; Shine 2013</td>
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<td>Date</td>
<td>6 March 2013</td>
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<tr>
<td>Blogger</td>
<td>Phoebe Lau</td>
</tr>
<tr>
<td>URL</td>
<td><a href="http://bpdgtravels.blogspot.sg/2013/03/rise-shine-carnival-2013.html">http://bpdgtravels.blogspot.sg/2013/03/rise-shine-carnival-2013.html</a></td>
</tr>
</tbody>
</table>

**B.P.D.G. travels**

Rise & Shine Carnival 2013

It was a lovely Sunday morning. We woke up early to participate in the Rise & Shine Carnival - Singapore's largest breakfast festival at the Esplanade. The carnival aims to bond families together while promoting healthy lifestyle through this inaugural breakfast event. There were also a variety of activities for the kids to engage in.

We were one of the early birds to set up our place mat and munch on our breakfast especially prepared by Hubby.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (88b of 93)

It was a windy morning - perfect day for kite flying. So easy and relaxing that I almost wanted to catch up on my hours sleep!

Free apps were given out and it was a bonus to our breakfast party.

We WORK out TIME and feeeet surprise to see Cheryl going up for towering record.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (88c of 93)

Gladys is a natural when it comes to sports. She loves to engage herself in physical activities and takes pride in completing them.

[Images of children playing]

[Images of a bounce house and children]

[Images of children walking and running]

[Images of a family playing]

July 2008 (4)  
June 2008 (2)  
May 2008 (1)  
December 2007 (5)  
October 2007 (1)  
July 2007 (1)  
April 2007 (1)
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (88d of 93)

The response at the RISE & SHINE Carnival had been encouraging with many parents and children waking up early to partake in the event. Free tickets, balloons were given away and we saw & Eddie hugging with their beautiful Rowena. Competing in the Family Fun Run, Vanny & her cousins.

We were also excited to join other families in waiting the record for the longest breakfast table event in the Singapore Book of Records.

Finishing with a group of friends is always fun. It’s always happy to have a wholesome breakfast from your own granola bar. Which starts the next day.

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RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (88e of 93)

- Hong Kong 2012 - Day 4 (Part 1) Po Lin Monastery -
  4 September 2012 - Po Lin Monastery (觀塘蓮社)

Po Lin Monastery has always been part of our itinerary in all our trips to Hong Kong. Today we simply arrive to see what...
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (89a of 93)

<table>
<thead>
<tr>
<th>Blog</th>
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<td>Headline</td>
<td>Rise &amp; Shine at Singapore’s Largest Picnic Carnival</td>
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<td>6 March 2013</td>
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<tr>
<td>Blogger</td>
<td>Angeline Sim</td>
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<tr>
<td>URL</td>
<td><a href="http://www.ourprincessdana.com/2013/03/rise-shine-at-singapores-largest.html">http://www.ourprincessdana.com/2013/03/rise-shine-at-singapores-largest.html</a></td>
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We participated in the Rise & Shine Carnival held last Saturday, March 3rd 2013 where the record for the largest breakfast picnic turnout in the Singapore Book of Records was set! We arrived at 8am to be greeted by a sea of families enjoying a breakfast picnic on the lawn @ Marine Bay. What a stunning sight! We couldn’t have asked for a more breezy weather for a picnic. Soaking in the relaxed carnival atmosphere, we enjoyed our first ever family picnic on the lawn in the heart of Singapore’s CBD. It was definitely worth sacrificing an hour or two of sleep to Rise & Shine!
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (89b of 93)

PrincessGanaDiaries | A Singapore Parenting Website: Rise & Shine at 3... http://www.princessgana.com/2015/03/rise-shine-at-singapore-largest...

Here are some beautiful memories of the Rise & Shine Carnival taken by Daddy. Enjoy!

About Us

Dad's Mommy

A proud tinytummy & confident, almost too much of a blessed little girl. A blessed wife to a faithful husband blessed with a myriad array of talents. Nailed it as a family, we are the font of joy, songs, fun and travel the world. This blog is dedicated to the's precious gifts to our daughter, Eliza. We pray that we will be good stewards, bringing her up in the ways of the Lord. And let me say, your children will be a joy in your sight, a crown in your hand. To contact us, please email angelineam@yahoo.com

View my complete profile

Our Happy Family

Proud to be a family
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (89d of 93)

PrincessGanaDiaries | A Singapore Parenting Website: Rise & Shine at 3... https://www.princessgana.com/2015/03/ri...
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (89e of 93)

PrincessCanaDiaries | A Singapore Parenting Website: Rise & Shine at 3...  http://www.princesscana.com/2013/03/rise-shine-at-singapores-largest...

Dog Archive:

- 2013 (3)
- March (3)
  - Smart Kids Asia 2013
  - The magic of Tintin comes to Princess & Heros...
- Women's Wednesday: Why
  - World AIDS Day is Special...
- Tuesday's Thoughts: A Shadow of
  - A Tiger Man?
- Disney on Ice presents
  - Princess & Heroes
  - (Giveaway): We Love
    - 3 Kiki/CRAW
- Rise & Shine at Singapore's
  - Largest Farm Carnival...
- (Giveaway): SmartTots Asia
  - Carnival 2013
- The Best Food Blog Award
  - February (13)
  - January (13)
- 2012 (11)
- 2011 (14)
- 2013 (48)
- 2009 (2)
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (89g of 93)

PrincessDaysDiaries | A Singapore Parenting Website: Rise & Shine at 3... http://www.ourprincessdays.com/2015/03/rise-shine-at-singapores-larget...
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (89h of 93)

PrincessGanaDiaries | A Singapore Parenting Website: Rise & Shine at 3... http://www.princessganadiaries.com/2013/03/rise-shine-at-singapores-largest...

3 comments:

CONGAPA followers...  

It was a pity we had to miss the event! I meant to say this much earlier but I was better late than never. Your daughter is beautiful and had so much fun! It must be rewarding photographing her!  
MAR 6, 2013 AT 3:42 AM

Valerie H said...
Media Clippings (90a of 93)

<table>
<thead>
<tr>
<th>Blog</th>
<th>Sengkang Babies</th>
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<tr>
<td>Headline</td>
<td>Rise &amp; Shine for healthier and happier children</td>
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<tr>
<td>Date</td>
<td>7 March 2013</td>
</tr>
<tr>
<td>Blogger</td>
<td>Andy Lee</td>
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</tbody>
</table>

Rise and Shine for happier and healthier kids

Posted on March 7, 2013

Did you know the bouncing castle malfunctioned earlier? Daddy told Boon Yi and Boon Xin to pose dramatic and look sad. It was so hard to make our smiling kids look dejected.

Did you know why they were so Happy last Sunday morning?

As one of Rise & Shine’s blogger partners, we were glad to be invited to a Breakfast Carnival. Rise & Shine’s motto is “Rise and Shine – for happier and healthier kids”.

We heard the early bird families gathered today are aiming to break a Singapore Picnic record.
“Yummy Mummy, Yummy Baby” contest kickstart our morning. The babies ooze cuteness and the Mummies, WOW, are simply stunning, Gorgeous and Radiant! You know SerendipityBabies’ population have stepped it up, so Mummy and Daddy are always eager to hug someone else’s baby hahe😊.

Daddy was one of the judges (together with Join, Daddy M and Diaha) to find out which Mummy and child pair will charm the crowd😊.

Apples greet Good-Morning to the families, but we noticed kids are not excited about the Apples.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (90c of 93)

Video: Kids have spotted rows and rows of fun awaiting them! Maybe Paula (the PeakHouse-online) is somewhere in the crowd.

Angeline (from PrincessDana) knew our kids are always hungry, so nice of her to sponsor some fruity-goodness for us 😊
Kids participated in soccer, golf, cricket and countless other games. All games are free.

Daddy suspects kids’ favourite game is Frisbee, especially when they have kakas (buddies) from CheekieMonkies and BPG to run with 😊
Whose kids can reject bouncing castle fun?
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (90f of 93)

Who can resist Breakfast, when we have so many happy faces on a Sunday morning? Food, fruit and nutrition, with Fun games and great company. No wonder Rise & Shine broke the Singapore Records for Largest Picnic event 🎉

Click for more event photos on Rise&Shine Instagram.

We would like to thanks the team at Rise&Shine for the invite. When we see smiling faces, we know the event is well organised. Do pop by Rise & Shine homepage for more event and nutritional updates:

Website – http://www.riseandshine-expo.com
Facebook – http://www.facebook.com/RiseAndShineExpo

This entry was posted in campaign, community, Mediainvite and tagged rise & shine blogger, Rise & shine breakfast photos, Rise & shine expo, Rise & Shine families, Rise & Shine picnic, Rise & Shine picnic record by SongkangBabies. Bookmark the permalink. [http://songkangbabies.com/campaign/riise-and-shine-for-happier-and-healthier-kids/].
# RISE & SHINE BREAKFAST CAMPAIGN

## Media Clippings (91a of 93)

<table>
<thead>
<tr>
<th>Blog</th>
<th>The Wacky Duo</th>
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<tbody>
<tr>
<td>Headline</td>
<td>Rise &amp; Shine Carnival</td>
</tr>
<tr>
<td>Date</td>
<td>7 March 2013</td>
</tr>
<tr>
<td>Blogger</td>
<td>Marcellus</td>
</tr>
</tbody>
</table>
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (91b of 93)

There was a Tummy Mommy and Tummy Child contest held early in the morning as Daddy was invited to be one of the judges of the contest. Among fellow parent bloggers, Andy and Debra, it was his first time as a judge and from what he said it was a tough decision on the winner.

