Encouraging Healthy Eating: An Environmental Focus

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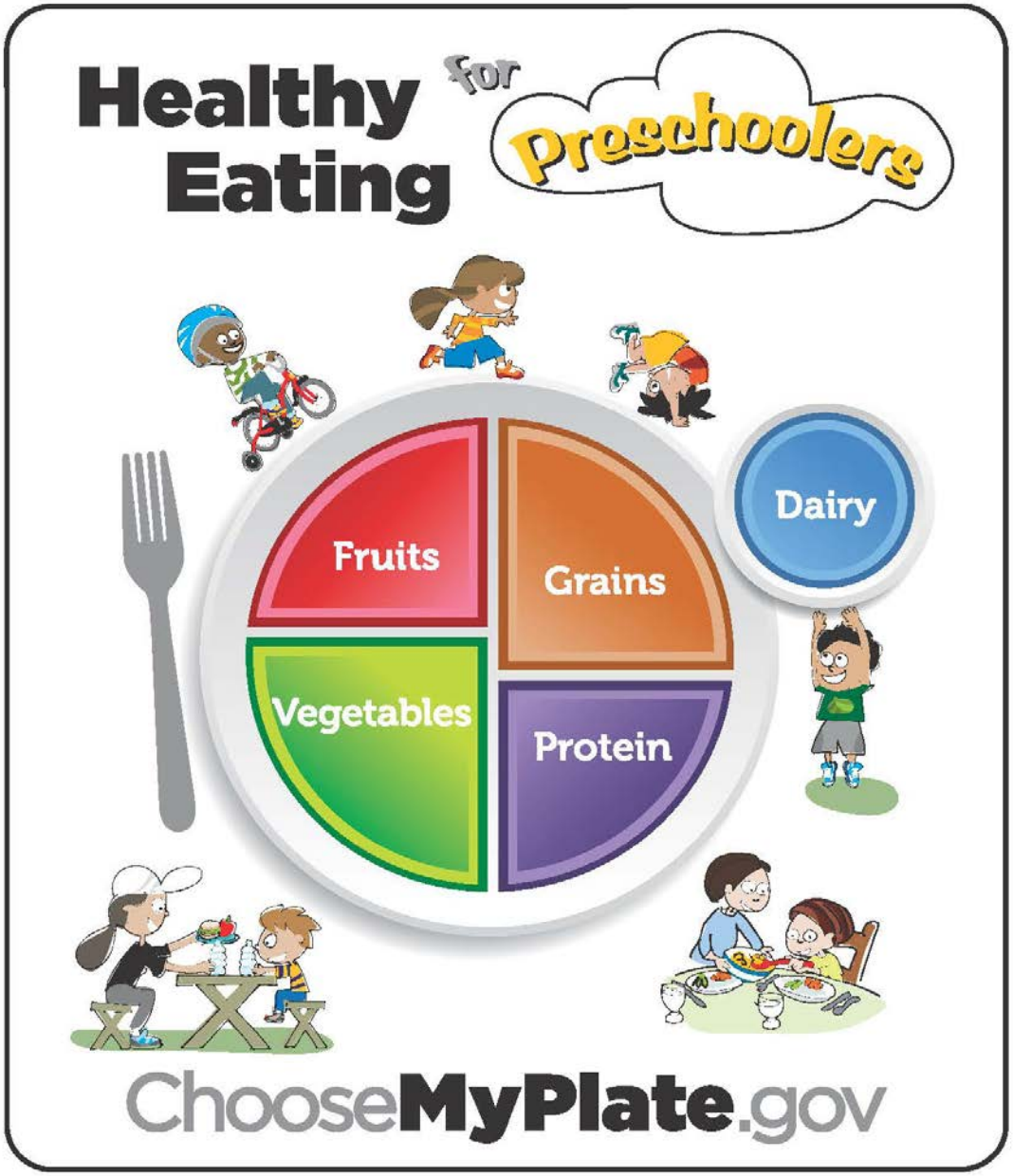
Pair and share activity

