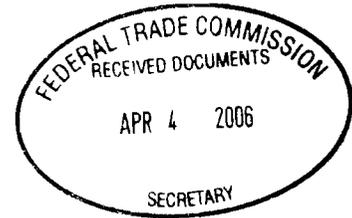




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April 3, 2006



Federal Trade Commission
Office of the Secretary
Room H-135 (Annex H)
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: Food Marketing to Children and Adolescents Report to Congress –
Comment, Project No. P064504

Dear Sir or Madam,

The Food Marketing Institute¹ is pleased to respond to the Federal Trade Commission's (FTC's) request for information and comments on the nature and extent of marketing activities targeted toward children and adolescents. 71 Fed. Reg. 1055 (March 1, 2006). In particular, the FTC was directed to prepare a report to Congress regarding the marketing activities of the food industry that focused on children. As discussed more fully below, the retail food industry has long recognized the importance of sound nutrition for all consumers, including children and adolescents. As a result, FMI and many of its members have programs geared toward providing children and families with information to assist them in making sound nutritional choices.

Nutrition is very important to all consumers. In FMI's Supermarket Trends 2005 report, eighty-five percent of consumers said that they were very or somewhat concerned about the nutritional content of the foods that they eat. Seventy to ninety percent of consumers surveyed said that they read nutrition labels and ingredient statements to look for some or all of the following: fat content, cholesterol, trans-fats, calories, salt, sugars, whole grains and fiber.

Given the high consumer demand for this information, retailers provide it regularly and in a wide variety of forms, increasingly emphasizing foods with higher

¹ FMI conducts programs in research, education, industry relations and public affairs on behalf of its 1,500 member companies — food retailers and wholesalers — in the United States and around the world. FMI's U.S. members operate approximately 26,000 retail food stores with a combined annual sales volume of \$340 billion — three-quarters of all retail food store sales in the United States. FMI's retail membership is composed of large multi-store chains, regional firms and independent supermarkets. Its international membership includes 200 companies from 50 countries.

nutritional values to all consumers, not just children. Brochures, recipes, columns written by in-house nutritionists and dietitians are all common fare to help consumers understand how to make the best nutritional choices for themselves and their families. Indeed, eighty-four percent of consumers believe that it is the consumer's responsibility to ensure that the food that they buy is nutritious so retailers are providing them with the information that consumers need to make informed, responsible choices.

FMI and the food retailing industry provide information on food nutrition for children. For example, FMI's website includes an entire section related to obesity in general and provides several resources specific to children, including the MyPyramid for Kids program developed by the U.S. Department of Agriculture and the Food and Drug Administration. (<http://www.fmi.org/health/>)

Almost a decade ago, FMI in cooperation with the American Academy of Pediatrics and the American Dietetic Association developed the "Healthy Start: Food To Grow On" supermarket kit program, a copy of which is enclosed. The kit includes a parent-child activity book geared toward children ages 5 to 8 years old to help them understand the importance of nutrition. The booklet includes "kid-friendly" recipes for healthy foods, information on the food groups, and tips for involving children in the kitchen. Pamphlets on sound nutritional practices for children and tips for helping parents encourage children to eat foods that will best provide for their nutritional needs are also included. FMI and other food-related trade associations are working directly with the U.S. Department of Agriculture and the Food and Drug Administration to update the program to reflect the latest "My Pyramid" recommendations from USDA and FDA.

Many of our members use the FMI program or have developed their own in-store programs geared toward children. In this regard, some members hold "healthy kids" cooking classes and others conduct store tours, in which they utilize the 'My Pyramid for Kids' messages. Tours are designed for elementary school classes, scout groups, and other groups of children. The purpose of the tours is to introduce children to the healthy choices that are available at their local supermarkets. Healthy eating habits begin in childhood, so our members recognize that it is important for parents, schools and the community to help children learn to eat healthy.

In addition, several of our members take healthy food programs to groups of children, either in schools or to scout troop meetings. For example, one member conducts a "MyPyramid" classroom presentation that includes age-appropriate nutrition information, a healthful snack, and follow-up activities. Others have prepared programs to help scouts qualify for different badges. One such program starts with education about food labels and the information on nutrients, sodium, sugar, calcium, protein and vitamin C that the labels give to consumers. The children are encouraged to read the labels and compare the foods, identifying the foods that are better for them. The children also prepare several dishes, including a bean burrito and fruit yogurt, foods that are then served to the children with milk.

Many members offer newsletters with information on healthy eating habits and sections addressing children's nutritional needs. Tips on how parents can encourage children to exercise, help children eat balanced meals, and serve as good nutritional role models are regular messages are featured in many. Helping parents serve adequate healthy breakfasts that emphasize key food groups – such as dairy, whole grains, and fruit – are also utilized regularly.

Healthy private label lines developed by retailers and geared toward children are among the most recent trends in child-oriented nutritional programs. One retailer's line is free of hydrogenated oils, artificial flavors or colors and is consistent with the government's recommendations for fat, sodium and calorie intake. "Good for you" foods do not always appeal to children so the line comes in colorful packaging with cartoon figures and age-appealing names. These products are promoted in secondary displays and integrated fully in their respective categories.

* * *

We hope you will find the foregoing information of use. If you have any questions regarding our submission, or if we may be of assistance in any other way, please do not hesitate to contact us.

Sincerely,

Dagmar T. Farr
Group Vice President
Legislative & Consumer Affairs



Healthy Start

FOOD TO GROW ON

Supermarket Kit

A Healthy Eating Campaign for Children
developed as a cooperative effort by
The American Academy of Pediatrics
The American Dietetic Association
and the
Food Marketing Institute



Healthy Start

FOOD TO GROW ON

Supermarket Implementation Guide

A Healthy Eating Campaign for Children
developed as a cooperative effort by
The American Academy of Pediatrics
The American Dietetic Association
and the
Food Marketing Institute

Table of Contents

1. Introduction	
Campaign Introduction.....	2
List of Program Elements.....	2
2. Choose HEALTHY START	
Benefits for the Supermarket Company.....	3
Keys to a Successful Campaign.....	3
Help Your Store to a HEALTHY START.....	4
3. The Supermarket-Pediatrician-Dietitian Connection	
Suggested Ways To Work Together.....	4
How To Contact Local Pediatricians and Dietitians.....	4
Sample Letter.....	5
4. Advertising, Promotion and Special Events	
Introduction.....	6
Before You Begin...Quick Facts About Promotion.....	6
HEALTHY START Promotional Menu.....	7
Printing and Production Pointers.....	7
Planning Your HEALTHY START Special Event.....	8
Special Event Preparation Checklist.....	8
In-Store Event Ideas.....	9
Suggested Event Timetable.....	9
Monthly Theme Activities.....	10
Potential Special Event Tie-Ins.....	10
Start Spreading The News: Working With The Media.....	11
Suggested Media Spots.....	11
Sample Press Release.....	12
Advertising Notes.....	12
Sample Broadcast Advertisements.....	13
5. For More Nutrition Information	
Reference List for Professionals and Consumers on Childhood Nutrition ..	14
6. Supermarket Evaluation	
In-Store Customer Survey.....	15
7. More About the HEALTHY START Program	
Campaign Sponsors.....	16
Advisory Committee/Program Development.....	16
Advisory Committee Members.....	16



A Healthy Eating Campaign for Children developed as a cooperative effort by **The American Academy of Pediatrics, The American Dietetic Association** and the **Food Marketing Institute**

Introduction

H EALTHY START...Food To Grow On is an information and education campaign that promotes healthful food choices and eating habits as part of an overall healthful lifestyle. The program targets families with young children ages 2 to 6 years and will be implemented by pediatricians, dietitians and supermarkets. HEALTHY START has been developed as a cooperative effort by the American Academy of Pediatrics (AAP), The American Dietetic Association (ADA) and the Food Marketing Institute (FMI).

Make the HEALTHY START Campaign Come Alive

As with any in-store program, it takes more than just brochures and newsletters to give a program "life" and generate community recognition. Planning and promotion will help make your HEALTHY START program a smashing success.

Start by selecting a HEALTHY START Store Coordinator. This person can be responsible for developing the "game plan" to stage a successful and exciting program. Consider an employee with a real interest in the material—what about someone with young children?

Program Elements: What's for You and Your Supermarket Company

The HEALTHY START supermarket kit is designed for flexible use at the retail level. Parts of the program can be used alone or combined with other parts. All of the HEALTHY START program elements work well together and have shown to be an effective consumer

nutrition education program targeted to parents, care givers and young children. This kit provides implementation ideas and reproducible art to set up a healthy eating campaign for children in your supermarket company. The supermarket program elements include:

- ◆ Four **consumer nutrition brochures** that cover the topics of basic nutrition and food needs for young children. The four brochure titles are:

- ◆ *Right from the Start: ABC's of Good Nutrition for Young Children*
- ◆ *What's to Eat? Healthy Foods for Hungry Children*
- ◆ *Feeding Kids Right Isn't Always Easy: Tips for Preventing Food Hassles*
- ◆ *Growing up Healthy: Fat, Cholesterol and More*

The brochures are available in full color or as a reproducible slick.

- ◆ Four **Quarterly newsletters** for parents that cover timely nutrition and health subjects. Each newsletter is a one-page front/back 8 1/2 by 11 inch reproducible sheet. Four new newsletters are developed each year.
- ◆ **Parent-Child activity booklet** written for children ages 5 and 6 to help them learn about the relationship between food and health. The reproducible booklet is eight pages, 8 1/2 by 11 inches.
- ◆ **Implementation Guide** that includes program promotion tips, event ideas and a list of professional nutrition resources.
- ◆ **Reproducible artwork** to be used for promotional materials, such as store banners, posters and giveaways like magnets, stickers and mugs. It can also be used in store ads and circulars.
- ◆ **Supermarket evaluation form** to gain useful feedback on the program components and evaluate overall program success.

Choose HEALTHY START

Any supermarket company interested in providing a healthy eating program for children can initiate the HEALTHY START...Food To Grow On campaign. This kit is designed to be used by supermarket consumer affairs professionals, store managers and store employees.

What's In It For Your Supermarket?

Since supermarket shoppers represent virtually all segments of society, your store(s) provide the perfect place for parents and care givers of young children to learn and exercise newly acquired nutrition knowledge when making food purchasing decisions.

Other potential benefits associated with the HEALTHY START campaign include:

Positive company image in the corporate arena and local community setting, extending to your shoppers and store employees. Participating in the HEALTHY START program shows parents and care givers that your supermarket cares about the health and well-being of their children and reaffirms your company's commitment to public service.

Increased community recognition gained from HEALTHY START print and broadcast media exposure, special events and promotional give-aways. In addition, linking up with local pediatricians and dietitians adds credibility and prestige to your supermarket company.

Valued benefit for your shoppers and employees. Shopper attitude surveys provide evidence that consumer nutrition programs like HEALTHY START are viewed as a tangible, extra benefit for your customers.

Improved community health awareness associated with the HEALTHY START program. By communicating healthful food messages to parents and care givers, your company furthers the chance for healthier food practices in young children. Ultimately, this results in better community health and well-being.

Bottom line sales increase from the HEALTHY START program, attributed to increased store traffic gained by attracting new shoppers and renewing interest from current customers.

Keys to a Successful HEALTHY START Campaign

There are four basic factors that influence the success and future of a HEALTHY START campaign. To enhance your store's campaign, it's best to investigate potential participation and support from all angles *before* you implement the HEALTHY START program. Keeping lines of communication open is necessary to facilitate a smooth campaign.

