



Fuel Their Minds

Ideas for Better Eating and Active Play with Young Children



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Fight Against The Food & Beverage Marketing Industry



As obesity rates rise, many factors are blamed for this epidemic. The responsible culprits include a lack of physical activity, unbalanced meals, unhealthy

food choices, limited accessibility, and food marketing.

The food and beverage marketing industry spends over 10 billion dollars annually marketing products to young children and teens. Successful marketing tactics such as placing a popular animated character or celebrity endorsement on packages of carrots, cereal, and Gatorade pay off well.

This industry has cleverly managed to market to children as young as 2 years of age. In a recent marketing study, children 2 years old were able to recognize popular characters like Dora the Explorer, SpongeBob, and Spiderman that were placed on various food packages. The sole reason for this aggressive marketing strategy is to increase sales.

Children are unable to understand the industry's gimmicks, so it becomes the parents' responsibility to read "between the lines". You should not allow marketing to override your decisions when purchasing foods. Sometime looking like the "bad" parent to children is the best thing you can do for their health. Explain to your child why you decided not to purchase the product so they gain a better understanding of the type of lifestyle choices

you choose for your family.

The industry uses what they call the 4 P's of marketing. These are things to look out for when shopping and watching advertisements.

The **4 P's** are: **Product, Place, Promotion, Price.**

Product	When shopping, always ask yourself if you need the product? Marketing will try to convince you it is necessary. Think objectively before you buy it.
Place	Ever notice the colorful items are at a child's eye level? This is done strategically to entice them to ask for it. Introduce the word "treat" to your child, explain that the colorful cereals are "treat cereals", not breakfast cereals, and then move their attention up or down a row.
Promotion	Ask your child to think about why Spiderman is on a package of cookies? Discuss ad's and how they do this so you will want to buy it.
Price	At times purchasing items in volume discounts like BOGO (buy one get one free) and value deal is beneficial when it comes to household products but foods are a different ball game. Cheaper prices don't always mean your getting the best quality for your buck. Read the nutrition facts label if your not sure the item is nutritious.

Adapted from Berkley Media Studies Group©; Fighting Junk Food Marketing to Kids

Extraordinary Lunch Menu Ideas



Have you ever had a Nana-Nutter? Children are the “pickiest” during their preschool aged years, but if food options are not broadened during this time, the school-age years can be even more worrisome. Children are hard-wired to only eat foods which they have previously been exposed to, and that they instinctively know are safe. So it becomes a game of sorts to expand this sometimes pitiful list of acceptable foods.

One of the goals of feeding a child should be to continually increase this list of acceptable foods. Sometimes, that can simply mean presenting an accepted food in a new way, other times, it is sneaking in something new with something old (be sure to tell them afterwards so they know they liked the food and what it was called). When you look over your meal options for the upcoming week, I encourage you to present something new every day. Do this forever, and you will have an easy child to please at mealtime. If you are a site which uses a rotating menu, find creative ways to alter the items just a bit each time they are served.

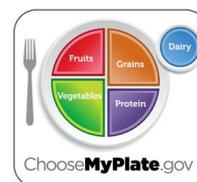
Not sure where to start? Here are some suggestions:

Accepted foods in new ways:

Food	New Twist
Oatmeal	served in a mug instead of a bowl
Toast	cut into 1 inch strips and served with peanut butter for dipping
Apples	cored and cut as rings instead of wedges or sprinkled with cinnamon
Yogurt	plain yogurt topped with berries and honey
Buttered pasta	pasta with olive oil or a new pasta shape with butter
Raw carrot sticks	cooked carrot sticks
Burrito	try a new bean on the inside
Food	<u>Sneaking in</u>
Peanut butter sandwich	Make a Nana-Nutter by adding a layer of fresh sliced bananas
Spaghetti	Grate carrots into the sauce
Pizza	Whole wheat crust instead of white
Burrito	Spread with a smidge of guacamole before you roll it up
Cold cereal	Add a teaspoon of a new finely diced dried fruit

A New Food Icon?

In June 2011, the United State Department of Agriculture released a new food icon, *MyPlate*. This icon was launched as an addition to MyPyramid. However, MyPyramid will still be used as a reference tool to educate individuals on the importance of physical activity, and how much and what to eat. *MyPlate* is a new generation icon with the intent to prompt consumers to think about building a healthy plate at meal times. *MyPlate* still emphasizes the key nutrient sources as reflected in the MyPyramid food groups: fruit, vegetable, grains, meat and beans, and dairy.