Find partner, introduce self, share one observation of a young child eating

Today's session

- Defining healthy eating for children, 2 to 4 years old
- Food intake –recommendations vs. reality
- Environmental influences on children's eating
- Evidence-based strategies to promote healthy eating
- Resources



Eat more:

- Whole fruits and veggies
- Low-fat milk
- Whole grains

Eat fewer:

- Added sugars
- Solid fats
- Refined grain products

USDA
U.S. Department of Agriculture
Food and Nutrition Service

The reality for children

- About 70% consume a distinct vegetable at least once a day
- French fries or other fried potatoes are most popular vegetable
- About 85% consume fruit at least once a day when 100% juice is included
- Drops to about 72% when juice is excluded

Source: Feeding Infants and Toddlers Study (FITS), 2008

The reality for children (cont.)

Source: Feeding Infants and Toddlers Study (FITS), 2008

- Less than 30% drink low-fat milk (1% or skim)
- Almost 50% drink sweetened beverages daily (35% fruit-flavored drinks, 8% sodas, 7% sweetened tea or coffee)

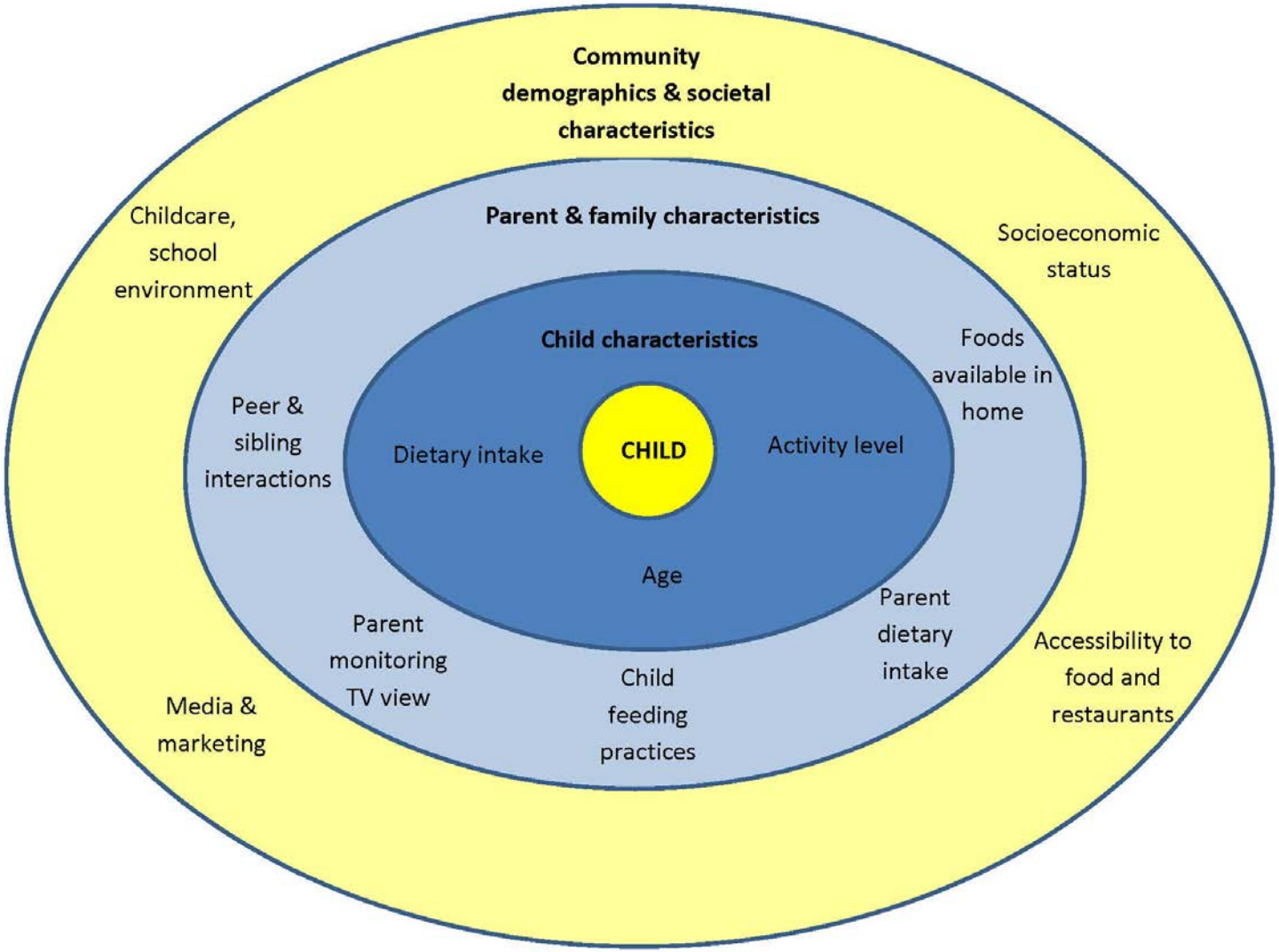
The reality for children (cont.)