1. Involvement and Support from Top Management

Getting the commitment of key personnel in your company is critical. This will help you maximize available resources and minimize roadblocks to success. Key personnel may include top corporate management, store managers and staff, newsletter editors, communications personnel and art directors. Management must be completely sold on the HEALTHY START program before there are budget dollars and cooperation to carry it through.

Use your organization's overall goals to establish a liaison between the HEALTHY START campaign objective and your company at large. As a public service effort, this program provides an ideal opportunity to serve your customers in the area of food, nutrition and health. It also provides a natural link between the supermarket, pediatric, dietetic and parental communities.

2. Employee Involvement in Planning and Promotion

No one can better promote a program than an employee who has had a role in its development. Getting employees to "buy in" early is an important determinant in the success and future of any project. When employees have a commitment, they are motivated to see that the program excels from start to finish.

Develop strategies to sell the HEALTHY START program to your staff. Identify key players who can make or break a project and involve them in the planning stage. Consider forming a task force that includes employees at all levels. Review the HEALTHY START program with the staff and invite them to brainstorm promotion and event ideas.

Other ways to enhance employee support for the HEALTHY START program:

- ◆ Include program information in your company newsletter.
- ◆ Post bulletins and print payroll stuffers to further describe the program.
- ◆ Continually elicit employee ideas and opinions at staff meetings.

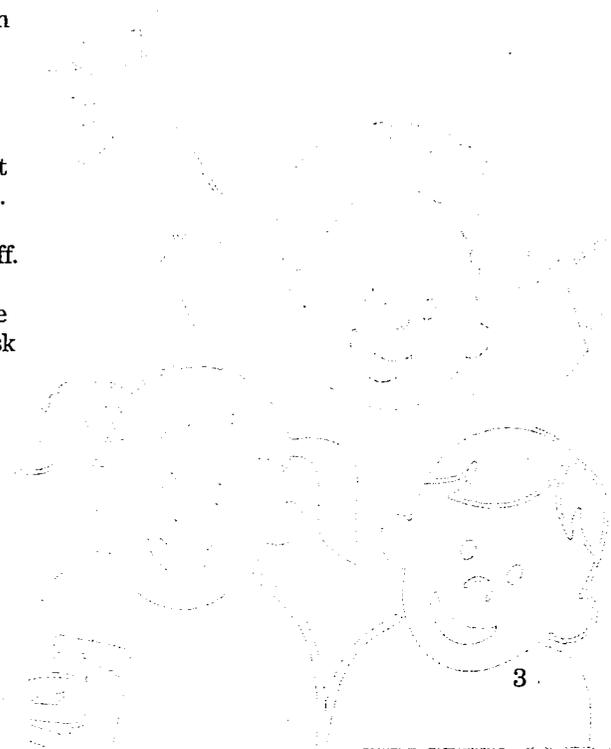
3. Support from Local Pediatricians and Dietitians

Working together with local pediatricians and dietitians and your state pediatric and dietetic chapter will lend credibility to your campaign. In addition, simultaneous distribution of the four consumer nutrition brochures in supermarkets and pediatricians' offices will enhance program visibility and increase program recognition.

4. Collaboration with Vendors

Contact vendors to determine their support for the HEALTHY START program. Ask them how they can fit into promotions and special events. You may even want to include some vendors in the early planning stages. They may have innovative ideas. Most will find the HEALTHY START campaign events provide a perfect opportunity to showcase foods and products to a new target audience. In addition, vendor participation in special events can reduce overall program costs.

Important Note: Vendor participation in the HEALTHY START program does not imply endorsement by the American Academy of Pediatrics, The American Dietetic Association and/or the Food Marketing Institute.



When promoting the HEALTHY START campaign to store management and staff, use this as a separate one-page descriptor of the HEALTHY START program.

Help Your Store to a HEALTHY START!

The HEALTHY START...Food To Grow On program, that is! Developed jointly by the American Academy of Pediatrics, The American Dietetic Association and the Food Marketing Institute, HEALTHY START can give your store the competitive edge.

What Is HEALTHY START?

HEALTHY START is an information and education campaign that promotes healthful food choices and eating habits for young children. The program targets children ages 2 to 6 years and is ideal for use in supermarkets and pediatricians' offices. Hosting HEALTHY START activities is a great way to enhance ongoing community education efforts and promote store traffic! The HEALTHY START program can also open the door for your store to work with local pediatricians, hospitals, medical clinics, dietitians, child care centers and nursery and elementary schools!

The HEALTHY START supermarket kit comes complete with four reproducible consumer nutrition brochures, four parent newsletters and a parent-child activity book. A Supermarket Implementation Guide is full of fun ideas to make HEALTHY START a success in your store.

Contact (name) at (telephone number) for more information on the HEALTHY START program.



Benefits of the Supermarket-Pediatrician-Dietitian Connection

Supermarkets, pediatricians and dietitians can share in the responsibility of promoting healthful eating habits for families with young children. By combining efforts and resources, all parties will be able to more effectively promote the HEALTHY START campaign message.

Working together with your local pediatricians and dietitians has several advantages. Distributing the HEALTHY START consumer nutrition brochures in a variety of locations increases program visibility and recognition. Establishing a working relationship with these individuals will also maximize your store's credibility for the HEALTHY START program.

Supermarkets, Pediatricians and Dietitians: Ways to Collaborate

Letter

Find out local pediatricians in your area by contacting your local American Academy of Pediatrics chapter. Send a letter (see sample on page 5) announcing your store's participation in the HEALTHY START program. Be sure to include a list of special events and other opportunities you could work on with the pediatrician. A similar effort could be made to contact dietitians in your area.

Brochure Distribution

Offer to coordinate brochure distribution with local pediatricians, dietitians, children's hospitals and pediatric clinics.

Special Events

Invite pediatricians and dietitians to your store's HEALTHY START special events. Think of ways to get them involved. For example, if a television crew or radio station covers your event, contact the American Academy of Pediatrics to find a local pediatrician who can be interviewed on a childhood nutrition topic. Use the consumer nutrition information brochures for subject ideas. If a dietitian writes regularly for the local newspaper, invite her to attend the event and provide information for a column on childhood feeding.

Promotional Items

Supermarkets, pediatricians and dietitians could combine efforts and resources to produce HEALTHY START promotional give-aways. These items could be distributed simultaneously during a visit to the supermarket events, pediatrician's office or dietitian's practice.

How to Contact Your Local Pediatricians

To get in touch with pediatricians in your area, please contact:

Mark Grimes
HEALTHY START Project Manager
American Academy of Pediatrics
P.O. Box 927
Elk Grove Village, IL 60009
(708) 981-6787

How to Contact Your Local Dietitians

To get in touch with dietitians in your area, try contacting the:

- ◆ Nutrition/Foodservice Department of local hospitals.
 - ◆ Public Health Department.
 - ◆ County Extension Service.
 - ◆ WIC Program (WIC stands for Women, Infants and Children).
 - ◆ Dairy Council.
 - ◆ Nutrition Departments of local colleges and universities.
 - ◆ State/Regional Dietetic Association.
- Or please contact:

The American Dietetic Association
National Center for Nutrition and Dietetics
216 West Jackson Boulevard, Suite 800
Chicago, Illinois 60606-6995
(312) 899-4853

Sample Letter to Local Pediatricians

Note: Please adapt this letter to meet your needs. This letter can also be adapted to send to local dietitians.

Dear Dr. _____:

The American Academy of Pediatrics, The American Dietetic Association and the Food Marketing Institute, a non-profit association representing supermarkets, have created HEALTHY START...Food To Grow On. This information and education campaign promotes healthful food choices and eating habits for young children as part of an overall healthful lifestyle. The program targets parents and care givers of children 2 to 6 years of age and is ideal for use in supermarkets, pediatricians' and dietitians' offices.

(Store Name) plans to implement the HEALTHY START nutrition information campaign in our store(s). We will offer four consumer information brochures and quarterly parent nutrition newsletters. (Store Name) will also organize several HEALTHY START promotional events throughout the (anticipated length of campaign). These include (provide a description of HEALTHY START events and activities here).

Representatives from the Academy, The American Dietetic Association and the Food Marketing Institute were instrumental in program development and testing. Field test results revealed strong community support for the HEALTHY START program.

Since eating habits learned in childhood often last a lifetime, (Store Name) wants to positively influence food choices by implementing the HEALTHY START program. Simultaneous distribution of the program materials in your pediatric practice and our store(s) will have a greater impact on the public. (Store Name)'s main objective is to disseminate this quality nutrition information to as many parents and care givers as possible.

I'd like to have the opportunity to meet with you to discuss our mutual interests. I will contact you in the near future to explore ways that (Store Name) and your office might work together. Thank you for your time.

Sincerely,

Name

Title

Telephone Number

Introduction to Advertising, Promotion and Special Events

No doubt about it, advertising and promotion can make your HEALTHY START program sparkle. Promotion is all the communication used to help people become familiar with a program and its products. Advertising is paid printed or broadcast announcements. Since parents, care givers and young children are often short on time in the supermarket, any advertising and promotion will help them become familiar with the HEALTHY START campaign.

There are many tools and techniques that you can use to advertise and promote the HEALTHY START program. To determine your best techniques for publicity, take a look at:

- ◆ Typical information sources for this target market (parents, care givers and young children).
- ◆ Budget size.
- ◆ Degree of competition.

Choose the promotional tools that work best for your store(s) within your budget. Some techniques are very effective in reaching a target market, but are more expensive than others. Television and display advertising fall into this category. Other techniques may be more suitable and just as powerful for reaching your customers. Colorful nutrition information brochures, parent newsletters, bag stuffers and small promotional giveaways like magnets and stickers are some less costly suggestions that may achieve similar results.

Before You Start... 11 Quick Facts about Promotion

1. Know Your Product.

Before you can promote anything, you need to know all about it. Learn all you can about the HEALTHY START program by carefully reviewing this kit. Knowing this information gives you, your employees and your customer confidence in the HEALTHY START program materials. Knowing all about the program lets you answer any questions your customers ask or helps you to know where to find the answer.

2. Let Your Imagination Run Wild!

Coming up with unique ideas and themes is one way to expand the promotional aspect of this program. Keying in to national holidays, local events or even ethnic holidays create an occasion for any size special event. You need to consider every event where childhood nutrition plays a role.

3. Convenience is Key.

Today's shoppers want convenience. Offer consumer nutrition brochures, parent newsletters and the children's activity booklet in easy-access spots. Traditional locations like the consumer nutrition information center or bulletin board, and the supermarket newsletter are good ideas. Creative locations, like the cereal aisle or homemade muffin sections are unique and get plenty of family-related traffic.

4. Signage.

Use the reproducible HEALTHY START logo to make colorful signs, banners, posters, counter toppers and other visible reminders to advertise your program. Signs and pictures generate additional interest and curiosity while providing basic program information.

5. Promotional Give-Aways.

Small promotional give-aways designed for multiple exposures of the HEALTHY START name and logo can reach your target audience over an extended period. HEALTHY START refrigerator magnets, lapel buttons, mugs, reusable cloth grocery bags, t-shirts and aprons are all appropriate give-aways.

6. Bag Stuffers.

Bag stuffers announcing the HEALTHY START campaign and available consumer nutrition brochures should be packaged with every purchase during a target time period. Many shoppers are responsible for feeding young children—parents, grandparents, older siblings, neighbors, relatives and care givers like baby sitters and child care providers.

7. In-Store Events.

Supermarket events can spark attention and interest. Maximize each HEALTHY START special event by linking it to a local community event, creative theme or holiday. Refer to the list of supermarket-specific special event ideas on page 10.

