

# School Briefing #4

## Food and Diet Findings

The Born in Bradford Age of Wonder study surveyed over 13,000 young people aged 12–15 across Bradford's secondary schools to understand their eating and drinking habits. Your school's participation made these important findings possible. The findings are based on data collected over 2023/25 academic years.

### Key findings

#### 1 Breakfast matters, but many are skipping it

Only 39% of participants eat breakfast every day. Research shows regular breakfast is linked to better concentration, improved academic results, and reduced anxiety.

#### 2 Fruit and vegetables intake is low

Only around 1 in 5 young people eat two or more portions of fruit or vegetables daily. Intake decreases as young people move through secondary school.

Male participants reported higher daily consumption of fruit and vegetables than female teenagers.

#### 3 Energy drinks & sugary drinks are common

- Over a third consume energy drinks at least once a week.
- Two thirds consume sugary drinks at least once a week.
- Pakistani origin youth reported higher daily energy drink consumption than White British participants (8% vs 5%)

### Why this matters

What young people eat affects their physical health, their mental wellbeing, and their ability to concentrate and learn.

This research shows that food choices aren't just about individual decisions, they're shaped by families, friends, schools and culture.

### Next steps for schools

#### 1 Communicate with staff, students & parents

Inform about your school's involvement and these findings.

#### 2 Join our new "Food in Bradford Schools" Study

We're collecting existing canteen sales information to help schools make improvements to their food offer.

There's no extra work for staff — we simply use data schools already have.

Contact our team to join.

*"I feel like being Pakistani, I feel like food is a part of our culture... And I feel like that's how we express ourselves from food."* – Female, Pakistani origin, 13 years old

### Contact us

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**Thank you to the schools and students for their ongoing participation!**