There were a total of 8 contestants for the contest. One thing that was common amongst the mummies is that they all encourage breast-feeding their babies. Given its benefits in terms of immunity, bonding and social savings, we agreed with them that breast-feeding is best for the babies and should be encouraged whenever possible. We think the mummies on stage are already winners regardless of the outcome.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (91c of 93)

Another important point raised during the campaign is the importance of breakfast to kids.

We are guilty of skipping breakfast or taking food that may not be as healthy as it should be. Our ‘crime’ was captured below with us having a McDonald’s breakfast at the picnic. I guess having a little deviation for breakfast is acceptable once in a while.

On the topic of breakfast, we set another record for being part of the largest breakfast picnic in Singapore.
RISE & SHINE BREAKFAST CAMPAIGN

bMedia Clippings (91d of 93)

On the way, we met several mascots. First up was Tony the tiger from Kellogg.

From up above, we spotted some still walkers.

http://www.thenowydayou.com/2013/01/riee-shine-campaign-2013.html
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (91e of 93)

The goal of the event was the launching of the event. The weather was sunny and windy. It was a pleasing sight to see so many families gathered around. Spending a relaxing Sunday morning with family is always a plus on our list.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (91f of 93)

It is good to rise early and enjoy the sunshine when we have the chance to do so.

Rise & Shine had partnered some well-known names in the family arena. The main sponsors are S26, Cerdix, Phillips Avent, Scott’s, and Milodziemps. Be lookout for exciting events and promotions from the partners during the main event and same expo in September.

For more information on Rise & Shine, do visit their website at http://www.riseandshinewebsite.com

You might like:

LEGOLAND
Malaysia A to Z
Guide
Scott’s Emulsions
Cear, Ltd. 64
Sesame Street
Sofa’s Spacy
Chair Review
Hippity Hobbity
Chair
Sesame Street

http://www.chewwackyboo.com/2013/03/ris-shine-campaign-2013.html
### The Rise & Shine Record Breaking Moment

We attended the Rise & Shine Carnival at the Marina Bay last week. It was a picnic event which tests a target to get the most number of people to eat their breakfast together. As far as I can remember, it was also the first time we had a picnic together as a family.

It was a windy Sunday and the children were excited and looking forward to the day.

[Image of a family enjoying the picnic]

The children were running around the moment we reached. I've also observed that the mascots has kept the children busy going around taking pictures. Ernest was the one who initiated the photo taking sessions.
As usual, we took a family photo to remember this day when a new Singapore record was set and our first family picnic as a family. During the picnic, Ethan recalled that many years ago, he went for a picnic with Brian and had requested to meet him there. Well, relay is now trying to help him arrange that meeting.

Chinese New Year (22)
Discounts (28)
Ethan (22)
Eatm (78)
Entails (2)
Ezam (195)
Family (106)
Fattened Meal (2)
Fish (9)
Gasmal (5)
Heng-Kong (13)
AppleStore (8)
Kueh Limpor (5)
Labs (5)
Late Session with Chang (4)
LookBack (13)
List (4)
Mr. Mysoul and (11)
Mid Autumn Festival (9)
Mthunan Ee (1)
Mute (62)
Myanmar (5)
NDF (10)
Others (155)
Painting (2)
Park (1)
Photography (15)
Pruggrid (7)
September (674)
Shekhin Fad (119)
Singapore Top (1)
Technology (33)
Taipei (20)
UFamily (1)
Aren't (6)

Tweeets

Follow @patrick pang

Patrick Pang
Rise & Shine Partner Blogger

Patrick Pang
Rise & Shine Partner Blogger

Patrick Pang
Rise & Shine Partner Blogger

Patrick Pang
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Patrick Pang
Rise & Shine Partner Blogger

Patrick Pang
Rise & Shine Partner Blogger

Patrick Pang
Rise & Shine Partner Blogger
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (93a of 93)

<table>
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<th>Blog</th>
<th>Alvinology</th>
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<tbody>
<tr>
<td>Headline</td>
<td>Rise &amp; Shine 2013 @ The Lawn, Marina Bay</td>
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<tr>
<td>Date</td>
<td>10 March 2013</td>
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<tr>
<td>Blogger</td>
<td>Alvin Lim</td>
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Rise & Shine Carnival 2013 @ The Lawn, Marina Bay

*Rise & Shine Carnival* is an event organised by a group of final year students from my alma mater, *Wee Kee Wee School of Communication and Information (WKWSCI), Nanyang Technological University (NTU)*, together with a group of newly-minted mothers, who want their children to start their lives healthy, happy and strong.

The event focuses on raising children healthily in all areas: social, physical, intellectual, mental and medical.

The carnival took place last Sunday (3 Mar) at The Lawn at Marina Bay from 8.00am till noon. It made it into the *Singapore Book of Records* as the first and largest ever Breakfast Picnic in Singapore.

Over 1,300 people turned up for the carnival, with Dr. Amy Khoo, Minister of State, Ministry of Health and Ministry of Manpower, showing up as the Guest of Honour.

My wife and I are not the usual early morning folks. Last Sunday, we made an effort to get up earlier to prepare our own breakfast to bring along for the picnic.

Rachel made some fresh pancakes while I buttered a few slices of bread and packed an assortment of fruits to share.

We reached The Lawn at around 8am. The place was very lively, with carefree kids running all over while parents lazed on their picnic mats.

Since we got ourselves settled on a cozy little spot, we had our breakfast, explored some of the booths and brought Asher around to have some fun.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (93b of 93)

Many people turned up for this event, despite the early timing.

Fencing tips for kids.

Cricket tips – Father led a go at this.
RISE & SHINE BREAKFAST CAMPAIGN

Media Clippings (93c of 93)

Asher particularly enjoyed riding in this rental bike:
All in all, we had a fun family day out. I like the idea.

We should have more events like this in Singapore so parents with kids have more things to do over the weekend instead of just staying home to watch television or heading to shopping malls.

Come September, Rise & Shine will stage the world’s largest Children’s Health and Development Expo. The event will be spread over three days, with over 100 seminars, workshops and trial classes, and more than 120 exhibitors at Suntec Convention Centre. You can visit their official website for more details.
## Appendix D.4
Quantitative Evaluation of Media Coverage (1 of 10)

<table>
<thead>
<tr>
<th>Print</th>
<th>Date</th>
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<th>Headline</th>
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<td>1</td>
<td>16 Feb</td>
<td>The Straits Times</td>
<td>One in 3 primary school kids skip breakfast once a week: Survey</td>
<td>1,251,000</td>
<td>118</td>
<td>45 Colour: 9,900</td>
<td>15,210</td>
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<tr>
<td>2</td>
<td>19 Feb</td>
<td>Shin Min Daily News</td>
<td>本地三孩童中，一个不吃早餐 One in three children in Singapore do not eat breakfast</td>
<td>473,000</td>
<td>108</td>
<td>4,534</td>
<td>4,534</td>
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<td>3</td>
<td>25 Feb</td>
<td>Berita Harian: I³ and Gen G</td>
<td>Do you know that breakfast is important?</td>
<td>19,000</td>
<td>864</td>
<td>5,610</td>
<td>22,440</td>
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<td>4</td>
<td>1 Mar</td>
<td>Health Weekly</td>
<td>早餐，孩子吃了吗？Has your child taken his breakfast?</td>
<td>30,000</td>
<td>324</td>
<td>3,840</td>
<td>9,780</td>
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<tr>
<td>5</td>
<td>12 Mar</td>
<td>The Straits Times: Little Red Dot</td>
<td>Rise &amp; Shine</td>
<td>64,622</td>
<td>258</td>
<td>41.50 Colour: 9,900</td>
<td>20,607</td>
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<tr>
<td>6</td>
<td>13 Mar</td>
<td>Lianhe Zaobao</td>
<td>百惠 900 学生学吃健康早餐 900 students from Park View Primary School learn about healthy breakfast</td>
<td>647,000</td>
<td>120</td>
<td>28 Colour: 7,500</td>
<td>10,860</td>
</tr>
<tr>
<td>7</td>
<td>17 Mar</td>
<td>Lianhe Wanbao</td>
<td>儿童早餐吃什么最好？What should children have for breakfast</td>
<td>414,000</td>
<td>204</td>
<td>7,943</td>
<td>7,943</td>
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<tr>
<td>8</td>
<td>18 Mar</td>
<td>Lianhe Zaobao: Thumbs Up</td>
<td>不吃早餐行吗？Is it ideal to skip breakfast?</td>
<td>55,000</td>
<td>594</td>
<td>9 Colour: 700</td>
<td>7,446</td>
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<tr>
<td>9</td>
<td>Scheduled</td>
<td>Lianhe Zaobao: Thumbs Up Junior</td>
<td>一定要吃早餐 Breakfast is a must!</td>
<td>12,500</td>
<td>-</td>
<td>-</td>
<td>-</td>
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# RISE & SHINE BREAKFAST CAMPAIGN

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## RISE & SHINE BREAKFAST CAMPAIGN

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**Bloggers**

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# RISE & SHINE BREAKFAST CAMPAIGN

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### Forum Listings

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### Sponsored Ad
**RISE & SHINE BREAKFAST CAMPAIGN**

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**Total:**

- **22,612,468 impressions**
- **$238,364.99**
RISE & SHINE BREAKFAST CAMPAIGN

Appendix D.5
Qualitative Evaluation of Media Coverage (1 of 7)

A good quality coverage is one that fulfill all of the following criteria (Leinemann & Baikaltseva, 2004):

i) Relevant Demographic Audience: Publication should target parents, children or general public.

ii) Positive Favourability: The tonality of the article, categorized as positive, neutral or negative.

iii) Use of picture or graphic materials

iv) Intended Headline: Preferably contain “breakfast” and post-carnival coverage to have words associated with “record-breaking”.

v) Presence of Quotes: Either from team members, campaign’s opinion leaders, event participants or external experts approached by the journalist.