8. Public Address System.

Using the in-store public address system is another way to reach customers and alert them to the campaign events and program materials. The HEALTHY START broadcast advertisements on page 13 can be recorded and announced on the P.A. system. You can also use the P.A. system to remind customers of the extra services and benefits gained by shopping in your store.

9. Direct Mail.

If your budget allows for printing and postage, a direct mailing to your preferred customers is another promotional option. If your customers read one consumer nutrition brochure, that may be the incentive they need to attend an event and pick up other brochures.

10. Sampling.

Vendor sampling at an in-store event is a good way to increase store traffic and item sales. It's also a good way for shoppers to taste new products and try familiar standbys prepared in new, healthful ways. Recipes are always appreciated.

11. Store Newsletters and Flyers.

Many supermarkets already distribute newsletters and flyers to their shoppers. Include information on HEALTHY START events in these communication vehicles. You may even want to insert a description and picture of the consumer nutrition brochures.

An Important Note About Balloons:

The American Academy of Pediatrics discourages the use of balloons with children of all ages because they are a choking hazard.

Picking the Perfect Promotion for Your Store

To decide which forms of promotion to use, review a list of options. Try to envision how each choice would fit into your program, budget and audience. Promotion costs should be viewed as part of the expense and investment necessary to create an awareness and demand for HEALTHY START program materials. The challenge is to choose wisely so that promotions are cost-effective. Always look for ideas that are creative, unique, affordable and in good taste.

Be sure to inform nutrition and health leaders about the HEALTHY START program and suggest ways they can support it. Send each of these groups a flyer and ask them to post it in their facility or route it to the appropriate individuals.

Promotional Menu for HEALTHY START Program

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> One-on-one communication with colleagues and friends <input type="checkbox"/> Community Announcements <input type="checkbox"/> Direct Mail <input type="checkbox"/> Letters/Program Announcements to local <ul style="list-style-type: none"> ◆ nutrition and health leaders* ◆ nutrition and health organizations* ◆ child care centers ◆ day care providers ◆ educators for young children ◆ parent-teacher organizations ◆ religious bulletins ◆ women's clubs ◆ other: _____ <input type="checkbox"/> Collaboration with local pediatricians and the state pediatric chapter <input type="checkbox"/> Collaboration with local dietitians and the state dietetic association <input type="checkbox"/> News Releases <input type="checkbox"/> Public Service Announcements (PSAs) <input type="checkbox"/> Media Interviews <input type="checkbox"/> Special Events <input type="checkbox"/> Celebrity Involvement <input type="checkbox"/> Public Speaking <input type="checkbox"/> Advertising (radio, television, cable, print) <input type="checkbox"/> Banners, Posters or Mobiles <input type="checkbox"/> In-house Newsletter Promotion <input type="checkbox"/> Payroll Stuffers <input type="checkbox"/> Employee Buttons or Stickers | <ul style="list-style-type: none"> <input type="checkbox"/> In-store Public Address System <input type="checkbox"/> Shelf Talkers (or Shelf Bobbers) <input type="checkbox"/> Grocery Bag Imprints <input type="checkbox"/> GIVEAWAYS with HEALTHY START logo <ul style="list-style-type: none"> ◆ magnets ◆ peel-off stickers ◆ small paper hats ◆ pins or buttons ● t-shirts ◆ gym bags ◆ re-useable cloth grocery bags ◆ aprons ◆ bandannas ◆ plastic cups or mugs ◆ other: _____ <p>*NOTE: Local nutrition and health leaders and organizations may be found in:</p> <ul style="list-style-type: none"> ◆ County Extension Service ◆ Public Health Department ◆ WIC Program ◆ Dietetic / Nutrition Departments of local hospitals ◆ Board of Education ◆ American Heart Association ◆ State or District Dietetic Association ◆ State Nursing Association ◆ State Home Economics Association ◆ Dairy Council ◆ Nutrition and Nursing Departments of local colleges and universities |
|--|---|

Printing and Production Pointers

The reproducible artwork in this kit allows you to duplicate the program materials. To personalize the brochures, newsletters and parent-child activity book, you may insert your store's name and logo in the space provided. Use of the AAP, ADA/NCND and FMI logos are restricted to these reproducible components as provided intact. Any changes in the location and size of the AAP, ADA and FMI are not permitted. Text and layout changes are also prohibited.

Reproduction of all program materials can be accomplished on a copy machine or at a printing firm. If you use a printing firm, you may want to discuss paper stock and colors suitable to your needs. Here are some additional items to consider:

Choosing a printer.

Selecting a printer depends on many things—meeting deadlines, budget and quality needs. You may want to explore in-house printing options as well. Ask if your choice can provide the variety of services needed to produce all of the program materials. For example, can the printer insert your store's logo, purchase and produce give-aways like stickers and magnets, staple and fold brochures as needed? If the printer cannot do this, consider contacting a firm specializing in these services.

Number of copies.

To calculate the number of copies of each element (brochures, newsletters, activity booklet), consider all possible uses for each material. Generally, the more copies ordered, the lower the per-copy cost.

Decide on individual information.

You can insert your supermarket's logo, program identifier or a contact person for further information in the space provided. Due to a licensing agreement, the location and size of the AAP, ADA and FMI logos cannot be changed in any way.

Select a due date for delivery of your materials.

Discuss scheduling and shipping with the printer. Allow plenty of extra time for the delivery of your materials and the start of your program.

Determine the printing and production quality.

Request a proof or sample of the material to preview prior to final printing and production. Have more than one person examine it carefully.

Planning Your HEALTHY START Special Events

There are endless special event ideas that you can use to promote the HEALTHY START program.

Depending on your budget, time commitments and staffing, you may choose to kick-off the campaign with a large special event. Or, you may decide to organize several small events on a monthly or bi-monthly basis. You need to choose what will work best for you and your store.

Planning an Event... Where Do You Begin?

If you are planning a HEALTHY START event, there are a few preliminary questions to consider. Regardless of the event selected, organized planning is the key to success. A casual approach to special event programming can lead to low attendance, minimal participation and a less-than-optimal image for your store.

Timing. Certain events are more popular if timed right. For example, you may want to introduce the HEALTHY START program in March, National Nutrition Month®. Always give some thought to the timing of your event in relation to the work day. When is the best time (day/week) to reach parents and care givers? Or the best time to host a child-centered event? Consider the peak hours for the audience you want to reach and take these into account when making scheduling decisions. Busy times, like school vacation, Easter, Thanksgiving and Christmas, are generally not the best time for an event, since these may limit shopper participation and media coverage.

Frequency and Type of Events. Your store may choose to host a single HEALTHY START event, or you may opt for a series of special events. Select the frequency and type of events that best match your store's resources: time, money and employee staffing. Think about what your store can realistically accomplish. What types of events work best in your location? Is one season better than another? For some stores, one event a month may be fine. For others, one or two major events a year is better.

Media Promotion. Contacting the media to let them know about your event will help media coverage and increase attendance. Please refer to media tips on

Special Event Preparation Checklist

Using a checklist to plan events helps you to think in an organized manner. Here is a list you can use to plan and prepare for any HEALTHY START special event.

- choose theme/event
- select site and alternative dates
- contact vendors, speakers, participants, etc.
- send written confirmation to above persons
- prepare detailed outline of events
- draw map of the store showing the exact locations of exhibits, brochures and promotional give-aways
- duplicate HEALTHY START materials brochures:
 - Right From The Start: ABC's of Good Nutrition for Young Children
 - What's To Eat? Healthy Foods for Hungry Children
 - Feeding Kids Right Isn't Always Easy: Tips for Preventing Food Hassles
 - Growing Up Healthy: Fat, Cholesterol and More
- newsletters/activity booklet:*
 - Spring Summer
 - Fall Winter
 - parent-child activity booklet
- mail event announcements
- mail news releases
- schedule media interviews
- arrange for photography/videotaping
- arrange for media coverage
- prepare exhibits
- appoint store employees as contacts for vendors
- assign responsibilities to store employees as needed
- send copies of preliminary event plans to vendors, special guests and other participants
- maintain dialogue with vendors, participants
- prepare nametags
- order flower arrangements and other decorations as needed
- prepare press folders (release, brochures, newsletters)
- telephone local newspapers, radio and television news departments one day before event to confirm media coverage, if desired
- review timing and arrangements with participants
- review vendors'/exhibitors' handouts prior to event
- send thank you letters to vendors, participants and the media
- complete HEALTHY START program evaluation

page 11 for more information on using the media to help promote and announce your event. In the preliminary stages, decide on your media campaign and what it will include—paid advertising, press releases, letters, telephone follow-up. Set deadlines for sending releases to the media and follow-up contact.

Master List. Communicate, Communicate! For each event, develop a written master list. It should include any and all planning phases, important dates and final timing notes. List the name, telephone number and tasks of all people who are responsible for doing anything. Include dates for follow-up telephone calls to the media and vendors to make sure everything will run as smoothly as possible. In addition, make an "event day" supply list. This could include tables, chairs, linens, paper goods, tablecloths, electricity, extension cords, video cameras and any other supplies.

Logistics. For an event that requires vendors' exhibits and other outside par-

ticipants, draw a map of where each exhibit will be located in the store and outside the store, if necessary. Include the location where brochures will be distributed and other promotional give-away points. Be sure to allow enough space for shopper traffic.

Brochures and Other Handouts. Make sure reproducible artwork is delivered to the printer in plenty of time. Have printed materials delivered 2-3 weeks in advance of the event to allow enough leeway time for the printer and if necessary, time for distribution to all of your stores.

Master Calendar. If you elect to host a variety of special events throughout the year, mark all dates on a HEALTHY START master calendar. This facilitates long-range planning. Seeing the "whole picture" helps to eliminate any last minute problems.

In-Store Event Ideas

Special events designed to promote the HEALTHY START campaign can generate interest and excitement for your program and good media exposure. Staging these happenings at times to encourage live, on-site television and radio broadcast can increase publicity tremendously. For example, your noon or later afternoon news programs will often cover local events with their live mobile camera units.

HEALTHY START provides a new opportunity to be creative. Special events can help increase your store's visibility in the community and enhance its reputation as committed to public service. In addition, the change of pace and excitement can be exciting and challenging for the supermarket staff.

Some events and activities require additional nutrition knowledge and expertise. For these activities, consider using the services of a registered dietitian as a consultant. To find a dietitian, contact your local dietetic association, hospital nutrition department, state health department or university extension office.

It's up to you to decide on a theme or event and what components it will have—contests, vendor displays, brochures and give-aways. Here is a list of several supermarket-specific event ideas. Start with one of these or create your own!

- ◆ **Preschooler Nutrition Store Tours**—Great tie-in with local preschools and child care centers.
- ◆ **Parent, Grandparent and Care Giver Nutrition Store Tours**—Organized store tours offer a good opportunity to work with local dietitians. Have participants sign-up in advance.
- ◆ **Children's Healthy Food Fair**—Enlist vendor support to provide a sampling of nutritious foods for children and adults.
- ◆ **Kid's Fun Foods Carnival**—Create a variety of games using foods. For example, ring toss on fruit juice bottle, etc.
- ◆ **Celebrity Cooking Contest**—Hire one or more local child or adult celebrities for a healthy cooking contest. Make sure celebrity's image and nutrition beliefs match the ones conveyed by the HEALTHY START program.
- ◆ **School Principal: Pals In Nutrition**—Work with the local school principal to distribute HEALTHY

Suggested HEALTHY START Timetable

8 weeks ahead:

- ◆ Recruit HEALTHY START Store Coordinator and interested employees
- ◆ Determine special events
- ◆ Select promotional give-away items
- ◆ Contact potential vendors
- ◆ Develop a written master list of duties
- ◆ Contact local pediatricians and dietitians to discuss involvement
- ◆ Announce upcoming campaign in the store newsletter and employee publications

6 weeks ahead:

- ◆ Send materials to printer (signage, brochures, newsletters, bag stuffers)
- ◆ Arrange for production of promotional items (buttons, stickers, mugs, etc.)