- ◇ **Why the change from MyPyramid?** The White House Childhood Obesity task force called for a new simplified icon to help guide our dietary lifestyle.
- ◇ **What factors played in the design of the icon?** Americans are familiarized with the mealtime symbol. It encourages well balanced meals, helps control portion sizes, helps promote family meal-time, and is appropriate for any age group.
- ◇ **Differences between MyPyramid & MyPlate?** MyPyramid was designed to represent an individual’s entire daily intake versus the meal-by-meal basis as represented in *MyPlate*.

**Recommendations of the new food icon: use a 9-inch plate (size of a salad plate) for adults and 6-inch plate for children when eating, aim for half your plate to be fruits and vegetables, aim for one quarter of your plate to be whole grains and protein, and make non-fat/low-fat milk or dairy part of your meal.*

For more information on MyPlate visit, www.ChooseMyPlate.gov.

A Sweet Treat of Sweet Potatoes

This sweet potato recipe is not only easy to prepare, but nutritious as well. This baked potato treat is a great way to incorporate a new vegetable into your family's diet, especially when they crave for something sweet and savory during the holidays!

Baked Sweet Potato with Ginger and Honey

Serving size: 6

Ingredients:

- 4 sweet potatoes
- 1/4 cup honey
- 2 tablespoons grated fresh ginger
- 2 tablespoons of walnut oil or olive/canola oil
- 1/2 teaspoon ground cardamom (if available)
- 1/4 teaspoon ground black pepper



Directions:

1. Preheat oven to 400 degrees.
2. Wash, peel and slice sweet potatoes to your liking. *Slicing them into a recognizable item such as "French fries" resonates well with children when trying new foods.*
3. In a large bowl, toss together the sweet potatoes, honey, ginger, oil, cardamom, and black pepper. Transfer mixture to an aluminum foil lined cookie sheet.
4. Bake for 10 minutes, then stir the potatoes to ensure they cook evenly. Bake for another 10 minutes or until sweet potatoes are tender, yet crisp on the outside and caramelized.

Recipe adapted from Allrecipes.com

Nutritional Duck, Duck, Goose

Are you tired of the traditional duck, duck, goose game? Try our spin-off of the traditional game of tag. Before you begin to play the game, ask each child to draw their favorite fruit or vegetable.

Give each child an index card. At the top of their sheet, have the children write:

1. Which food group it represents: fruit or vegetable
2. The color of their fruit or vegetable
3. The beginning letter of their fruit or vegetable



Game Rules:

Have players sit in a circle on the ground. Demonstrate the game by playing the role of "It" yourself. Walk slowly around the circle, lightly touching each player as you pass while calling out "duck-duck-duck." Then ask the group, whoever has a _____ (**fruit/veggie**) that is the **color** _____ raise the card up in the air. If no children raise their cards, then ask whoever has a fruit or veggie that starts with the **letter** _____ raise it up in the air. Suddenly, from the children that raised their pictures, call one player "goose" and begin running. Challenge the "goose" to jump up and chase you. If you can run all the way around the circle and sit down in the free space before the goose tags you, the goose starts the next round as "It."

Activity Kits Free From the University of California

The University of California has prepared activity kits to help you teach nutrition and physical activity concepts to your young children while integrating math, language arts, and science.

These lessons come “ready-made” with all the materials you will need to teach a fun and interactive lesson with your preschoolers through third graders. The curriculum was developed by the University of California.

We will bring the materials to your site, free of charge, and we can provide your staff with trainings and additional resources to increase their confidence in these topics. We can also plan classroom, food-themed parties, special events, and other fun sessions.

If you are interested in signing up to receive these materials, please contact us.



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Break the Fast

You've heard the saying, "breakfast is the most important meal of the day," and yes, there is truth to this saying. Studies have shown children are more inclined to learn and perform better on standardized tests when they ate a nutritious breakfast.

Expecting children to be attentive in class and participate is difficult when they are hungry and have little energy. As your child sleeps through the night, his/her body slowly digests all the food in their stomach, leaving your child hungry and with little energy to start their day.



Skipping breakfast, not only impacts a child academically but physically and emotionally, as well. Studies show those who regularly skipped breakfast are more likely to be overweight, are more likely to get in trouble at school, and have a harder time concentrating in class.