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<td>Positive</td>
<td>√</td>
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<td>√ Team Members</td>
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<tr>
<td>Shin Min Daily News</td>
<td>General Public</td>
<td>Positive</td>
<td>√</td>
<td>本地三孩童中，一个不吃早餐 One in three children in Singapore do not eat breakfast</td>
<td>√ Team Members, √ External Experts</td>
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<tr>
<td>Berita Harian: I³ and Gen G</td>
<td>Primary School Students</td>
<td>Positive</td>
<td>√</td>
<td>Do you know that breakfast is important?</td>
<td>√ Team Members</td>
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<tr>
<td>Health Weekly</td>
<td>Health-conscious</td>
<td>Positive</td>
<td>√</td>
<td>早餐，孩子吃了吗？ Has your child taken his breakfast?</td>
<td>√ External Experts</td>
</tr>
<tr>
<td>The Straits Times: Little Red Dot</td>
<td>Primary School Students</td>
<td>Positive</td>
<td>√</td>
<td>Rise &amp; Shine</td>
<td>√ Students</td>
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<tr>
<td>Lianhe Zaobao</td>
<td>General Public</td>
<td>Positive</td>
<td>√</td>
<td>百惠 900 学生学吃健康早餐 900 students from Park View Primary School learn about healthy breakfast</td>
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## RISE & SHINE BREAKFAST CAMPAIGN

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<td>允许家庭在早上有吃早餐 Allow families time to have breakfast</td>
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<td>1,341 people gathered for the largest breakfast picnic record</td>
<td>√ Minister of State</td>
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<td>Four NTU communication undergrads featured in The Straits Times for their efforts to help children start their day right with a healthy breakfast.</td>
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## Appendix D.6

### Summary of On-the-ground Engagements and Impressions

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List of Forum Listings

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**Singapore's Largest Breakfast Picnic Carnival**

*Message:
Hello to all daddies and mummies! On 3rd March, bring your families down to **Rise & Shine Carnival** - Singapore's largest breakfast fiesta.

Watch out for our exciting lineup of stage programmes, sports tryouts, bouncy castles, cooking demonstrations, engaging crafts activities such as balloon sculpting and face-painting all for you and your children.

RISE & SHINE BREAKFAST CAMPAIGN

Forum Listings (1b of 7)

Rise and Shine  Post subject: Re: Singapore’s Largest Breakfast Picnic Carnival  Posted: Thu Feb 21, 2013 2:18 pm

KokkienWebb

With less than 2 weeks from the Rise & Shine Carnival, we present to you an "EXCLUSIVE PICNIC MAT GIVEAWAY"!

2) "Like" Rise & Shine Facebook Page & Share our Carnival Poster
3) Email us at carnival@riseandshine-expo.com for verification. Winners will then be notified.

While stocks last so share away at [https://www.facebook.com/RiseAndShineExpo](https://www.facebook.com/RiseAndShineExpo)

---

Rise and Shine  Post subject: Re: Singapore’s Largest Breakfast Picnic Carnival  Posted: Mon Feb 25, 2013 3:47 pm

KokkienWebb

Aloha to all parents! 6 more days to Singapore’s largest breakfast festa!

Come picnic with your children and join us at The Lawn@Marina Bay for a fun Sunday morning as we set the new record for the highest breakfast picnic turnout.

With our mega fun line-up of gigantic bouncy castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances... your kids will definitely love it. Stay tuned while we reveal attractive lucky draw giveaways soon!

---

Rise and Shine  Post subject: Re: Singapore’s Largest Breakfast Picnic Carnival  Posted: Thu Feb 21, 2013 11:01 pm

KokkienWebb

Dining vouchers, Family show packages, hamper and health care products and many more... come down to the Rise & Shine Carnival on 3rd March this coming Sunday to stand a chance to win these attractive prizes!

Online registration closes 2nd March 6am sharp. So what are you waiting for! Sign up now at: [http://www.riseandshine-expo.com](http://www.riseandshine-expo.com)

See you at the carnival!
RISE & SHINE BREAKFAST CAMPAIGN

Forum Listings (2 of 7)

<table>
<thead>
<tr>
<th>Forum</th>
<th>MummySG</th>
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</table>

Singapore’s Largest Breakfast Picnic Carnival

This is a discussion on Singapore’s Largest Breakfast Picnic Carnival within the Singapore Baby Fair, Events and IT Shows forum, part of the Mummysg Kids and Events category. Hello to all daddies and mummies! On 27 March, bring your families down to Rise & Shine Carnival - Singapore’s largest breakfast festival!

**Watch out for our exciting lineup of stage programmes, sports tryouts, bouncy castle, cooking demonstrations, engaging crafts activities such as balloon sculpting and face-painting all for you and your children.**

Register now! Early birds receive a Goodie Bag worth $100!

---

Lastilla •

Re: Singapore’s Largest Breakfast Picnic Carnival

I heard there are loads of goodies in the goodie bags and stars will grace this event.

A much-anticipated event for 2013.

Uppzaza....

---
### Forum Listings (3 of 7)

<table>
<thead>
<tr>
<th><strong>Forum</strong></th>
<th>Singapore Forum Online</th>
</tr>
</thead>
</table>

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**Singapore’s Largest Breakfast Picnic Carnival 3rd March 2013**

Hello to all daddies and mummies! On 3rd March, bring your families down to **Rise & Shine Carnival** - Singapore's largest breakfast fiesta.

Watch out for our exciting lineup of stage programmes, sports tryouts, bouncy castles, cooking demonstrations, engaging crafts activities such as balloon sculpting and face-painting all for you and your children.

Register now at [http://www.riseandshine-expo.com/](http://www.riseandshine-expo.com/)! Early birds receive a Goodie Bag worth $100!
RISE & SHINE BREAKFAST CAMPAIGN

Forum Listings (4 of 7)

<table>
<thead>
<tr>
<th>Forum</th>
<th>SG Parenting</th>
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Hello to all daddies and mummies! On 3rd March, bring your families down to Rise & Shine Carnival – Singapore’s largest breakfast fiesta.

Watch out for our exciting lineup of stage programmes, sports tryouts, bouncy castles, cooking demonstrations, engaging crafts activities such as balloon sculpting and face-painting all for you and your children.

Register now at http://www.riseandshine-expo.com/! Early birds receive a Goodie Bag worth $100!
RISE & SHINE BREAKFAST CAMPAIGN

Forum Listings (5 of 7)

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<tr>
<th>Forum</th>
<th>URL</th>
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</table>

*Singapore Women Portal*

**Message**

**Rise and Shine**

Hello to all doubles and mummies! On 3rd March, bring your families down to Rise & Shine Carnival - Singapore's largest breakfast fiesta.

Watch out for our exciting lineup of stage programmes, sports layoffs, bouncy castles, cooking demonstrations, engaging crafts activities such as balloon sculpting and face-painting all for you and your children.

Register now at [http://www.riseandshine-expo.com/](http://www.riseandshine-expo.com/) Early birds receive a Goody Bag worth $100!

**Rise and Shine**

RE: Singapore's Largest Breakfast Picnic Carnival 3rd March 2013

With less than 2 weeks from the Rise & Shine Carnival, we present to you an "EXCLUSIVE PICNIC MAT GIVEAWAY"!

2) Like Rise & Shine Facebook Page & Share our Carnival Poster
3) Email us at carnival@riseandshine-expo.com for verification. Winners will then be notified.

While stocks last so share away at [https://www.facebook.com/RiseAndShineExpo](https://www.facebook.com/RiseAndShineExpo)!

**Rise and Shine**

RE: Singapore's Largest Breakfast Picnic Carnival 3rd March 2013

Aisha to all parents!!! 6 more days to Singapore's largest breakfast fiesta!

Come picnic with your children and join us at The Lawn@Marina Bay for a fun Sunday morning as we set the new record for the highest breakfast picnic turnout.

With our mega fun line-up of gigantic bouncy castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances... your kids will definitely love it! Stay tuned while we reveal attractive lucky draw giveaways soon!
## Forum Listings (6 of 7)

<table>
<thead>
<tr>
<th>Forum</th>
<th>The Asian Parents</th>
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<tbody>
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<td>URL</td>
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### Forum Listings (7 of 7)

<table>
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<th>Forum</th>
<th>VR Zone</th>
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Appendix D.8
List of Event Listings

Event Listings (1 of 32)

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<thead>
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<th>Publication</th>
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<tbody>
<tr>
<td>Issue</td>
<td>3 March 2013</td>
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“No Rise & Shine” Eat Breakfast Carnival
@ Marina Bay (The Lawn)
8:30 am – 12:30 pm,
Adult S$8, children (12 years and below) free.
Jointly organised by the Information School and Rise & Shine.
Website: www.riseandshine-expo.com

Event Listings (2 of 32)

<table>
<thead>
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RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (3 of 32)

Publication | The Finder
Issue | February

FEBRUARY 2013

Diary: Things to do, places to go, people to see this February

EVENTS

A LEAGUE Basketball League: 3034 Seasons: March 17-19, 21-23, April 1-4, 8-9, May 8-9. Have your copy signed and catch some of the greatest basketball scenes between the Singapore Dragons and five other teams from around Asia. Packed with fast-paced action, this highly-anticipated match series is the perfect way to deliver high-flying entertainment and a dynamic flowing experience to your favorite families. 