4 weeks ahead:

- ◆ Follow-up with vendors and arrange schedule
- ◆ Prepare media database
- ◆ Hold planning meeting with potential participants (doctors, dietitians, local hospitals, etc.)

2-3 weeks ahead:

- ◆ Distribute new releases with a copy of program brochure(s) and newsletter
- ◆ Host update meeting for all participants
- ◆ Distribute bag stuffers
- ◆ Mail program announcements to local groups
- ◆ Send confirmation letter to participating vendors

1 week ahead:

- ◆ Follow-up with media to book interviews and arrange for media coverage
- ◆ Write an "Event Day" Supply List
- ◆ Prepare materials for in-store display

1 day ahead:

- ◆ Review duties with all participants

Kick-Off Event:

- ◆ Enjoy your HEALTHY START celebration!

1 week after:

- ◆ Send thank-you letter to the media and other special event participants

START materials in the classroom and arrange supermarket field trips.

- ◆ **Heart Smart Kids Team**—Have children and parents join the team. Use parent nutrition newsletters as mailings.
- ◆ **"What's My Favorite Food" drawing contest**—Using different age groups, have children draw pictures of themselves enjoying their favorite nutritious food.
- ◆ **"How Food Can Make Me Healthy" pictorial essay contest**—Display winning entries in a prominent place in your store; solicit prizes from vendors.
- ◆ **"Little Chef" recipe contest**—Organize a children's cooking contest. Determine various categories like beverages and heart-healthy cold desserts.
- ◆ **Creative Vegetable contest**—Children can make vegetable people or vegetable art.
- ◆ **Halloween Healthy Food Costume Contest**—Children can dress up in food costumes—carrots, broccoli, etc.
- ◆ **Healthy Kids, Healthy Foods Quiz**—Create a short quiz geared for children or adults. Insert into your store's newsletter. Completed entries become eligible for prizes. For example, a shopping cart full of healthy foods could be grand prize.
- ◆ **Spring Fitness Feast and Fun Run**—Coordinate this event with local hospital, pediatricians and store vendors.
- ◆ **Healthy Foods Discount Coupon Book**—Ask vendors to support coupon books.
- ◆ **"Parent's Page"**—Start a section in your supermarket newsletter to answer the questions parents have about childhood nutrition. Use a Q/A box with parent's nutrition questions. Enlist support of local pediatrician/registered dietitian to answer questions.
- ◆ **Start a "Produce Club"**—On their birthday, offer children one piece of fruit for each year, up to age six.

Suggestions for Monthly Theme Activities

- ◆ **January:** Trivia Day—Develop fun food trivia quiz. For example, How many kernels are on an eight-inch corn cob? What vegetable is used to make pickles?

Potential Tie-ins for HEALTHY START Special Events

January

National Oatmeal Month
National Pizza Week
National Prune Breakfast Month
National Soup Month
Trivia Day

February

American Heart Month
Black History Month
Canned Food Month
Chinese New Year
Mardi Gras
National Cherry Month
National Children's Dental Health Month
National Meat Month
Valentine's Day

March

National Frozen Food Month
National Nutrition Month®
National Peanut Month
St. Patrick's Day
Spring Begins

April

April Fool's Day
Cancer Control Month
Earth Day
Egg Salad Week
Know Your Cholesterol Month
Month of the Young Child
National Humor Month

May

May Day
Memorial Day
Mother's Day
National Barbecue Month
National Family Week
National High Blood Pressure Month
National Physical Fitness and Sports Month

June

Father's Day
Flag Day
National Dairy Month
National Tennis Month
Summer Begins
Summer Camp Preparation

- ◆ **February:** Be Kind to Your Heart Day—In honor of American Heart Month and St. Valentine's Day, organize a heart-healthy food festival or other activity. Vendors can showcase heart-healthy foods that are lower in fat and cholesterol.
- ◆ **March:** Good-For-You Green Foods for St. Patrick's Day—Focus on a variety of green foods and the nutrients they

July

Independence Day
National Baked Bean Month
National Hot Dog Month
National Ice Cream Month
National Picnic Month

August

Back-to-School
National Catfish Month
National Clown Week
National Smile Week

September

All-American Breakfast Month
Autumn Begins
Ice Cream Cone Birthday
Johnny Appleseed Birthday
Labor Day
National Chicken Month
National Cholesterol Education Month
National Grandparents Day

October

Child Health Day
Halloween
International Microwave Month
National Pizza Month
National School Lunch Week
National Seafood Month
Statue of Liberty Birthday
World Vegetarian Day

November

American Education Week
General Election Day
National Sandwich Day
National Split Pea Soup Week
Thanksgiving

December

Bill of Rights Day
Chanukah
Christmas
New Year's Eve
Winter Begins

For a more complete listing of special event tie-ins, please refer to:

Chase's 1995 Calendar of Events.
Chicago: Contemporary Books, Inc., 1994.

supply. Broccoli, green peppers, kale and spinach are loaded with nutrients!

- ◆ **March:** National Nutrition Month®—HEALTHY START Nutrition Seminar For parents—Coordinate with the local hospital dietary department or pediatricians to give presentations on healthy eating for children. This event could be expanded by inviting local reliable nutrition agencies like the Dairy Council and the Public Health Department to set up booths and provide nutrition information.
- ◆ **April:** Earth Day—In honor of Earth Day, produce reusable cloth grocery bags and paper bags with the HEALTHY START logo.
- ◆ **April:** Easter—Ask parents and their children to design a "Heart Healthy" Easter basket.
- ◆ **May:** National Physical Fitness and Sports Month—Host spring fitness feast and fun run in conjunction with the local school, hospital and pediatrician offices. Offer kids' fitness tests.
- ◆ **June:** National Dairy Month—Have dairy product vendors highlight lower fat dairy choices like low fat cheese, low fat milks and low fat frozen desserts.
- ◆ **July:** National Picnic Month—Sponsor a "My Favorite Foods For A Perfect Picnic" essay contest. Enlist vendors to exhibit healthy picnic foods, such as lower fat hot dogs, turkey burgers and low fat snack foods.
- ◆ **August:** The Season For Fresh Vegetables—Hold a "Corn Shucking" or "Pea Shelling" contest for young children.
- ◆ **September:** All American Breakfast Month—Display non-traditional breakfast foods that give children plenty of energy to go all day long. Examples include mini pizzas, baked potato and hearty soups.
- ◆ **October:** National Pizza Month—Ask local registered dietitians to design healthy pizzas. Have an in-store sampling and include nutrition analysis for each recipe.
- ◆ **November:** National Sandwich Day—Create the world's largest healthy sandwich with whole grain bread, lower fat deli meats, and lots of colorful vegetables like grated carrots, squash and sliced green peppers.
- ◆ **December:** Healthy Holiday Foods Cookbook—Design and print a community cookbook filled with healthful recipes sent in by customers.

Start Spreading the News...

Watch, read, look and listen. Through the power of the mass media, newsworthy events happen and are transmitted to hundreds and thousands of people in a matter of seconds.

Regardless of location, there is generally a choice of medium people rely on for current information. Radio, television and newspapers are competing for the public's attention. Each has its own share of the market with distinct target audiences.

In your community, it's important to find the right form of mass media to communicate your message. It's also important to merchandise and deliver the message to your media representative in an attractive and appealing way.

Your supermarket's HEALTHY START program can make the news. How? Make it current, keep it local and offer something of benefit to the audience. Try to stay as non-commercial as possible. Point out the information that your supermarket can give to parents, care givers and young children in the community. Using tie-ins like special events, holidays and themes helps to interest viewers and listeners.

Working with the Media

Using the sample press release and broadcast advertisements in this kit will help you gain publicity for the HEALTHY START campaign, its local sponsors and your supermarket. In addition to the press release, there are a num-

ber of ways that you can attract the attention of the local media to spotlight your supermarket. The following are some suggestions that you can use to obtain local media coverage for your supermarket during the HEALTHY START campaign.

Press Release: Who, What, Why, Where, When and How

The press release will alert the media to your supermarket's HEALTHY START campaign and events. Work with your store's communications or media department to develop a master list for press release distribution. Localize the sample release in this kit and retype it on your supermarket letterhead, double-spaced and on one side only. Send the release at least four weeks in advance to the health, nutrition or feature reporters of local newspapers, newsletters, radio and television stations. Since reporters and producers change positions frequently, check with the switchboard for the current occupant of the position.

Pitching a HEALTHY START Newspaper Story

To have your HEALTHY START campaign featured in a local newspaper, send a "pitch" letter to the health editor, nutrition editor or feature writer. This letter should provide information about the HEALTHY START campaign and the events your supermarket will be sponsoring. It should also explain why the editor's readers would want to read the article. Be sure to include samples of the HEALTHY START brochures, the kid's

activity book and a newsletter with the pitch letter. Follow-up with a telephone call to discuss potential story ideas.

Photo Opportunities: A Picture is Worth a Thousand Words

If local newspapers can't write about an event or campaign, they might consider running a captivating photo. Let the photo assignment editor know about the upcoming special events. Be sure to describe the activity taking place.

Television or Radio Interviews

Arranging a television or radio interview follows the same steps as a newspaper story. It is important that the person to be interviewed be articulate as well as knowledgeable about the HEALTHY START program. You may suggest yourself (consumer affairs professional), your supermarket CEO, a store manager or even a dual interview with parents and their children.

After you've scheduled the interview, be sure to provide the interviewer or reporter with plenty of background material that will help him/her prepare questions. Also, provide information about the person being interviewed. In case of a talk show, ask for information to help the interviewee prepare for the show.

Thank you notes are always appreciated by reporters, interviewers and interviewees who help you.

Suggested Media Spots for HEALTHY START Coverage

Daily/weekly newspapers

- ◆ food, health or children's sections
- ◆ community announcements

Organization publications

- ◆ community organizations
- ◆ women's clubs
- ◆ religious bulletins
- ◆ day care/child care centers
- ◆ preschools
- ◆ parent-teacher associations

Radio

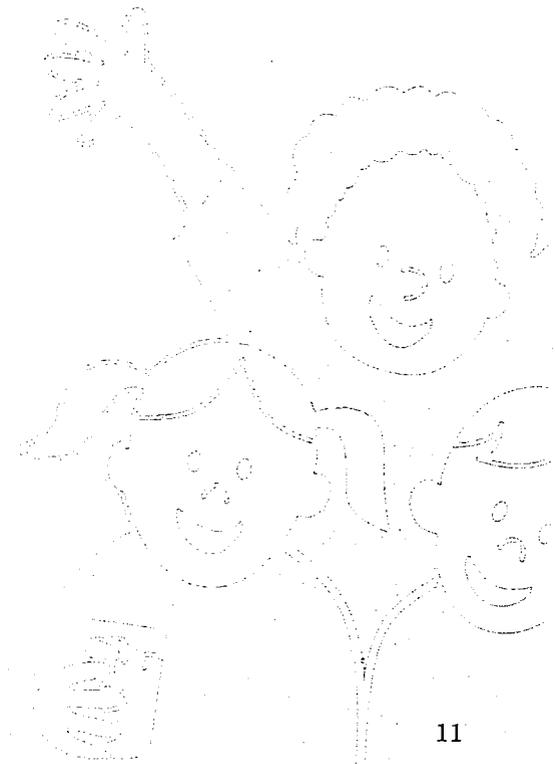
- ◆ news broadcasts including nutrition and health information
- ◆ community announcements
- ◆ all-talk and all-news stations
- ◆ public service announcements
- ◆ paid advertising announcements

Television

- ◆ guest appearances on talk shows and local programs that interview guests
- ◆ local health shows
- ◆ local news shows
- ◆ community bulletin board or programming
- ◆ paid advertising announcements
- ◆ public service spots

Cable television

- ◆ community calendars
- ◆ health, family and nutrition shows
- ◆ question/answer shows (audience calls in a nutrition question to a local pediatrician/dietitian/supermarket nutrition expert)
- ◆ health tips



Sample Press Release

Retype this press release on your supermarket company's corporate letterhead. Type the release double-spaced on one side of the paper only. Be sure to include a copy of the HEALTHY START brochure with the release.