The usual excuse for missing breakfast is lack of time. **MAKE TIME!** An additional five minutes is all that is needed to eat a banana and piece of cheese, or a bowl of cereal. Many schools offer free breakfasts for their students. Check to see if this is available, or how it can be made available. If all else fails, keep a box of healthy granola bars in the car to eat on the way to school.

When planning for breakfast, try to include items from two or three food groups. This will ensure you're eating a balanced meal. Read the nutrition facts labels; look for oatmeal and cereals that are whole grain and have less than 8 grams of sugar per serving. Fresh, dried, frozen, or canned fruit in natural syrup can be a great addition to unsweetened cereal, oatmeal, yogurt, or as a quick on-the-go breakfast item. Look for breads, muffins, and bagels that are whole grain and have at least 3 grams of fiber per serving.

Here are some ideas on how to eat a balanced nutritious meal with little preparation:

- Whole grain bagel with low fat cream cheese and a banana
- Low fat yogurt with berries and 100% whole wheat toast
- Peanut butter and jelly on 100% whole wheat bread
- Frozen whole grain waffle topped with peanut butter and sliced fruit
- Whole grain cereal, low fat milk, and dried fruit like raisins or cranberries
- A scrambled egg with salsa in a whole wheat tortilla
- Plain, instant oatmeal made with low fat milk and sprinkled with diced apples, cinnamon, and

raisins

- Fruit and yogurt smoothie
- Leftovers like veggie pizza or a bean burrito
- Hard boiled eggs with a granola bar
- Dry whole grain cereal with dried fruit and nuts



With a little planning, breakfast can be easy, fast, and a great kick start to your day!



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Importancia de Desayuno

Usted ha escuchado el dicho, "el desayuno es la comida más importante del día" y sí, hay mucha verdad en este dicho. Estudios han demostrado que los niños están más dispuestos a aprender y realizar mejor resultados en sus exámenes cuando comen un desayuno nutritivo.

Esperando que los niños están atentos en clase y participan es difícil cuando tienen hambre y tienen poca energía. Cuando su hijo duerme toda la noche, su cuerpo digiere lentamente todos los alimentos en su estómago, dejando a su hijo con hambre y con muy poca energía para comenzar su día.



Omitiendo el desayuno no sólo afecta a un niño académicamente pero, físicamente y emocionalmente también. Los estudios muestran niños quienes regularmente omiten desayuno tienen más probabilidades de ser sobrepeso, y tener problemas en la escuela y dificultad concentrarse en clase.

La excusa en falta de desayuno es tiempo. Usted puede HACER TIEMPO! Cinco minutos es todo lo que se necesita para comer un plátano y un pedazo de queso o un tazón de cereal. Muchas escuelas ofrecen desayunos gratis para sus estudiantes. Compruebe si está programa de desayunos es disponible, o cómo puede hacerse disponible. Si todo lo demás falla, mantenga unas barras de granola saludable en el coche para comer en el camino.

Al planear para el desayuno, tratar de incluir alimentos de dos o tres grupos. Esto asegurará que está comiendo una comida balanceada. Lea las etiquetas de nutrición; busque avena y cereales de grano entero que tienen menos de 8 gramos de azúcar por porción. Frutas frescas, secas, congelados o enlatados en jarabe natural pueden ser una gran adición a cereales sin azúcar, avena, yogur, o como un alimento rápido para desayuno. Busque panes, y panecillos con grano entero que tienen por lo menos 3 gramos de fibra por porción.

Aquí hay algunas ideas sobre cómo comer una comida nutritiva con poca preparación:

- Panecillo de grano entero con poca crema de queso bajo en grasa y un plátano
- Yogur, bajo en grasa con bayas y pan tostado 100% trigo integral
- Mantequilla de cacahuete y mermelada en pan 100% trigo integral
- Wafle de grano entero congelado con mantequilla de cacahuete y rebanadas de fruta
- Cereal de grano entero, leche bajo en grasa, y fruta seca como pasas o arándanos
- Huevo revuelto con salsa en un tortilla de trigo entero
- Avena instantánea sin sabor con leche bajo en grasa, rociado con cuadritos de manzanas, canela y pasas
- Licuado de fruta y yogur
- Sobras como pizza de verdura o un burrito de frijoles
- Huevos cocidos enteros con una barra de granola
- Cereales de grano entero seco con frutas secas y nueces



Con un poco de preparación, desayuno puede ser fácil, rápido y una manera fácil para empezar su día!