March Madness China One: Feb 18-20. Visit the Museum. Have your photo taken with the iconic statue of the old stadium and get a free copy of the exclusive newspaper for all fans. All rights reserved. Photo: The Finder.

FEBRUARY 2013 (Daily)

A special marking season for Shanghai 2010 and catch the world's best go-karters battle it out for the top honors. Champions' Cup: 19-20 and a huge prize of $250 million eyes are on this sixth edition of the AAC Women's Championships. Racing Course: Sentosa Guildhall, Telescopic 180-240. www.roadcall.com

Fight & Shine Carnival: March 3-13. 11:00 a.m. - 11:00 p.m. Early for family and later for the more adventurous. Giant swing, bumper cars, swing ball, etc.

Willow in the Mass Mar 7 (by appointment) - Le Pouce is one of the world's most wonderful natural attractions and home to a variety of wildlife, such as the black-capped night heron (Nycticorax nycticorax), green heron (Butorides virescens) and the black-capped kingfisher (Alcedo atthis). Tours are available from 9:00 a.m. to 5:00 p.m. www.willowinmass.com

Singapore Restaurant Weeks 2013: Mar 18-24: A group of restaurants offering the best dining experiences in the city. To book, contact restaurants directly. Tel: 8800-0999. Email: info@restaurantweeks.com

The Rainy Season: March 14-16: Medium rain. Windy and cool with a chance of showers. The weather will be close to average. Rainy season months are April, May, June, July, August, September, October, November and December. Tel: 8800-0999. Email: info@rainyseason.com

Just 4 Kids

Mar 10-16: Room in the Box: 10 a.m. - 4 p.m. (Sat). A children's theatre performance that brings to life the world of books with stories, songs and games. Tel: 8800-0999. Email: info@roominthebox.com

A Cocon Sweet Mar 21-24: 10 a.m. - 4 p.m. (Sat & Sun). A confectionary experience for all ages. Tel: 8800-0999. Email: info@aconcsweet.com

For more information, please visit www.thesingaporediary.com.
## Event Listings (4 of 32)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Singapore’s Child</th>
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<tr>
<td>Issue</td>
<td>March</td>
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</table>

### Happenings and on-goings in March for the family

#### Date with Dad

Calling all fathers to spend one-on-one time with your princess and enjoy a sumptuous brunch or high tea at the same time. This event rounds up the *Date with Dad* campaign which encourages fathers to show their daughters how precious they are.

**Date: March**

A girl's relationship with her father affects her self-esteem and so it is important to cultivate a healthy relationship with her from a tender age. Take the first step towards building a stronger relationship with your daughter by signing up for a date with your daughter.

Tickets are $120 for a father-daughter pair.

For more information, visit [www.family.org.sg](http://www.family.org.sg).

#### Mosaic Music Festival 2013: Fun with Tubulum

Learn how to play the tubulum, a percussive instrument made of PVC pipes, and spend quality time with your child at the same time with this workshop. Using musical games and popular tracks, you and your little one will be taught music concepts such as rhythm, skills and pitch differentiation, giving you a better understanding of music in general. The tubulum’s unique appearance and the novelty of the experience will make the lessons unforgettable for both of you.

Tickets at $25 and each ticket admits one parent and one child. For more information, visit [www.mosaicmusicfestival.com](http://www.mosaicmusicfestival.com).

#### Rise and Shine March Carnival

Spend a lazy Sunday morning having a fun breakfast with your family, and maybe even breaking a record!

This Carnival wraps up the *Rise & Shine Breakfast* campaign which aims to promote the importance of having a healthy breakfast every morning. Enjoy a breakfast picnic at The Lawn@Marina Bay and let your young ones get their morning exercise on the bouncy castles or by playing soccer.

Admission fees are $8 for adults and free for children under 12 years old. Visit [www.riseandshine-expo.com](http://www.riseandshine-expo.com) for more information.
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (5 of 32)

<table>
<thead>
<tr>
<th>Publication</th>
<th>Women’s Weekly</th>
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<tr>
<td>Issue</td>
<td>March</td>
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**GOING OUT**

RISE & SHINE

Start your kids’ school holidays with Singapore’s largest breakfast feast, filled with fun activities for all. The Rise & Shine Carnival is on March 8 at The Lawn 7 Marina Bay. Find out more at www.marinabayresorts.com.

**STAYING IN**

DIANE’S FAIRY TALE

A spin on the classic tale “The Secret of NIMH”, this new ballet draws parallels with Diane von Furstenberg’s own rise in the fashion world. At $48, book your seats now at Diane von Furstenberg’s boutique at Ion Orchard.

**MURDER SHE WROTE**

The play which inspired the movie & Women makes its Asian premiere with a stellar cast including Tan Kheng Hua and Neo Swee Lin. From March 29th to April 7th, at Sota Drama Theatre. Tickets from $39. For more information, visit www.sota.org.sg

**COMEBACK GIRL**

The electropop singer with the edgy vocals is back. Her latest album, “Girl Who Got Away”, is her fourth studio album after five years and features inspirational lyrics that speak of life’s emotions. At $24, from leading music stores.

**GADGET CHIC**

It’s hip to be square... especially if you’ve got such sexy gadgets and accessories even tech geeks will inspect!

**PRETTY IN PINK**

This vibrant red minaudiere comes in a lovely shape of pink which will have everyone smiling when you slip out your table to take photos. Also comes in blue and black.

**TOUGH SHOOTER**

Planning a superb diving or hiking trip for the holidays? This 10-megapixel camera, which is waterproof, shockproof, and freezeproof, is your ideal hiking companion. You can snap every worry-free!

**COMPACT AND SPEEDY**

It may be small, but the powerful high-speed camera takes photos with crystal-clear clarity due to its motion tracking. Great for capturing high-adrenaline moments.

**Bling It On**

Specially designed by award-winning artists, these glam earrings are adorned with Swarovski crystals and conversation starters. Perfect for matching party outfits.

**BUSINESS CLASS**

Show you mean business with this simple, classy Pak marin cover. Especially suitable for meetings with clients.

**PRINTER MAGIC**

Save that trip to the printing shop by printing your own photos at home with this colour printer. Plus, it has WiFi connections plus it looks so sleek on your desk!
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (6 of 32)

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<thead>
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<th>Young Parents</th>
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RISE & SHINE BREAKFAST CAMPAIGN

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<tr>
<th>Facebook</th>
<th>Today’s Parents</th>
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Free on March 3rd? Go down to The Lawn @ Marina Bay and be amongst the crowd of families to try and set a new record for the highest breakfast picnic turnout!

Hi, we are holding the Rise & Shine Carnival, Singapore’s largest breakfast carnival, at The Lawn @ Marina Bay on March 3rd. First 1,000 sign-ups receive a goodie bag worth $100.

We have prepared a line-up of activities including bouncy castles, face-painting and stage performances; hop over to our Facebook page to find out more!

Rise & Shine Carnival
The largest breakfast picnic carnival in Singapore

Sunday, March 03, 2013
8.30am to 10.30am
The Lawn@Marina Bay

Register now at www.riseandshine-expo.com

Guest of Honour:
Dr Amy Khor, Minister of Trade, Ministry of Health and Ministry of Manpower

Special Sponsors:
Mamas & Babies, Sunway, The Lawn Mag

Special Packages:
Like • Comment • Share

3 people like this.
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (9 of 32)

Facebook | Ang Mo Kio Public Library
---|---
URL | http://www.facebook.com/AngMoKioPL

Event Listings (10 of 32)

Facebook | Bukit Merah Public Library
---|---
URL | http://www.facebook.com/BukitMerahPL
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (11 of 32)

Facebook  Central Lending Library
URL  http://www.facebook.com/CentralPL

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Event Listings (12 of 32)

Facebook  Choa Chu Kang Library
URL  http://www.facebook.com/ChoaChuKangPL
RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

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RISE & SHINE BREAKFAST CAMPAIGN

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Recent Posts By Others

Marina Bay Singapore

Come picnic with your babies and young children on March 3, at the Rise & Shine Carnival – Singapore’s largest breakfast fiesta at The Lawn@Marina Bay for a fun Sunday morning and let your little ones be enthralled by mega fun line-up of gigantic bouncy castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances! Do register early!

Your Singapore Rise and Shine – for happier and healthier kids

Rise & Shine Carnival 2013 Marina Bay – Funfinder
www.marina-bay.sg

Register now for an early bird special – first 1,000 participants will receive a goodie bag! Oh, and before we forget, admission for your child below 12 is free!

View Post - Monday at 9:56am

18 people like this.

1 share

Edith Yolanda Cruz Miss you!!
Monday at 11:34am - Like

Richard Rich How what a n event for the young
2 hours ago - Like

Like
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (18 of 32)

<table>
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<th>Facebook</th>
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RISE & SHINE BREAKFAST CAMPAIGN

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### Event Listings (21 of 32)

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### Event Listings (22 of 32)

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RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (23 of 32)

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<th>Events Hub</th>
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**Rise & Shine Carnival**

Come picnic with your babies and young children on March 3, at the Rise & Shine Carnival - Singapore’s Largest Breakfast Fete. Join us at The Lawn@Marina Bay for a fun Sunday morning as we set the new record for the highest breakfast picnic turnout. Let your little ones be enthralled by our mega fun line-up of gigantic bouncy castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances. The Rise & Shine Carnival is specially prepared for you and your children to bond as a happier and healthier family!