For Immediate Release
(date of release)

Contact: (your name)
(your phone number)

(YOUR SUPERMARKET) LAUNCHES HEALTHY START PROGRAM

(Your city, state, date)--(Supermarket name) launched its HEALTHY START campaign today, teaming up with (names of local pediatricians/dietitians involved in the campaign) to combat childhood obesity and poor eating habits. A (campaign length) campaign, the HEALTHY START program is designed to encourage families with young children to make better food choices.

"With childhood obesity, high blood cholesterol and other nutrition-related diseases on the rise, (supermarket name) wants to share in the responsibility of educating parents of young children about healthful food choices," according to (your supermarket's top official and title). "Since eating habits formed in childhood often last a lifetime, (supermarket name) believes that our HEALTHY START program provides the simple information that mothers and fathers need to adopt more healthful eating habits for the whole family. (Supermarket name) provides the perfect place for parents to practice newly acquired nutrition knowledge when they shop."

In (your community), (supermarket name) is (description of HEALTHY START activities and events during the campaign kick-off or throughout the year related to HEALTHY START.) Be sure to attend the HEALTHY START kick-off, a (name of kick-off promotional event) to be held (exact date, time and location).

(Name of supermarket official) invites parents and their children to stop by (supermarket name) during (week or month) to get a free copy of Feeding Kids Right Isn't Always Easy, a brochure that gives common sense nutrition tips for feeding kids.

Advertising

A variety of broadcast advertisements have been prepared to assist your supermarket in promoting the HEALTHY START campaign. Depending on your budget and past experiences with radio advertising, you may be able to run these ads as a public service announcement. In some communities, they may have to be run as paid advertising. Each spot contains a :60 version that is based on information from the HEALTHY START consumer nutrition brochures. These ads can be run intact or you can write your own spots using information from the brochures, parent newsletters or children's activity booklet.

A Quick Note about Advertising:

The most effective advertising for a supermarket consumer nutrition program generally includes two components:

1. A "Nutrition" or "Health" tip.
2. Description of service, event, brochure, etc. provided by the supermarket.

Here is a list of the basic topic areas covered in the broadcast advertisements included in this packet:

1. Smart Snacking
2. Food Bribes
3. Physical Activity
4. Children and Cholesterol

Sample Broadcast Advertisements

MEDIUM: Radio
LENGTH: :60 Spot
TOPIC: Smart Snacking

Snack food doesn't have to mean junk food. Yes, smart snacks are okay. It's tough for kids to get enough nutrition in just three traditional meals. For young children especially, snacks supply the energy they need for growing bodies. So what's the best way for mom and dad to satisfy a child's snack attack? (name of your supermarket) recommends these smart snack ideas. Try serving graham crackers with milk, fruit-filled yogurt or celery stuffed with peanut butter. Or have on hand soft pretzels, homemade muffins, string cheese or a popular stand-by, cereal with milk.

To find out more about healthy snacking, (supermarket name) invites you and your family to join in the fun on (date) for a (name of event, i.e. kid's fun food carnival) from (time). This (name of event, i.e. carnival) marks the beginning of a (insert length of campaign, i.e. year-long) healthy eating campaign for children sponsored by (supermarket name and pediatrician/dietitian sponsors). Games, door prizes, food tasting, clowns, stickers (describe event activities here) and a host of other goodies are in store. Bring your family to (supermarket name) to learn more about how good food and good health go hand-in-hand.

Give your child a healthy start with good nutrition. Remember, eating habits formed in childhood often last a lifetime.

MEDIUM: Radio
LENGTH: :60 Spot
TOPIC: Food Bribes

"No dessert until you eat your vegetables." How many times have you heard that threat? If you take care of children, you know that feeding kids right isn't always easy. What can you do to prevent food hassles at mealtime? Try not to use food as a reward, punishment or pacifier. Food should be just that: food. In the long run, using food to bribe youngsters usually creates more problems than it solves. For most children, childhood food binges, food strikes and other peculiar food habits are usually just a part of normal development.

Since kids learn by imitating what they see, adults need to set a good example by eating regular meals and making healthful food choices. Parents who eat poorly can't expect their children to eat well.

For more information on common childhood eating behaviors, (supermarket name) invites you to pick up a free consumer nutrition brochure, Feeding Kids Right Isn't Always Easy at (store location). Distributed as part of (store name)'s healthy eating campaign for children, this pamphlet is filled with tips to help make mealtime a happy time.

Give your child a healthy start with good nutrition. Remember, eating habits formed in childhood often last a lifetime.

MEDIUM: Radio
LENGTH: :60 Spot
TOPIC: Physical Activity

Does your child live in front of the television set? Too much television usually means not enough exercise. And, watching television can boost food consumption, setting the stage for a chubby child. Pediatricians recommend limiting television time to one hour or two hours each day.

How can you encourage your child to be more active? Find other activities he enjoys instead of watching television. Physical activity doesn't just mean aerobic dancing and jogging. Playing tag, throwing balls, riding a bike and playing on a swing are all great ways for kids to get more exercise. Regular exercise builds muscle strength and reduces the likelihood of heart disease and obesity. It also provides an easy way for children to share activity with friends, family, classmates and playmates.

Make exercise a regular part of your child's lifestyle. Arrange family outings or regular activity that involve exercise. Kids love the attention and companionship when a parent joins in.

For more information on building a healthy, active lifestyle for your family, stop by (store name) today. (store name) is proud to be part of the HEALTHY START program, a nationwide healthy eating campaign for children co-sponsored by the American Academy of Pediatrics and the American Dietetic Association.

MEDIUM: Radio
LENGTH: :60 Spot
TOPIC: Children and Cholesterol

High blood cholesterol may put your child at risk for heart disease. Too much cholesterol in the blood can cause artery-clogging deposits, leading to heart disease later in life. If heart disease runs in your family, your child is at greater risk for heart disease when he becomes an adult.

As a parent, you can help your child to grow up healthy. Giving your child a healthy start in life begins with healthful food choices, good eating habits and plenty of exercise. To cut down on fat and cholesterol in your family's diet, choose lean meats, poultry and fish more often. Stock up on plenty of fresh fruit and vegetables. Serve whole grain breads and cereals, rice and pasta. A word of caution: never cut back on fat or calories for children under two years of age.

For more information on children and cholesterol, stop by (store name) to get your free copy of Growing Up Healthy: Fat, Cholesterol and More. This consumer nutrition brochure contains lots of heart-smart eating tips for the whole family.

(store name) is proud to be a part of the HEALTHY START program, a healthy eating campaign for young children. Give your child a healthy start with good nutrition. Remember, eating habits formed in childhood often last a lifetime.

Resource List on Child Nutrition

BOOKS

American Heart Association Kids' Cookbook edited by Mary Winston. New York: Times Books, 1993.

Bowes and Church's Food Values of Portions Commonly Used, revised by Jean A.T. Pennington. Philadelphia: J.B. Lippincott, 1994.

Chase's 1995 Calendar of Events. Chicago: Contemporary Books, Inc., 1994.

The Complete book of Food Counts by Corinne T. Netzer. New York: Dell, 1994.

A Healthy Head Start: A Worry Free Guide to Feeding Young Children by Mary Abbott Hess, Anne Elise Hunt and Barbara Motenko Stone. New York: H. Holt, 1990.

How Should I Feed My Child? by Sandra Nissenberg, Margaret Bogle, Edna Langholz and Audrey Wright. Minneapolis: Chronimed, 1993.

How to Get Your Kid to Eat—but Not Too Much by Ellyn Satter. Palo Alto, California: Bull Publishing, 1987.

If Your Child is Overweight: A Guide for Parents by Susan M. Kosharek. Chicago: The American Dietetic Association, 1992.

Kitchen Fun for Kids: Healthy Recipes and Nutrition Facts for 7 to 12-Year Old Cooks by Michael Jacobson and Laura Hill. New York: H. Holt, 1991.

**Krause's Food Nutrition and Diet Therapy, 8th edition* by L. Kathleen Mahan and Marian Arlin. Philadelphia: W. B. Saunders Co., 1992.

**Life Span Nutrition: Conception Through Life* by Sharon Rady Rolfes and Linda Kelly DeBruyne. St. Paul: West Publishing, 1990.

Meals Without Squeals: Child Care Feeding Guide and Cookbook by Christine Bernan and Jacki Fromer. Palo Alto, California: Bull Publishing, 1991.

Nutrition and Meal Planning in Child-Care Programs: A Practical Guide by Sari Edelstein. Chicago: The American Dietetic Association, 1992.

**Nutrition Concepts and Controversies, 5th edition* by Hamilton, Whitney and Sizer. St. Paul: West Publishing Co., 1991.

**Nutrition in Infancy and Childhood* by Peggy Pipes. St. Louis: C.V. Mosby, 1989.

**Nutrition Throughout the Life Cycle* by Sue Rodwell Williams and Bonnie Worthington-Roberts. St. Louis: C. V. Mosby, 1988.

The Real Life Nutrition Book by Susan Finn and Linda Stern Kass. New York: Penguin Books USA, 1992.

The Really Simple, No Nonsense Nutrition Guide by Edward R. Blonz. Berkeley, California: Conari, 1993.

Play Hard Eat Right: A Parent's Guide to Sports Nutrition for Children by Debbi S. Jennings and Suzanne N. Steen. Chicago: The American Dietetic Association, 1993.

*Nutrition textbooks

NEWSLETTERS

Contact the publishers directly for subscription information. Selected newsletters may also be available at your local library.