- Almost 40% of children consumed whole grain cereal once a day
- Only 9% of children consumed whole grain bread
- About 50% consumed cakes, pies, cookies or pastries daily

Source: Feeding Infants and Toddlers Study (FITS), 2008

What is one thing that surprised you about what young children eat?

Influences on children's food intake



Adapted from Davison and Birch ecological model of predictors of childhood overweight

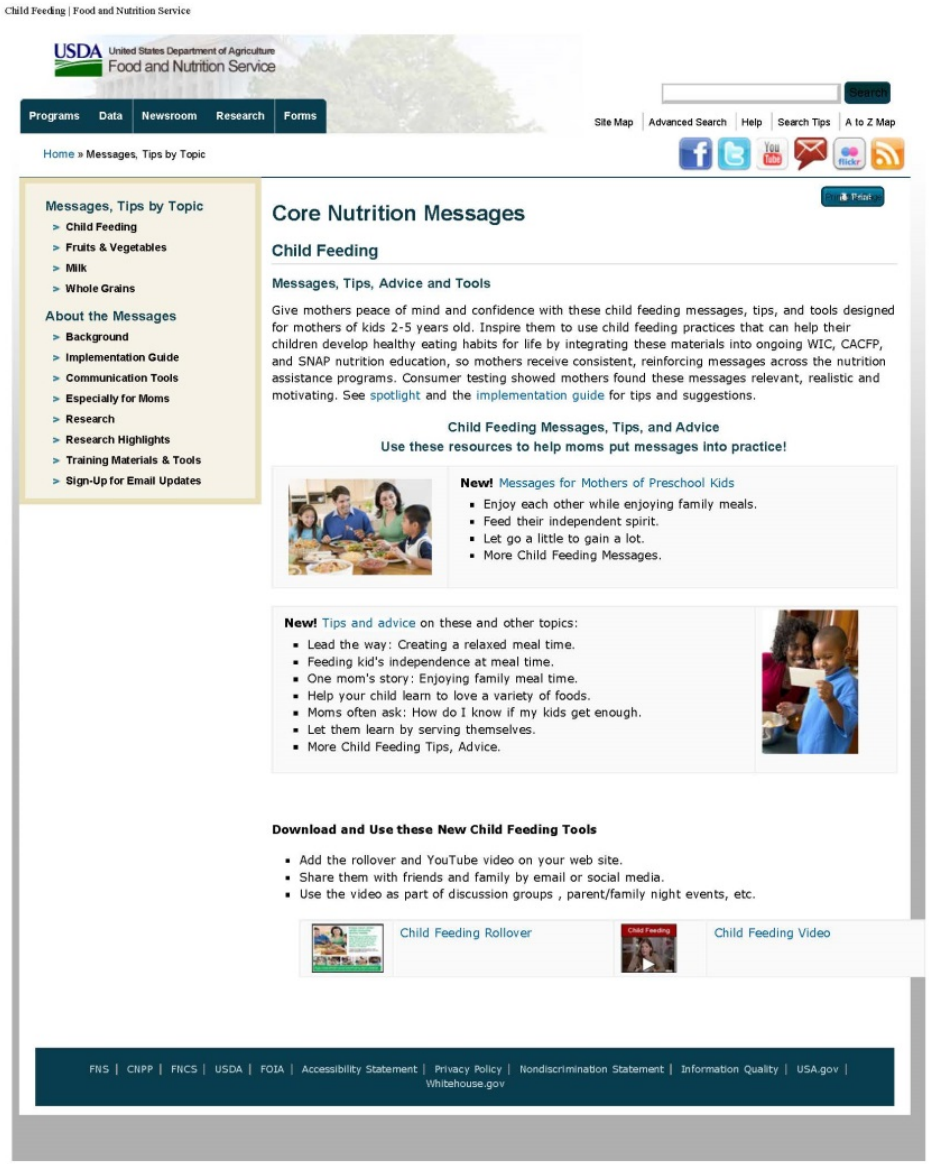
Parents and other adult care providers are responsible for:

- What foods are available in their home
- What foods are offered at meals and snacks
- Having routine meals and snacks
- Allowing children to decide how much to eat

Adapted from Ellyn Satter, Division of Responsibility

Core Nutrition Messages

- Research-based
- Audience-tested
- Consistent across programs



Child Feeding | Food and Nutrition Service

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About the Messages
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- Especially for Moms
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- Research Highlights
- Training Materials & Tools
- Sign-Up for Email Updates

Core Nutrition Messages

Child Feeding

Messages, Tips, Advice and Tools

Give mothers peace of mind and confidence with these child feeding messages, tips, and tools designed for mothers of kids 2-5 years old. Inspire them to use child feeding practices that can help their children develop healthy eating habits for life by integrating these materials into ongoing WIC, CACFP, and SNAP nutrition education, so mothers receive consistent, reinforcing messages across the nutrition assistance programs. Consumer testing showed mothers found these messages relevant, realistic and motivating. See spotlight and the implementation guide for tips and suggestions.

Child Feeding Messages, Tips, and Advice
Use these resources to help moms put messages into practice!

New! Messages for Mothers of Preschool Kids
- Enjoy each other while enjoying family meals.
- Feed their independent spirit.
- Let go a little to gain a lot.
- More Child Feeding Messages.

New! Tips and advice on these and other topics:
- Lead the way: Creating a relaxed meal time.
- Feeding kid's independence at meal time.
- One mom's story: Enjoying family meal time.
- Help your child learn to love a variety of foods.
- Moms often ask: How do I know if my kids get enough.
- Let them learn by serving themselves.
- More Child Feeding Tips, Advice.

Download and Use these New Child Feeding Tools

- Add the rollover and YouTube video on your web site.
- Share them with friends and family by email or social media.
- Use the video as part of discussion groups , parent/family night events, etc.

Child Feeding Rollover | Child Feeding Video

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http://www.fns.usda.gov/core-nutrition/child-feeding[2/17/2014 11:20:59 AM]

Family meals

Source: multiple articles in New Directions for Child and Adolescent Development, Spring 2006, Family Mealtime as a Context of Development and Socialization

Role modeling

Parenting style

Image from: http://sp.life123.com/bm.pix/parenting-style3.s600x600.jpg

Involving kids in food purchasing & preparation

Resources

- MyPlate for Preschoolers, http://www.choosemyplate.gov
- MyPlate 10 Tips handouts, http://www.choosemyplate.gov
- Nibbles for Health newsletters, http://www.fns.usda.gov/tn/nibbles-health nutrition-newsletters-parents-young-children
- Core Nutrition Messages, http://www.fns.usda.gov/core-nutrition/core-nutrition-messages

What is one thing from this session that you plan to share or use with parents?