Website: [carnival.risesandshine-expo.com](http://www.carnival.risesandshine-expo.com)

Organizers: Rise & Shine Expo, NUS, Wee Kim Wee School Students

**Date:**
03 Mar 2013 8:30am - 11:30am

**Venue:**
The Lawn@Marina Bay

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Event Listings (24 of 32)

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RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (25 of 32)

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Rise & Shine Carnival
Mar 03, 2013, 8:30am - 11:30am
Marina Bay Sands
Other events at Marina Bay
1 Kidlander is going to this event

Picnic with your babies and young children at Singapore's Largest Breakfast Fiesta. It promises to be a fun Sunday morning with a mega fun line-up of gigantic bouncy castles, engaging crafts (including balloon sculpting, face painting), a baby work out, a family photo booth and stage performances.

The Rise & Shine Carnival is specially put together for you and your children to bond as a happier and healthier family. Admission is free for children below 12 years. Registration required.

Only 1,300 space available for sign-up. The first 1,000 receives a goodie bag worth $500.

Venue:
The Lawn @ Marina Bay
8A, Marina Boulevard.

Contact:
carnival@riseandshine-expo.com

Website:
carnival@riseandshine-expo.com

Date & Time:
3 March 2013
8:30am - 11:30am

Price:
$55
* Free for children below 12
* Excluding GST

10 Bayfront Avenue
Email: inquiries@mainobay sands.com
Website: http://www.mainobaysands.com

More events in this category

Brass Brosah Bugs Arts Fest Market
Mar 03, 2013, 8:30am - 11:30am
Marina Bay Sands

BabyCare Festival 2013
Mar 03, 2013, 8:30am - 11:30am
Marina Bay Sands

Singapore Red Cross: Sunday Sale
Mar 03, 2013, 8:30am - 11:30am
Marina Bay Sands

Open House and Charity Bazaar
Mar 03, 2013, 8:30am - 11:30am
Marina Bay Sands
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (26 of 32)

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</tr>
</tbody>
</table>

**Rise & Shine Carnival**

The Lawn@Marina Bay

Singapore's largest breakfast festival, let's get your little ones entertained by their mega line-up ofugo carousels, engaging booths, including balloons sculpting, face painting, and other step performances at the Rise & Shine Carnival! And family-friendly Sunday morning promised.

Registration: $25 per adult, free admission for children aged 12 and below. (Every paid participant will receive a set of play coupons worth S$10. But a special buy with S$20 if you are the first 100 to sign up.)

What: Breakfast festival with little ones at the Rise & Shine Carnival

When: Sunday, March 3, 2013 from 8:30am to 11:30am

Where: The Lawn@Marina Bay, 1 Marina Boulevard, Singapore 018994

http://www.littlestepsasia.com/singapore/events/rise-shine-carnival
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (27 of 32)

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### Rise & Shine Carnival

- **Date**: 03-Mar-2013
- **Venue**: The Lawn@Marina Bay
- **Time**: 8:30am - 11:30am
- **Event Fee**: 

Contact Person:

---

**Rise & Shine Carnival 2013**

Come picnic with your babies and young children on March 3, at the Rise & Shine Carnival – Singapore’s largest breakfast fiesta. Join us at The Lawn@Marina Bay for a fun Sunday morning as we set the new record for the highest breakfast picnic turnout. Let your little ones be enthralled by our mega fun line-up of gigantic bouncy castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances. The Rise & Shine Carnival is specially prepared for you and your children to bond as a happier and healthier family!

We have prepared an exciting lineup of activities for you and your child to have fun at the Rise & Shine Carnival!

**Here’s a glimpse of what is in store for you:**

- Largest Breakfast Picnic
- Huge Bouncy Castles
- Exotic Face Painting
- Healthy Baby Workout
- Exciting Stage Performances
- Fun Family Photobooth

Register now for an early bird special – first 1,000 participants will receive a goodie bag! Free admission for children below 12!

For more information or to register, click [here](http://www.ilovechildren.org.sg/event_detail/23)!
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (28 of 32)

<table>
<thead>
<tr>
<th>Website</th>
<th>I love my credit card</th>
</tr>
</thead>
</table>

PASSion card members get to receive an extra set of Play coupons worth $10 at the Rise and Shine Carnival 2013. Present your PASSion card during event registration to enjoy the offer.

The Rise and Shine Carnival 2013 is happening on 3 March 2013 on a Sunday, from 830am to 1230 pm at The Lawn @ Marina Bay.

Registration fee: $6 per adult, plus 7% GST. Free admission for children aged 12 and below. Every paid participant will receive a set of play coupons worth $10. (PASSion card members get to receive an extra set of Play coupons)

Only 1,500 slots available, and the first 1,000 gets a goodie bag worth $100. Admission for children below 12 years old is free!

Highlights and activities includes:

- Largest breakfast Picnic. Be in the Singapore Book of Records with the first and largest ever Breakfast Picnic in Singapore
- Huge bouncy castles
- Sports try-out for your active kids for soccer, golf, fencing
- Yummy Mommy, Yummy Baby Contest – opened to all mummies and kids aged 6 months to 2 years. Register online and shortlisted applicants will be notified via email by 22nd February.
- Exotic face painting
- Healthy baby massage
- Exciting stage performances
- Fun family photobooth

Definitely sounds like a fun day for you and your kids. Enjoy your family day out!

Cheers
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (29 of 32)

<table>
<thead>
<tr>
<th>Website</th>
<th>Maybe Baby</th>
</tr>
</thead>
<tbody>
<tr>
<td>URL</td>
<td><a href="http://www.maybebaby.sg/event/341/">http://www.maybebaby.sg/event/341/</a></td>
</tr>
</tbody>
</table>

Event

RISE & SHINE CARNIVAL

Title: Rise & Shine Carnival
Date: 03 Mar 2013
Time: 8:30am - 11:30am
Venue: The Lawn @ Marina Bay

Come picnic with your babies and young children on March 3, at the Rise & Shine Carnival — Singapore’s largest breakfast fiesta. Join us at The Lawn@Marina Bay for a fun Sunday morning as we set the new record for the highest breakfast picnic turnout. Let your little ones be enthralled by our mega fun line-up of gigantic bouncy castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances. The Rise & Shine Carnival is specially prepared for you and your children to bond as a happier and healthier family!

Here’s a glimpse of what is in store for you:

- Largest Breakfast Picnic
- Huge Bouncy Castles
- Exotic Face Painting
- Healthy Baby Workout
- Exciting Stage Performances
- Fun Family Photobooth

Register now for an early bird special – first 1,000 participants will receive a goody bag! Free admission for children below 12.

For more information or to register, click here!
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (30 of 32)

<table>
<thead>
<tr>
<th>Website</th>
<th>The New Age Parents</th>
</tr>
</thead>
</table>

MindChamps PreSchool NEW centre Welcome Day

If this is your first visit, be sure to check out the FAQ by clicking the link above. You may have to register before you can post: click the register link above to proceed. To start viewing messages, select the forum that you want to visit from the selection below.

Thread: Rise & Shine Carnival

Rise & Shine Carnival

Event Title: Rise & Shine Carnival
Event Date: 3 March 2013
Event Location: The Lawn@Marina Bay
Event Time: 8:30am to 12:30am
Event Description: Come picnic with your babies and young children on March 3, at the Rise & Shine Carnival – Singapore’s Largest Breakfast Fiesta. Join us at The Lawn@Marina Bay for a fun Sunday morning as we set the new record for the highest breakfast picnic turnout. Let your little ones be enthralled by our mega fun line-up of gigantic bounce castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances. The Rise & Shine Carnival is specially prepared for you and your children to bond as a happier and healthier family!

Website: carnival.riseandshine-expo.com
Organizers: Rise & Shine Expo, NTU Wee Kim Wee School Students

Last edited by sandhireet; 03-03-2013 at 03:56 PM.

Reply With Quote

Posting Permissions

You may not post new threads
BB code is Off
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (31 of 32)

<table>
<thead>
<tr>
<th>Website</th>
<th>What’s Happening Singapore</th>
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RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (32a of 32)

<table>
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<tr>
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</tr>
</tbody>
</table>

**Singapore Playground**

Best recommended places for you and your family to visit in Singapore. We help you to explore the different places suitable for yourself and your families. We focus on activities for families with children and hope you could have more family bonding while having fun in Singapore.

**FRIDAY, MARCH 1, 2013**

FREE Weekends Tips - 1 March 2013
Written by *Michael* at 11:40 AM
0 comments 0 rating

![Image of Zalora Singapore and Sheer Delight ad]

**Best Free Singapore Weekend Recommendations**

How is your week? If you had not attended the Chingay Parade yet, it will be moving to the heartland and if it is somewhere near you, this Chingay Parade @ heartland should not be missed. Rise & Shine Carnival on this Sunday is a good picnic idea for family. Lots of entertainment for your family! :) 

Hope you enjoy the recommendations and have a relaxing Weekend!

**Chingay Parade @ Heartland 2013 Choa Chu Kang**
Editor's Choice
For: Family, Children

![Image of Chingay Parade]

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**You're visitor:**

Find us on Facebook

**Most Popular Posts**

- Animal Resort
- Sengkang Swimming Complex (Anchorvale)
RISE & SHINE BREAKFAST CAMPAIGN

Event Listings (32b of 32)

There will be an anticipating of at least 150,000 residents from all 3 heartlands parades this year!

For those of you who had missed the parade at Pasir Ris Town, fret not. They are heading to Chua Chu Kang GRC this Saturday, 2 March 2013!

Chingay 2013 @ Chua Chu Kang and Hong Kah North Station 1
Time: 6.00 pm to 9.30 pm
Venue: Jurong West Street 91, Hard Court in front of Bk 953

Station 2
Time: 7.15 pm to 9.30 pm
Venue: Bukit Batok West Ave 5, Hard Court opposite Bukit Gombak MRT

Station 3
Time: 8.00 pm to 10.00 pm
Venue: Chua Chu Kang Street 62, Hard Court next to Yew Tee Point

Station 4
Time: 8.00 pm to 10.30 pm
Venue: Chua Chu Kang Ave 4, Hard Court opposite Lot One Shoppers’ Mall

Catch you this weekend!