Consumer Reports on Health
P.O. Box 53029
Boulder, CO 80322-3029

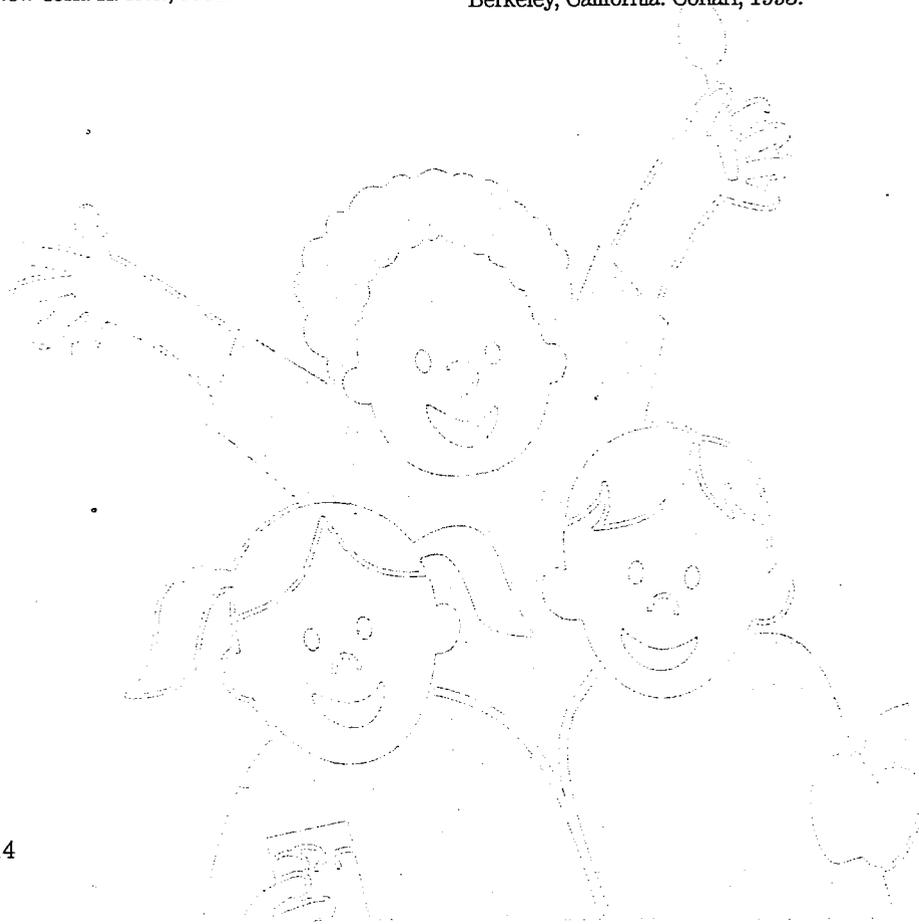
Environmental Nutrition
P.O. Box 420451
Palm Coast, FL 32142-0451

FDA Consumer
Superintendent of Documents
Government Printing Office
Washington, DC 20402

Mayo Clinic Health Letter
Subscription Services
P.O. Box 53889
Boulder, CO 80322-3889

Tufts University Diet & Nutrition Letter
53 Park Place
New York, NY 10007

University of California, Berkeley Wellness
Newsletter
Health Letter Associates
P.O. Box 420148
Palm Coast, FL 32142



Here is a sample survey form to ask your customers about HEALTHY START.

HEALTHY START In-Store Customer Survey

Hello, my name is _____ from (store name). Today we are interviewing shoppers about young children and nutrition. Do you have or care for any children ages 2 to 6?

YES NO

(If NO, thank the shopper for his/her time and thank them for shopping in the store.)

1. Would it be all right if I asked you some questions?

YES NO

By observation, note the sex of shopper:

Female Male Couple

2. In relation to these children ages 2 to 6, what category best describes you?

Are you the:

parent

grandparent

relative (aunt, uncle, cousin, sibling, etc.)

care giver (day care provider or babysitter)

other, please specify _____

3. Do you influence feeding choices for these children?

YES NO

4. Compared to other supermarkets, how would you rate the nutrition information here at (store name)?

excellent

very good

average

poor

don't know

Point out the HEALTHY START brochures and newsletters and continue.

5. Did you see or hear about this information on healthy eating for young children in this (store name)?

YES NO

If YES, where did you hear about or notice this information? (READ ALL—multiple responses)

your pediatrician

friend or relative

supermarket flyer

bulletin board or display

newspaper

radio or television

other, please specify

6. Did you pick up a brochure?

YES NO

Did you pick up the newsletter?

YES NO

7. Looking at the brochure (title), does it appear to be:

interesting? YES NO

useful? YES NO

8. Did you notice this brochure in your pediatrician's office?

YES NO

Have not been to pediatrician's office lately

9. Looking at the newsletter (title), does it appear to be:

interesting? YES NO

useful? YES NO

10. Would you like (store name) to continue providing nutrition information brochures and newsletters like this?

YES NO

11. Do you feel better about (store name) because it provides this type of information?

YES NO

These are all the questions I have about young children and nutrition. I have only a few more questions that will be used for statistical purposes only. (READ ALL)

12. What is the total number of people in your household? _____

13. Which age group is correct for you?

under 25 25 to 44

45 to 64 65+

14. What is your highest formal education level?

through Grade 8

some high school

high school graduate

some college

college graduate and above

Thank you very much.

Campaign Sponsors

The HEALTHY START...Food To Grow On program was developed as a cooperative effort by:

The American Academy of Pediatrics (AAP)— an organization of 49,000 pediatricians dedicated to the health, safety and well-being of infants, children, adolescents and young adults.

The American Dietetic Association (ADA) — an organization of 66,000 registered dietitians, dietetic technicians and nutritionists devoted to promoting the optimal nutritional health of the public. The National Center for Nutrition and Dietetics (NCND) is ADA's public education center.

The Food Marketing Institute (FMI)— a nonprofit association conducting programs in research, education and public affairs on behalf of its 1,500 members— food retailers and wholesalers and their customers in the United States and overseas.

Advisory Committee/ Program Development

The HEALTHY START Advisory Committee consists of pediatricians representing the American Academy of Pediatrics, registered dietitians representing The American Dietetic Association and supermarket nutrition and consumer affairs professionals, who are all registered dietitians, representing the Food Marketing Institute. The program materials were developed by a team of registered dietitians with experience in nutrition education and communications. The program materials were field tested in supermarkets and pediatric and dietetic practices.



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Updated 1995

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Pocket Contents

- ◆ Four **consumer nutrition brochures** that cover the topics of basic nutrition and food needs for young children. The four brochure titles are:
 - ◆ *Right from the Start: ABC's of Good Nutrition for Young Children*
 - ◆ *What's to Eat? Healthy Foods for Hungry Children*
 - ◆ *Feeding Kids Right Isn't Always Easy: Tips for Preventing Food Hassles*
 - ◆ *Growing up Healthy: Fat, Cholesterol and More*
- ◆ **Parent-Child activity booklet** written for children ages 5 and 6 to help them learn about the relationship between food and health. The reproducible booklet is eight pages, 8½ by 11 inches.
- ◆ Four **Quarterly newsletters** for parents that cover timely nutrition and health subjects. Each newsletter is a one-page front/back 8½ by 11 inch reproducible sheet.

Full color samples and reproducible slicks are enclosed.

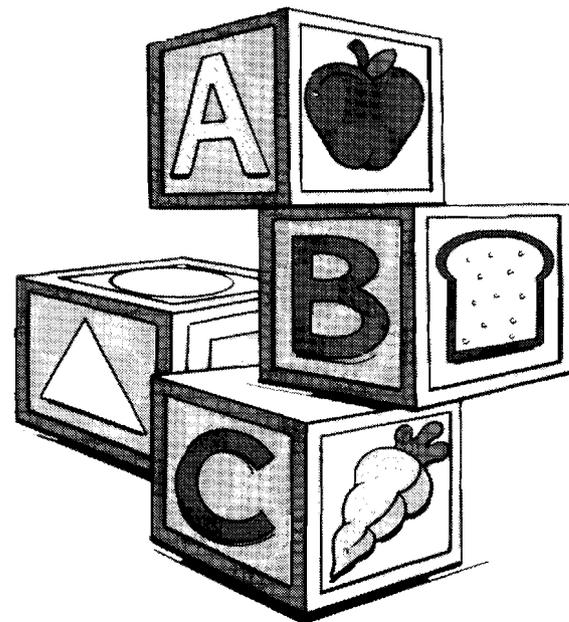
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RIGHT FROM THE START

ABC'S OF GOOD NUTRITION
FOR YOUNG CHILDREN



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<http://www.fmi.org>

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Good Nutrition: The Results Are Worth It

Proper nutrition begins at the supermarket with the foods you buy and continues at home as you prepare and serve meals. Giving your child a healthy start with good eating habits promotes his or her lifelong health.

This brochure focuses on feeding young children. It is meant to help you set the stage for healthful eating habits and food choices. The ABCs of good family nutrition start with love and common sense.

For specific advice about food and nutrition for young children, talk to your child's pediatrician or a registered dietitian.



Active Play Is Important to Health

Along with proper nutrition, your child needs physical activity for lifelong health. In the form of active play, physical activity not only promotes your child's appetite. It also helps develop a sense of well-being and confidence in his or her physical activities. From the early childhood years, encourage your child to live an active life.

Actions Speak Louder Than Words

As children grow and develop, they watch for clues about food choices. Youngsters often copy food habits, likes and dislikes. When you make wise food choices, your actions speak louder than words.

The ABCs of Good Nutrition

A variety of foods provides the nutrients that young children need to build strong bodies and stay healthy. Food also supplies the energy that children need to grow normally, play, learn and explore the world around them.

Offering a variety of tasty foods is the best way to supply the nutrition that a growing child needs.

A wide variety of foods are part of the five different food groups. Each food group makes special nutrient contributions. And each nutrient has certain jobs in the body.

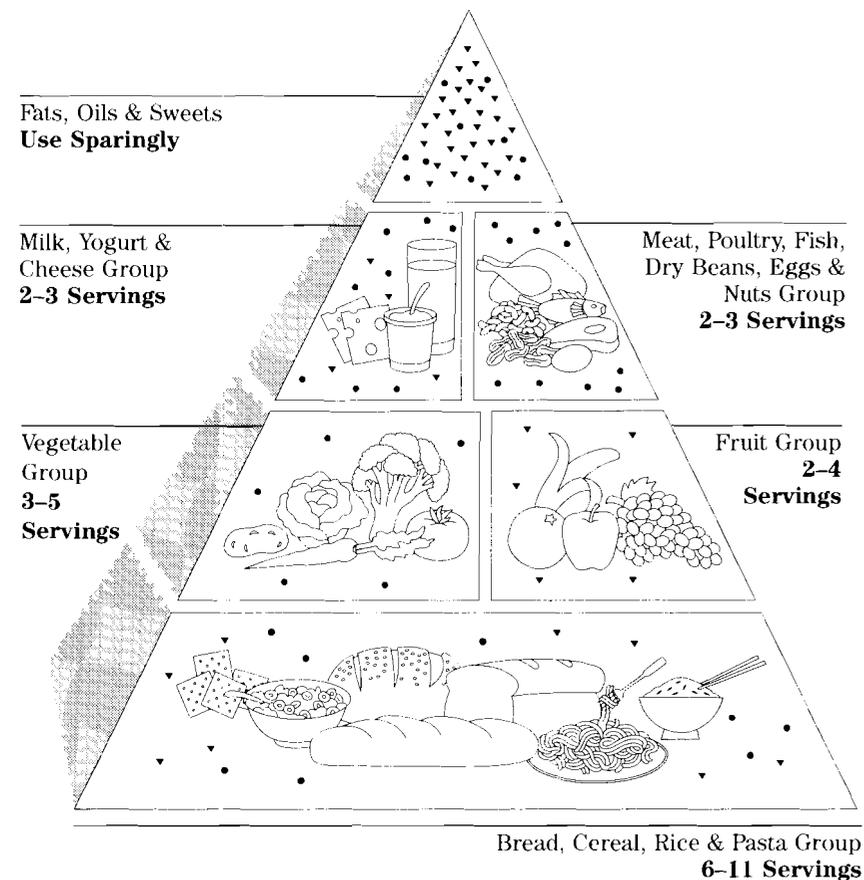
Foods from all the groups work together to supply energy and nutrients necessary for health and growth. No one food group is more important than another. For good health, you and your child need them all.

Eating Right: The Pyramid Way

The Food Guide Pyramid is a practical eating guide that emphasizes food from five major food groups. It's flexible and realistic. And it's meant for all healthy people, ages two and over.

By following the advice of the Pyramid, children get the nutrients and energy from food that they need for growth and good health.

The Food Guide Pyramid shows the variety of foods within each food group and the number of servings that are right for your child. Most children — over two years — need the *minimum number of servings from each food group*.



Some Pyramid Foods to Choose

- ◆ *From the Bread, Cereal, Rice and Pasta Group:* a whole-grain bread, crackers, cereal, grits, pasta, rice, bagel, tortilla, cornbread, pita bread, muffin, English muffin, matzo crackers, rice cake, pancakes, breadsticks, pretzels
- ◆ *From the Vegetable Group:* asparagus, beets, bok choy, broccoli, carrot, cauliflower, collard greens, corn, cucumber, green and red peppers, green beans, jicama, kale, okra, peas, potato, pumpkin, snow peas, squash, spinach, sweet potato, tomato, vegetable juices, zucchini
- ◆ *From the Fruit Group:* apple, applesauce, apricot, banana, berries, cantaloupe, fruit cocktail, figs, fruit juices, grapefruit, kiwifruit, mango, nectarine, orange, papaya, peach, pear, plum, pineapple, raisins*, prunes, starfruit, strawberries, tangerine, watermelon
- ◆ *From the Milk, Yogurt and Cheese Group:* skim, 1%, 2% and whole** milk, yogurt, cheese, string cheese, cottage cheese, pudding, custard, frozen yogurt, ice milk, calcium-fortified soybean milk
- ◆ *From the Meat, Poultry, Fish, Dry Beans, Eggs and Nuts* Group:* lean cuts of beef, veal, pork, ham and lamb; skinless chicken and turkey; fish; shellfish; cooked beans (kidney beans, black-eyed peas, pinto beans, lentils, black beans); refried beans (made without lard); peanut butter; eggs; reduced-fat deli meats; tofu; nuts*; peanuts*

* Raisins, nuts, peanuts and seeds are not recommended for children under four years of age because they are a choking hazard. Small pieces of hard, uncooked fruits and vegetables also pose a choking hazard to children under age four.

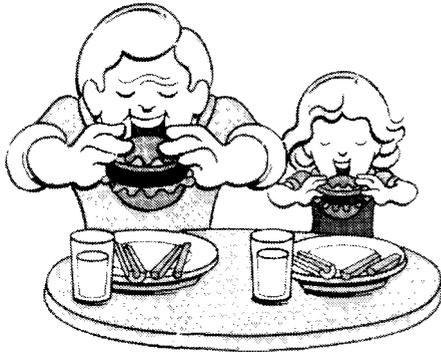
** Children under two years of age should *only* drink whole milk.

How Do I Know If My Child Is Eating Enough?

Children eat when they are hungry and usually stop when they are full. Some parents worry because young children appear to eat very small amounts of food, especially when compared to adult portions. A child who is growing well is getting enough to eat.

To check your child's eating pattern, pay attention to his or her food choices.

- ◆ Make sure no one food group is completely left out. If this happens for a few days, don't worry. But prolonged neglect of a food group could keep your child from getting enough nutrients.
- ◆ Encourage your child to be adventurous and eat a variety of foods within the food groups, too. Even within a food group, different foods provide different nutrients.



Child-Size Servings: Be Realistic

For youngsters, adult-size servings can be overwhelming. Offering child-size servings encourages food acceptance.

Here's an easy guide to child-size servings:

- ◆ Serve one-fourth to one-third of the adult portion size, or one measuring tablespoon for each year of the young child's age.
- ◆ Give less than you think the child will eat. Let the child ask for more if he or she is still hungry.

Snacks Count, Too

Snacks make up an important part of childhood nutrition. Children must eat frequently. With their small stomachs, they cannot eat enough at meals alone for their high energy needs. Three meals and two or three healthful snacks a day help youngsters meet their daily nutrition needs.

To make the most of snacks, parents and caregivers should control the type of snack and time it is served.

Type. Offer a variety of food-group snacks. Choose mostly snack foods that supply enough nutrients to justify their energy, or calories. Picking snack foods from the five food groups of the Food Guide Pyramid is the best way to do this.

Timing. Plan snacks. Schedule snacks around normal daily events, and space them at least two hours before meals. Children should learn to get and feel hungry, instead of feeling full all the time.

Quick and Smart Snack Food Ideas

For more nutrition, mix and match snacks from more than one food group:

- ◆ Fresh, frozen or canned fruit (banana, strawberries, cantaloupe pieces, orange sections, apple slices) or fruit juice
- ◆ Raw vegetables (baby carrots, cucumber slices, zucchini sticks, broccoli florets*)
- ◆ Vegetable soup
- ◆ Graham, animal crackers or fig bars
- ◆ Soft pretzels or breadsticks
- ◆ English muffin or bagel
- ◆ Low-fat yogurt or string cheese
- ◆ Skim or 1% milk ** (flavored or unflavored)
- ◆ Turkey or meat cubes
- ◆ Hard-cooked egg

* Small pieces of hard, uncooked fruits and vegetables pose a choking hazard to children under age four.

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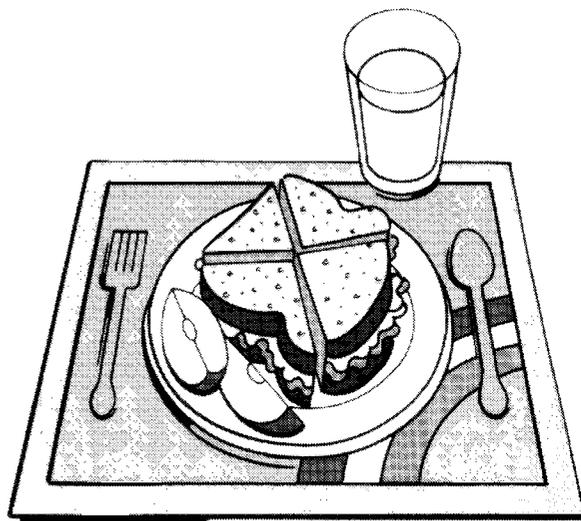
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WHAT'S TO EAT?

HEALTHY FOODS FOR
HUNGRY CHILDREN



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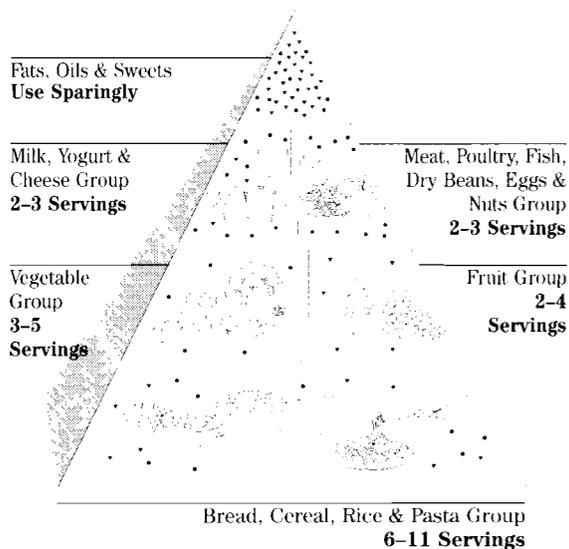
The Food Guide Pyramid — A Menu for Good Health

Ask anyone who cares for children — feeding kids can be challenging! The Food Guide Pyramid is a tool for helping you plan meals and snacks for your family. The advice is given for one day*. This brochure gives meal suggestions that are tasty, convenient and nutritious. From breakfast through dinner, these ideas will please even the fussiest eater. For specific food and nutrition advice, talk to your child's pediatrician or a registered dietitian.

*The amount of food and number of servings children need daily from each food group depends on their age and how active they are.

Active Play is Important, Too!

Physical activity, along with proper nutrition, promotes lifelong health. Active play is the best exercise for kids! Parents can join their children and have fun while being active, too. Some fun activities for parents and kids to do together include playing on swings, riding tricycles or bicycles, jumping rope, flying a kite, making a snowman, swimming or dancing.



Off to a Good Start... The Breakfast Bonus



Breakfast provides energy to carry a child through an active morning. Children who skip breakfast may not concentrate well at school or may lack energy to play. Not everyone enjoys traditional breakfast foods, such as cereal and toast. These breakfast ideas are a little different:

- ◆ Breakfast shake: combine skim or 1% milk*, fruit and ice in a blender.
- ◆ Frozen banana: dip a banana in yogurt, then roll it in crushed cereal. Freeze.
- ◆ Peanut butter spread on crackers, a tortilla, apple slices or jicama slices.
- ◆ Leftover spaghetti, chicken or pizza: serve hot or cold!

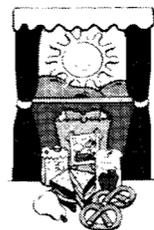
* Skim and 1% milk are recommended for children over two years old. Children under two years of age should only drink whole milk.

Cereal Choices

Cereal with milk is the number-one breakfast favorite. Check the Nutrition Facts label — found on most packaged foods — for the amount of iron, other nutrients and fiber. Look at the % Daily Values to find how much.

If your child prefers a sweet taste, you might jazz up unsweetened cereal with sliced peaches or bananas, strawberries, or blueberries.

Lunches Worth Munchin'



Children who help make their own lunches are more likely to eat them. Include these brown bag perks to make lunches fun!

- ◆ Use cookie cutters to cut sandwiches in fun, interesting shapes.
- ◆ Decorate lunch bags with colorful stickers.
- ◆ Put a new twist on a sandwich favorite. Top peanut butter with raisins, bananas or apple slices.
- ◆ For color and crunch, use a variety of veggies as "sandwich toppers": cucumber slices, sprouts, grated carrots or zucchini.

Brown Bag Food Safety

Remember the golden rule for food safety:

Keep Hot Foods Hot and Cold Foods Cold.

When there's no refrigerator to store a bag lunch, keep food safe by:

- ◆ Tucking an ice- or freezer-pack into the lunch bag. Or use an insulated container to keep hot foods hot.
 - ◆ Adding a box of frozen fruit juice.
 - ◆ Freezing the sandwich bread and filling — or other freezable foods — the night before.
- You may also help prevent food-borne illness by:
- ◆ Encouraging your child to wash his or her hands thoroughly before meals.

Did You Know That...

Most regular deli meats, such as salami and bologna, are very high in fat. Try reduced-fat deli meats. Turkey breast, ham and roast beef are usually lower-fat choices. Check the Nutrition Facts label on packaged meats to learn the fat content.

Pretzels, baked tortilla chips and baked potato chips are virtually fat-free and make a good alternative for potato chips and other high-fat snacks.

The Meal Dilemma... Dealing with Picky Eaters



Even the most nutritious meal won't do any good if a child refuses to eat it. Some youngsters are naturally finicky eaters. Others eat only certain foods — or refuse food — as a way to assert themselves. If your child refuses one food from a group, try offering a substitute from the same food group of the Food Guide Pyramid. Try these ideas to make your family meals happy ones:

If Your Child Refuses... Instead Try...

Green vegetables	Deep-yellow or orange vegetables
Milk	Chocolate milk, cheese, yogurt
Beef	Chicken, turkey, fish, pork

- ◆ Boost the nutritional value of prepared dishes with extra ingredients. Perhaps add nonfat dry milk to cream soups, milkshakes and puddings. Or mix grated zucchini and carrots into quick breads, muffins, meatloaf, lasagna and soups.
- ◆ Serve a food your child enjoys along with a food that he or she has refused to eat in the past.
- ◆ Try serving a food again if it was refused before. It may take many tries before a child likes it.
- ◆ Let children help with food preparation. It can make eating a food more fun.
- ◆ Add eye appeal. Cut foods into interesting shapes. Or create a smiling face on top of a casserole with cheese, vegetables or fruit strips.
- ◆ Set a good example by eating well yourself. Whenever possible, eat meals as a family.