Date: 2 March 2013, Saturday
Time: see above
Venue: see above

Admission: FREE !!!

Rise & Shine Carnival 🌸 Editor’s Choice

Come picnic with your babies and young children on March 3, at the Rise & Shine Carnival – Singapore’s Largest Breakfast Fiesta. Join them at The Lawn@Marina Bay for a fun Sunday morning as we set the new record for the highest breakfast picnic turnout! Let your little ones be enthralled by our mega fun line-up of gigantic bouncy castles, engaging crafts including balloon sculpting, face-painting and stellar stage performances. The Rise & Shine Carnival is specially prepared for you and your children to bond as a happier and healthier family!

Rise & Shine, a community initiative started by a group of mothers and Nanyang Technological University students. The mission of this initiative is to provide parents and educators alike an opportunity to learn, share and identify holistic approaches in raising healthier and happier children. The NTU team is spearheading the Rise & Shine breakfast campaign and there’s a finale fiesta event in March Event.

Organizers: Rise & Shine Expo, NTU Wee Kim Wee School Students

Website: carnival.riseandshine-expo.com

When: 3 March 2013, Sunday
Time: 8.30am to 11.30am
Venue: The Lawn@Marina Bay

Admission: $8 per adult (First 1000 to register get a picnic goodie bag worth $50)

POPULAR ATTRACTIONS

- Chinese New Year Special 2013
- How To Maximise Your Leave 2013
- Labrador Park
- SengKang Swimming Complex
- Jacob Ballas Children Garden
- 10 Interesting Halloween Events
- June Holiday Activities
- NEX K9 Park
- Tampines Park Railway
- Alexandra Canal
- SengKang Floating Wetland
- Holidays Calendar
- NEX Playground
- Animal Resort
- Side@T3 Airport
- SengKang RiverSide Park
- AMK West Park Playground
- Fun December Programs
- Singapore Discovery Centre
- Night Safari
- June School Holidays 2010
Appendix D.9
Online Media Analytics

Fig. 1. Statistics of where registrants heard about the carnival

Fig. 2. Google Search Results (1 of 2)
RISE & SHINE BREAKFAST CAMPAIGN

Appendix D.9
Online Media Analytics

Fig. 2. Google Search Results (2 of 2)

Fig. 3. Audience Overview of Website
Appendix D.9
Online Media Analytics

Fig. 4. Breakdown of Website Analytics (1 of 2)

Fig. 4. Breakdown of Website Analytics (2 of 2)

Fig. 5. Screenshot of Facebook Statistics
## Appendix D.10
### Sponsorship Tabulation (1 of 1)

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>The Young Changemakers</td>
<td>Cash Sponsorship</td>
<td>$3,000*</td>
</tr>
<tr>
<td>Wee Kim Wee Legacy Fund</td>
<td>Cash Sponsorship</td>
<td>$1,000*</td>
</tr>
<tr>
<td>Wee Kim Wee School</td>
<td>FYP Fund</td>
<td>$600*</td>
</tr>
<tr>
<td>Giraffe Consulting Asia</td>
<td>Cash Sponsorship for carnival</td>
<td>$9,670*</td>
</tr>
<tr>
<td>Gardenia Food (S) Pte Ltd</td>
<td>1500 Bread Rolls</td>
<td>$1,200</td>
</tr>
<tr>
<td>Ben Food (S) Pte Ltd</td>
<td>- 750 Fat Free Milk</td>
<td>$4,650</td>
</tr>
<tr>
<td></td>
<td>- 750 Lactose Free Milk</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- 1500 Non-Woven Bags</td>
<td></td>
</tr>
<tr>
<td>Unifood International (S) Pte Ltd</td>
<td>1500 organic soymilk sachets</td>
<td>$900</td>
</tr>
<tr>
<td>Kromo &amp; HupCo</td>
<td>3000 apples</td>
<td>$600</td>
</tr>
<tr>
<td>Field Catering and Supplies</td>
<td>3000 bottles of Aqua mineral water</td>
<td>$957.60</td>
</tr>
<tr>
<td>The Party Room</td>
<td>- 2 bouncy castles (large)</td>
<td>$2,600</td>
</tr>
<tr>
<td></td>
<td>- 3 face painters</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- 2 origami artists</td>
<td></td>
</tr>
<tr>
<td>Tian Eng &amp; Joan Walker</td>
<td>- 3 vegetables and animal mascots</td>
<td>$1,850</td>
</tr>
<tr>
<td></td>
<td>- 2 stilt walkers</td>
<td></td>
</tr>
<tr>
<td>Centre Stage School of the Arts</td>
<td>- 2 choir performances</td>
<td>1,900</td>
</tr>
<tr>
<td></td>
<td>- 1 dance performances</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- EDM Blast</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- 2 sets of summer holiday programme, worth $450 each</td>
<td></td>
</tr>
<tr>
<td>Charly T’s</td>
<td>4 adults breakfast for free + 4 hot beverages at Charly T’s, worth $70 each</td>
<td>$280</td>
</tr>
<tr>
<td>Forest Adventure</td>
<td>25 sets of kids course vouchers, worth $30 each</td>
<td>$750</td>
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<tr>
<td>ABA Productions</td>
<td>3 sets of Family Show Package of 4 tickets to The Tiddler and Other Terrific Tales, worth $244 each</td>
<td>$732</td>
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<tr>
<td>Expat Living</td>
<td>- Website Leaderboard Banner</td>
<td>$13,749</td>
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<tr>
<td></td>
<td>- EDM Blast</td>
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<tr>
<td></td>
<td>- 1500 copies of Expat Living Magazines</td>
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<tr>
<td>National Library Board</td>
<td>Venue Sponsorship: Libraries</td>
<td>$3,900</td>
</tr>
<tr>
<td>Urban Redevelopment Authority</td>
<td>Venue Sponsorship: The Lawn@Marina Bay</td>
<td>$2,100</td>
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*Monetary Sponsorship Sub-total $14,270.00
Sponsorship-in-kind Sub-total $36,168.60
Grand total $50,438.60
### Invitations
(1 of 9)

<table>
<thead>
<tr>
<th>Name</th>
<th>Sudeshna Banerjee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Nutritionist</td>
</tr>
<tr>
<td>Organization</td>
<td>-</td>
</tr>
</tbody>
</table>

---

Hello,
After reading your article today I am very eager to work with your team Rise and shine. I am a Singaporean with a Masters degree in Food and Nutrition from India, Calcutta University.If you require any other information do not hesitate to let me know.

Regards,

Sudeshna
**RISE & SHINE BREAKFAST CAMPAIGN**

### Invitations

(2 of 9)

<table>
<thead>
<tr>
<th>Name</th>
<th>Dr. Teoh Yee Leong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Director of a Medical Department in a global healthcare organization (former Assistant Commissioner of Public Health)</td>
</tr>
<tr>
<td>Organization</td>
<td>Government polyclinic</td>
</tr>
</tbody>
</table>

---

**Virginia <vgoh88@yahoo.com>**

To: me

Hi Hui Ying,

Good day!

You are most welcome and thank you for your email.

We are happy to support your Rise & Shine campaign as I believe this is a meaningful program for the parents and children in Singapore.

Attached our photo and here is a short write-up about us:

“Mummy is an educator and Daddy is a medical specialist. They are authors of the first book in Singapore on educating the public about seeking the right healthcare in Singapore. They have been interviewed regularly by the various print and TV media on topics relating to parenthood, medical, health and education for children. As a natural progression of their voluntary educational engagement with the community, they started their blog with the purpose to share their parenting journey. They hope to make parenting fun and is a meaningful way.”

We will be happy to head down to Expo and share our thoughts with our readers.

Our monthly average traffic is about 5,000. In addition, my husband who is a doctor and a prominent public health specialist in Singapore is interested to volunteer as a member of your Advisory Board as some of the doctors in your Rise and Shine Advisory Board are his former colleagues and peers. He was formerly Head of a government polyclinic and has conducted many public seminars on children health and wellness in Singapore and also other countries in Southeast Asia.

Please feel free to contact me and have a good week ahead.

Best Regards,

**Virginia <vgoh88@yahoo.com>**

To: me

Hi Hui Ying,

Thank you for your email.

Yes, my husband, Dr. Teoh Yee Leong will be happy to provide his professional opinion and inputs for your “Ask an Expert” section. His areas of expertise include childhood vaccination and preventive health for children.

My number is 91721829 and yes, someone will be at home to receive it.

Thank you and have a nice day!

Best Regards,

Virginia
RISE & SHINE BREAKFAST CAMPAIGN

Invitations
(3 of 9)

<table>
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<tr>
<th>Name</th>
<th>Shahida Sarhid</th>
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<tr>
<td>Title</td>
<td>Journalist</td>
</tr>
<tr>
<td>Organization</td>
<td>Berita Harian</td>
</tr>
</tbody>
</table>

```
Hi there!
My name is Shahida and I am the coordinator for a Malay student newspaper, iDiGeni (pronounced iCube, Gen G).
This newspaper is distributed under Berita Harian, the only Malay newspaper in Singapore.
Our paper is distributed weekly to numerous primary and secondary schools in Singapore.
I read your article today in ST about primary school kids skipping breakfast and I thought it would be great if I were to translate it to Malay for the students to read.
Also, I went to your website and find it informative as it contains simple recipes that not only parents can do, but perhaps students themselves.
I am writing to ask for your permission if it is possible for us to publish some of the recipes in our student paper.
We will credit the source of information (ie: your website) and also promote your carnival happening in March in our student paper.
Since the paper is only distributed to subscribing schools, we can mail a few copies of the paper to your end once the story is out.
Let me know if this is possible.
Thank you very much and looking forward to a favourable reply from your end.
Enjoy the weekend! :)
```

Shahida Sarhid
Journalist
Berita Harian / Berita Harian
1006, Toa Payoh North, News Centre
Singapore Press Holdings - 5PH E1 218994
DID: 6319 - 5351, Mobile: 9725 5267
E-mail: shahidads@sphe.com.sg

Invitations
(4 of 9)

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<thead>
<tr>
<th>Name</th>
<th>Mr. Mohd Dzar</th>
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</thead>
<tbody>
<tr>
<td>Title</td>
<td>Teacher, PE &amp; Health</td>
</tr>
<tr>
<td>Organization</td>
<td>Bedok Green Primary School</td>
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```
Hi there!
Can you share the company you make the stickers? I also want the company to make somethings to be pasted on the table. As for the placemats, I do not mind buying them from you all. I will inform you how much I need next week.

regards

Hi Mr Dzar,
Here's the contact:
Mr Koh, 9734 6263
Also, do let us know the quantity of placemats you like to have!
Regards,
Wayne
```
# RISE & SHINE BREAKFAST CAMPAIGN

## Invitations

### (5 of 9)

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<tr>
<th>Name</th>
<th>Mdm Sum Pui See</th>
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<tbody>
<tr>
<td>Title</td>
<td>Teacher</td>
</tr>
<tr>
<td>Organization</td>
<td>New Town Primary School</td>
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---

**Message from Mdm Sum Pui See**

Feb 14

Hi Wayne,

Happy New Year to you and your team members.

It's ok to mention that New Town Primary School adopted your breakfast placemats stickers.

I have a suggestion. I would like to take the collaboration a step further. I suggested to Xi En that since we couldn't invite you to perform during assembly, I believe the students in my school would benefit if you and your team can bring the project Rise & Shine during recess (the school has 3 recesses) and conduct activities to raise awareness of the benefits of having breakfast. At the same time, you can promote the mass breakfast carnival.

Therefore, instead of me writing a short paragraph about the campaign, you and your team members may interview the students to see how they feel about the project Rise & Shine, and if they understand the importance of having breakfast.

After all, the campaign is targeted at the students of their age groups. I personally feel that the students would be a better spokesperson, but of course, teachers can chip in their comments too.

Feel free to contact me regarding the collaboration.

Have a nice day,

Regards,
Mdm Sum
New Town Primary School

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## Invitations

### (6 of 9)

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<thead>
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<th>Name</th>
<th>Jane Wee</th>
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<td>Senior Manager</td>
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<tr>
<td>Organization</td>
<td>National Library Board</td>
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</tbody>
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---

**Message from Jane Wee**

Mar 17 (3 days ago)

Dear Wilson,

I have not congratulated you and your team for your successful project yet. It certainly has caught many attention and participation during your breakfast picnic. Congratulations!

When we first met at Tampines Regional Library, I mentioned to you about making your project report, especially how social media has been successfully used to be shared with us. Please you please let me know when your report will be ready?

Thanks and best regards,

---

**Connect With Us:**

Tampines Regional Library
PublicLibrarySG

If you are not the intended recipient, please notify the sender and delete this email. Unauthorized use or disclosure of classified information is an offence under the Official Secrets Act.
Hi

Please see my response below. Thanks.

Yours,

Miss Ro Ann Tiara Gonzales Ilaa
Lecturer
Nutrition, Health and Wellness
School of Chemical and Life Sciences
Singapore Polytechnic
DID: 68790502

From: Project Rise & Shine [mailto:projectriseshine@gmail.com]
Sent: 08 January 2013 17:51

To: Ro Ann Tiara Gonzales Ilaa

Subject: Re: Attn: Ms Ro Ann Ilaa RE: Welcome onboard Rise & Shine Breakfast Campaign

Dear Ms Ro Ann,

I hope I am addressing you correctly. Please correct me if I've gotten it wrong.

In summary, the periods of time requiring your attention for the answering of questions would be
Block #1: (24 Jan to 31 Jan) – it is okay with me.
Block #2: (21 Feb to 28 Feb) – it is a peak period as it is our exam time, however I will have to try my best to attend to all the questions.
I hope it is not too confusing for you.

With regards to plans on going on the radio, I mentioned to Hui Kheng verbally over the telephone. From what I understand in your email, you will not be able to go on-air even if it's scheduled in February, is that right? Please advise. If that's the case, no worries, we will work out something else for our radio publicity plans.

Yes, I am sorry coz I cannot help you with this in Feb or Mar.

As for our Breakfast team, we consist of 4 final year students studying Communications Studies at NTU: myself, Wayne, Wilson and Hui Ying. The 4 of us share a common passion for health-related issues, and we decided to focus on breakfast as we realised it's the most skipped meal of the day after doing some research. And when better to start a good habit at a young age, hence we decide on our target audience to be parents of children aged 4-12, with their children as our secondary target. Throughout the campaign, we'll be going to primary schools, public libraries and shopping malls to perform skills, storytelling and exhibitions to bring our campaign messages across.

A little more about each of us... I'm inclined towards research and analytical work; Wayne takes care of designing stuff; Wilson is de facto leader of the team and a rather charismatic guy; while Hui Ying is always the one who makes sure things are on task. From time to time, we do hold project meetings at SP as it's a convenient location for all of us; perhaps we can meet for a drink if we drop by again someday.

Alright, I just want to know why you initiated this programme, you must be passionate about health. That's good! I also believe in this principle.

I would like to get to know you more too. Perhaps your short write up will tell me more. Look forward to receiving it soon! Yes, thanks.

Thank you once again for agreeing to work with us amidst your busy schedule. We are extremely grateful for your voluntary commitment to our Rise & Shine Breakfast Campaign! Welcome!

Thanks! By the way, can I rope in my students in this? e.g. the health carnival, as I want them to know that there are people like you who may not be in the health courses but are equally zealous about health. Also, I expose my students to community health events (some of them also conduct these events) as we are into service-learning.
**RISE & SHINE BREAKFAST CAMPAIGN**

**Invitations**  
(8 of 9)

<table>
<thead>
<tr>
<th>Name</th>
<th>Janice Yong</th>
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<tr>
<td>Title</td>
<td>Senior Public Relations Consultant</td>
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<td>Charly T’s</td>
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**Invitations**  
(9 of 9)

<table>
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<tr>
<th>Name</th>
<th>Alicia Tan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Parent Blogger/Preschool Founder</td>
</tr>
<tr>
<td>Organization</td>
<td>-</td>
</tr>
</tbody>
</table>

---

**Exploring marketing opportunities for Charly T’s for Rise & Shine Carnival**

Hi Hui Ying,

Hope this email finds you well. Would like to explore marketing and sponsorship opportunities for our client, Charly T’s. It’s a fast-casual restaurant specialising in rotisserie chicken with two outlets, one in Nomu and the other at 112 Katong. I’ve attached the press release for your reference as well.

We’re happy to discuss sponsorship of goody bag voucher drops or even lucky draw prizes (dining vouchers) for your Rise & Shine Carnival. Do let me know if you are keen and how we might work together?

Look forward to hearing back from you and have a great day ahead!

Warm regards,

JANICE YONG, Senior Public Relations Consultant  
M: (65) 9739 8434  I  E: janice@foodnews.com.sg

---

**FB Homelearning for Preschoolers Group Event**

Hi Hui Ying,

Thank you for the call the other day.

As mentioned, I created and am one of the moderators for a FB group which reaches out to Homelearning parents for preschoolers - basically preschoolers who support from the home front. I do not mind exploring having an exclusive event with your team if it is something that is educational and is engaging for the little ones. For e.g. in end March, some of us are going to Jacob Ballas Children’s Garden for a morning of workshops - one on drama (Lion and the Mouse) and the other is on Sara goes Supermarket Garden where the children learn about plants and the by products which we see in supermarkets.

If your team is able to craft something along this line and it is FOC, then I can certainly reach out to the group to gauge their interest. Of course, if there are some promotional aspects then the response rate typically will be higher (registration for some workshops etc.)

Please feel free to reach out to me at 96182514 to discuss further.

Warmly,

Alicia
Feedback from Outreach Activities

“The cooking demonstrations made me realize that breakfast can come in a wide variety as usually I only prepare bread with ham for my children. I do give fruits to my children but not during breakfast, so today I have learnt the benefit of consuming fruits in the morning.”
Mdm Sheeren Tang, 44

“The cooking demonstration introduced many tasty breakfast items today. I especially liked the caramelized apples because it is sweet (in a healthy way).”
Lee Zhi Yu, 10

“As a parent, I feel that these cooking demonstrations and storytelling sessions are very beneficial to me as well as my children.”
Sherie Lee, 32

“I go to the canteen and saw the placemat stickers. I like them a lot, especially the egg (one of the breakfast friends).”
Darius, 8

Mid-campaign qualitative feedback

Member of public, Parent

Suggestions to improve? 😊:

We need more people like them to spread the important of breakfast.

Member of public, Parent

Suggestions to improve? 😊:

Well done. Kids especially enjoyed the story-telling session.

Member of public, Parent of child, aged 7

Suggestions to improve? 😊:

Good interactive story-telling session. Keep it up.

Member of public, Parent of child, aged 6
Facebook Appraisals

Dr Amy Khor:

Rise & Shine Carnival 2013 (3 photos)
We need to encourage our parents to inculcate healthy habits in our children from young: Healthy eating habits, exercise regularly and communicate with them often for mental and emotional well-being.
Appendix D.12
Appraisals from Target Audience (3 of 8)

Prominent Parent Blogger, Angeline Sim:

**Angeline Sim**
Well done to the Rise & Shine team! All your months of hard work culminated in a fun-filled, record-breaking breakfast carnival, well-attended by so many families. Kudos to Mama Bear, Papa Bear and Baby Bear for sharing with the kids the importance of starting the day right with Breakfast! :) — with David Sim and Yanti Ke at The Lawn@Marina Bay.

Member of Public, Shirley Lee:

**Shirley Lee**
Looking forward to that day. Kids must like that scene. We can learn more about the methods making nutritious breakfast from others.
Member of Public, Cheong Mei Ling:

Cheong Mei Ling
A Great leap to start on a Great sunny day at the Rise and Shine picnic breakfast day! Thank you Rise and Shine for organizing the event. Our family had fun. A great way to spend a Sunday morning together with the kids!

Like - Comment - Share - 5 March at 08:49
4 people like this.
1 share
Write a comment...

Member of Public, Toto Pps:

Toto Pps
Many thanks for the fantastic carnival! A big applause to all volunteers and organizers! Well done!
Like - Comment - 4 March at 17:28 via Mobile
3 people like this.
Rise and Shine – for happier and healthier kids Thanks Toto!
4 March at 21:27 · Like
Toto Pps ^
4 March at 23:21 via mobile · Like
Write a comment...
Blogger, Debra Li:

Debra Li

My superhero son says thanks for hosting such a great morning picnic, Rise and Shine :)

Like · Comment · Share · 5 March at 19:41

Seema Hari Kumar likes this.

1 share

Write a comment...
Appendix D.12
Appraisals from Target Audience (6 of 8)

Member of Public, Sharilyn Gui:

Sharilyn Gui
Had lots on fun at all the booths on a beautiful Sunday morning @ Rise & Shine Carnival 2013
Appendix D.12
Appraisals from Target Audience (7 of 8)

Member of Public, JoanKeith Valencia:

JoanKeith Valencia
My two boys having a soccer moment with Alexander Duric. Thank you Rise and Shine Carnival for that wonderful Sunday morning.
Appendix D.12
Appraisals from Target Audience (8 of 8)

Member of Public, Ellen Huang:

Ellen Huang

My 7 and a half month daughter having fun taking pictures with the Scott's mascot! It is really a enjoyable event for my whole family (including my mum and dad) and we came in 5th place in our first mummy and baby contest! Thanks to the organizers for this wonderful event!
Speech by Minister of State for Health, Dr. Amy Khor, at the Rise & Shine Carnival, 3 March 2013

Ladies and gentlemen,

Boys and girls...

A very Good Morning. I am pleased to be here with you on this lovely Sunday morning. I trust you are having a good time with your family.

Today, more than 1,000 people are gathered here with their families. For this, we are about to set a record for the largest number of people attending a breakfast picnic in Singapore. This also signifies your commitment towards the healthy development of our children and underscores the importance of starting each day with a healthy meal. A recent survey showed that many children skipped breakfast.

**About the Rise & Shine movement**

The Rise & Shine Breakfast Carnival is a ground-up event spearheaded by four undergraduates from the Nanyang Technological University, in collaboration with a group of "super mummies" from the Rise & Shine movement. Supported by various agencies and healthcare partners, this community-led initiative aims to share and identify holistic approaches towards raising healthier and happier children in Singapore.

**Raising Healthy Children**

Parenting is a challenging but fulfilling task. I am a parent myself, my husband and I have three grown-up children. Parents, being here, you would know that children, when they are young, that is the most enjoyable time of your lives as parents. You must treasure such moments. Of course, to develop and allow our children to grow to their fullest potential, the first thing we must ensure is that they have healthy development — healthy not just in terms of physical health, but also mental and emotional well-being.

Studies have shown that dietary habits of children are formed well before the age of five. In fact, it is very hard to change once they turn five. We are also dealing with childhood obesity. It is now at the 25% and we do not want to fight against childhood obesity. So we need to encourage our parents to inculcate healthy habits in our children from young, such as healthy eating habits, exercising regularly and mental well-being, and to communicate with them for emotional and mental well-being.

In fact, parents are the greatest role models. They say that children are the greatest initiators, so you need to give children something great to imitate. To that, you need to show your children through your actions, words and activities to inculcate a healthy lifestyle. For instance, eat plenty of fruits and vegetables and exercise regularly. Sometimes when we ask children why they don't eat fruits and vegetables, and they tell us that their mummies and daddies don't eat fruits and vegetables too. So we need to encourage our children by role modelling, I think that is the greatest influence.

**Enhanced Government Policies and the Role of the Community**

The Government will do its part, so we have many programmes and initiatives to encourage and nurture a healthy living environment. For instance, in the schools, we want to encourage the schools to support a healthy living environment. So how do we do that?
Appendix D.13
Appraisals from External Parties (2 of 8)

We get the schools to offer nutritious meals and snacks and so on at their canteens. Under the Healthy Eating Programme, we also offer healthy and nutritious meals at the pre-schools. These are among the many things that we do.

To right obesity, we recently announced that we are undertaking a public consultation on advertising guidelines for food and beverages for children because very often, children are misled by attractive advertisements to eat unhealthy food and snacks. There is a need to see how we can introduce guidelines to start to mitigate this. We will be announcing details of the public consultation and to see how to introduce these guidelines. I want to encourage parents, if you have not given us feedback, to give us feedback on this idea of introducing guidelines on against the advertising of food and beverages which are unhealthy.

The Rise & Shine Carnival that has been organised by the NTU students and the Rise & Shine ‘supper reunions’, is indeed commendable effort. While the Government can do its part, everyone must play their part – parents, schools, caregivers and the community.

Community programmes and community initiatives like these are really great in reinforcing our efforts to promote healthy living amongst families and particularly for our kids, so that we can ensure they grow up healthily and develop to their fullest potential. So we want to encourage more of you to come forward, join the Rise & Shine movement and other community partners to promote healthy living in Singapore. Together, we can raise healthier and happier children in Singapore.

Conclusion

Thank you for coming to this event and I hope to see you more often at such events. I want to end here by saying that it is a rare opportunity for the family to come together, so I think that we should take this opportunity to tell our loved ones that we cherish them and love them. This is a good opportunity to hug your mothers and fathers, and tell them you love them. Together, we can eat more vegetables and fruits and exercise regularly, and drink more water instead of sweetened drinks.

Thank you very much and have a wonderful day ahead.

End


Fig.1. Speech by Dr. Amy Khor, Minister of State for Health and Manpower (2 of 2)
The Health Promotion Board Digital Unit decided upon the Rise and Shine Facebook page and contacted the students, Low Hoe Ann, Quek Hui Ying, Tan Wei Yuan and Wham Ng for a possible collaboration to help push out our program messages using social media.

We were impressed with how the page was managed. The updates were done in a conversational manner, the team managing the page also did a good job engaging the fans with pictures and replies.

As a manager of 4 corporate Facebook pages with over 10,000 fans, I was impressed with how the students fulfilled the best practices of Facebook page management. They have created a superb platform to engage parents both online with the posts as well as offline with the real face-to-face.

This project has proven that the students were able to use Social Media effectively to spread online awareness. This will prove to be valuable to the students should they decide to pursue a career in online marketing after their graduation.

Benjamin Loh
Senior Executive
Digital & Direct Marketing
Corporate Marketing & Communications Division

12 March 2015

Fig.2. Appraisal from Mr. Benjamin Loh, Senior Executive from Health Promotion Board
Appendix D.13
Appraisals from External Parties (4 of 8)

**Fig. 3.** Appraisal from sponsor, Josaline Seah, Marketing Director of Giraffe Consulting Asia

**Fig. 4.** Appraisal from partner blogger, Andy Lee, Daddy Blogger of Sengkang Babies

**Fig. 5.** Appraisal from member of public and prominent parent blogger, Angeline Sim
Appendix D.13
Appraisals from External Parties (5 of 8)

Fig. 6. Appraisal from Fiona Chia, nutritionist from Health Can Be Fun

Fig. 7. Appraisal from journalist, Kwok Kar Peng, Associate Editor of Young Parents

Fig. 8. Appraisal from Peter Hodgson, Founder of Centre Stage School of the Arts
Fig. 9. Appraisal from Wynna Soe, Assistant Manager, Marketing Communications of Gardenia Foods (S) Pte Ltd

Fig. 10. Appraisal from Shahada Binte Selamat, Librarian, National Library Board

Fig. 11. Feedback from Singapore Polytechnic student volunteers
Fig. 12. Feedback from members of the public on Rise & Shine Breakfast Campaign
Appendix D.13
Appraisals from External Parties (8 of 8)

Fig.13. Interview with Mr. Naseer Ghani, head of department for physical education in New Town Primary School

Transcript of the interview:
“Statistics have shown that our pupils do better when they come to school with breakfast and in our school environment, we do see many pupils coming to school without breakfast. Maybe because their parents are busy or both the parents are working. Therefore, the efforts by NTU students to educate our pupils, ensuring that they have a wholesome meal, especially the first meal of the day, is a very noble cause. I think the activities conducted by them for our pupils have benefited many of them. Many of our pupils now feel that it is important to come to school with breakfast as their first meal. In that sense, I think that the project undertaken by NTU pupils is something that is very useful and many schools should tap on to their programme to ensure that many pupils come to school with a wholesome and healthy breakfast.”