How Much Food Is Enough?

Some parents worry because young children seem to eat small amounts of food, especially when compared with adult portions. Don't worry about how little a child eats. A child who is growing well is getting enough to eat.

Hungry And In a Hurry? Food for Fast Times

When it comes to food, families want convenience. It's no surprise that fast-food restaurants are so popular. However, some fast foods supply a lot of fat and calories. These tips help you get the most from foods that are fast:

- ◆ Most fast foods can fit within a healthful eating plan. Children and adults can afford to eat these foods every once in a while if other food choices are sensible. Try these ways to enjoy them:

Share: split an order of fries with other family members.

Choose food-group foods: in combination meals, substitute fruit juice or skim or 1% milk* for soft drinks.

Balance high-fat choices with low-fat choices: order a small hamburger and the salad bar for your child. Kids like the fresh fruit, carrot sticks and broccoli florets.

- ◆ Most fast-food spots offer lower-fat choices: salad bar (low-fat dressing), plain baked potatoes (topped with salad bar veggies), chili, skim or 1% milk*, low-fat frozen yogurt, English muffins, fruit juice and grilled (non-fried) chicken sandwiches.
- ◆ Supermarkets offer a variety of nutritious foods that are fast. Ready-made deli sandwiches (made with reduced-fat deli meats), fresh fruits and the salad bar are some "fast foods" from the grocery store.

* Children under two years of age should *only* drink whole milk.

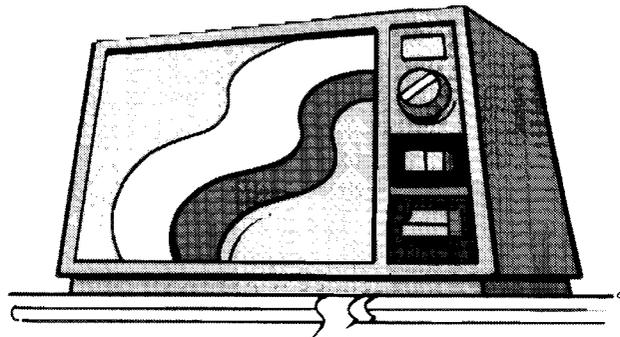
Microwave Magic — Safely!

A microwave oven can help you cook in a healthful way. Vegetables cooked in a microwave oven stay nutrient-rich. For one reason, nutrients don't dissolve in any cooking water; short cooking time is another factor. Meat, fish and poultry dishes can be cooked or reheated with little or no added fat.

Microwaving also can help you cook faster and easier. But it can pose potential hazards — especially when children cook with the microwave oven. BURNS are the most common microwave injury. Children can be burned by:

- ◆ Removing dishes from the microwave oven — *make sure they use a pot holder.*
- ◆ Spilling hot foods — *keep the oven out of a young child's reach.*
- ◆ Opening microwave popcorn packages and other containers — *show older children how to open the container so steam escapes away from their hands and face.*
- ◆ Eating food that is cooked unevenly or has "hot spots" — *show older children how to stir food well before tasting it, or let food "rest" so that heat distributes evenly.*

Here's a common sense rule for microwave ovens: *If children are too young to read or follow written directions, they are too young to use a microwave oven without supervision.*



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FEEDING KIDS RIGHT ISN'T ALWAYS EASY

TIPS FOR PREVENTING
FOOD HASSLES



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Feeding Kids — What's Your Role?

While parents are the best judges of **what** children should eat and **when**, children are the best judges of **how much** they should eat.

Here are **five** important feeding jobs for parents and caregivers:

1. Offer a variety of healthful and tasty foods. Be adventurous!
2. Serve meals and snacks on a regular schedule.
3. Make mealtime pleasant.
4. Teach good manners at the table.
5. Set a good example.

Happy encounters with food at any age help set the stage for sensible eating habits throughout life. Handling food and eating situations positively encourages healthful food choices.

This brochure gives helping hints for food and nutrition for young children. For specific advice, talk to your child's pediatrician or a registered dietitian.



Mealtime: Not a Battleground

"Clean your plate."

"No dessert until you eat your vegetables."

"If you behave, you can have a piece of candy."

To parents and caregivers, these phrases probably sound familiar. However, food should be used as nourishment, not as a reward or punishment. In the long run, food bribery usually creates more problems than it solves.

Did You Know That...

...encouraging your child to wash his or her hands thoroughly before meals may help prevent foodborne illness?

Here are six common childhood eating situations. Try these simple tips to make mealtime a more pleasant experience.

Feeding Challenges... Feeding Strategies...

Food Jags:

Eats one and only one food, meal after meal

Allow the child to eat what he or she wants if the "jag" food is wholesome. Offer other foods at each meal. After a few days, the child likely will try other foods. Don't remove the "jag" food, but offer it as long as the child wants it. Food jags rarely last long enough to cause any harm.

Food Strikes:

Refuses to eat what's served, which can lead to "short-order cook syndrome"

Have bread, rolls or fruit available at each meal, so there are usually choices that the child likes. Be supportive, set limits and don't be afraid to let the child go hungry if he or she won't eat what is served. Which is worse, an occasional missed meal or a parent who is a perpetual short-order cook?

"The TV Habit":

Wants to watch TV at mealtime

Turn off the television. Mealtime TV is a distraction that prevents family interaction and interferes with a child's eating. Value the time spent together while eating. Often it is the only time during the day that families can be together. An occasional meal with TV that the whole family can enjoy is fine.

Feeding Challenges... Feeding Strategies...

The Complainer:

Whines or complains about the food served

First ask the child to eat other foods offered at the meal. If the child cannot behave properly, have the child go to his or her room or sit quietly away from the table until the meal is finished. Don't let him or her take food along, return for dessert or eat until the next planned meal or snack time.

"The Great American White Food Diet":

Eats only eat bread, potatoes, macaroni and milk

Avoid pressuring the child to eat other foods. Giving more attention to finicky eating habits only reinforces a child's demands to limit foods. Continue to offer a variety of food-group foods. Encourage a taste of red, orange or green foods. Eventually the child will move on to other foods.

Fear of New Foods:

Refuses to try new foods

Continue to introduce and reinforce new foods over time. It may take many tries before a child is ready to taste a new food... and a lot of tastes before a child likes it. Don't force children to try new foods.

Mealtime Is More Than Food

Youngsters are too smart to heed the old saying "Do as I say, not as I do." Children learn by imitating what they see. Adults who eat poorly can't expect their children to eat well. Set a good example by eating meals at regular times and by making healthful and tasty food choices.

Parents and caregivers are "gatekeepers," who control what foods come into the house. Having lots of healthful foods around helps children understand that these food choices are a way of life.

Mealtime is family time. Children learn many things as you eat together. And pleasant social encounters with food help develop good food habits.

Three, Two, One ... Let's Eat!

Prepare children for meals. A five-minute warning before mealtime lets them calm down, wash their hands and get ready to eat. A child who is anxious, excited or tired may have trouble settling down to eat.

Consistent food messages encourage children to eat and help prevent arguments over food. Try these simple steps:

- ◆ Be a smart gatekeeper. Buy a variety of foods you want the child to eat. Be adventurous with food!
- ◆ Be flexible. Don't worry if the child skips a meal.
- ◆ Be sensible. Set an example by eating a variety of healthful foods yourself.
- ◆ Let children make their own food choices from the healthful choices you provide.

Occasional Meal Skipping and Finicky Food Habits Are Okay

Well-meaning adults often view a child's odd food and eating behaviors as a problem. However, childhood food jags, a fear of new foods and other feeding challenges are usually part of normal development.

There's no need to worry if a child skips a meal or won't eat the vegetables on his or her plate. Keep the big picture in mind. Offer a variety of healthful, tasty and nourishing foods. Over time, a child will get everything needed to grow and develop normally. Plenty of food variety and a relaxed, happy atmosphere at mealtime are the "ingredients" for a well-fed child.

Children often use the table as a stage for showing their independence. Sometimes, food is not the issue at all. The eating process is just one more way children learn about the world.

Work Up an Appetite!

Active play, along with eating right, promotes good health ... and a healthy appetite! And it is the best exercise for toddlers and young children.

Making a snowman, playing tag, throwing balls, riding a bike and taking a nature walk are healthful and fun for the whole family. Don't just watch. Join in and be active, too. When you're physically active, you set a good example.



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GROWING UP HEALTHY

FAT, CHOLESTEROL
AND MORE



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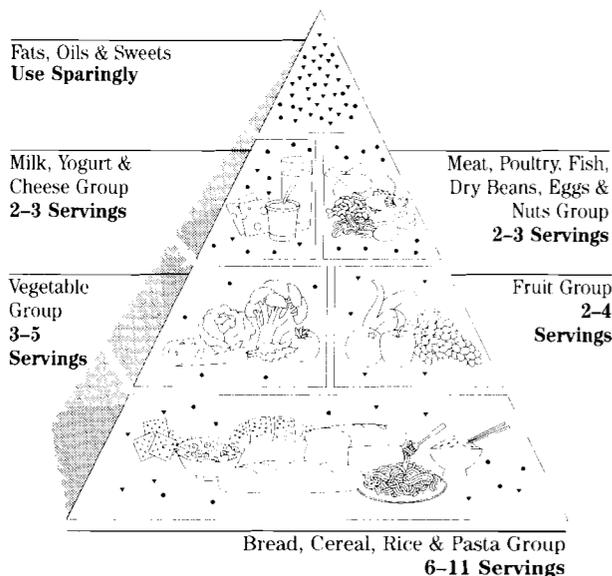
Children and Heart Disease: A Generation at Risk

Many Americans consume too many calories and too much fat, especially saturated fat, and cholesterol. These eating patterns are one cause of America's high rates of obesity and heart disease. As a parent or caregiver, you can help your child develop eating and physical activity habits to stay healthy now — and throughout life.

What's a Parent to Do?

Food and physical activity habits begin at home. Although many things influence children, adults are still the most important role models for developing healthful eating and lifestyle habits.

The information in this brochure provides eating and physical activity guidelines for healthy children ages two years and over. For specific food and nutrition advice, talk to your child's pediatrician or a registered dietitian.



Fat in Food: How Much for Children?

If heart disease runs in your family, your child is at greater risk for heart disease in adulthood. To help protect your child from heart disease later in life, help him or her learn healthful eating and lifestyle habits during childhood.

Most nutrition experts agree that childhood is the best time to *start* cutting back on total fat, saturated fat and cholesterol. But adult goals aren't meant for young children under the age of two years. Fat is an essential nutrient that supplies energy, or calories, they need for growth and active play.

Between the ages of two and five, as children eat with their family, encourage them to gradually choose foods with less fat and saturated fat. By age five, their overall food choices, like yours, should be low in fat.

You might wonder: how is saturated fat different than other fat? It's more solid at room temperature. Saturated fats come mostly from animal sources, such as butter, cheese, bacon and meat, as well as stick margarine.

Caution: A low-fat eating plan is not advised for children under two years of age because of special needs for rapid growth and development during these years.

Pyramid Way to Healthful Eating

For healthful eating, offer foods from the five major food groups of the Food Guide Pyramid. Encourage nutrient-rich foods with less fat: grain products; fruits; vegetables; low-fat dairy foods; and lean meats, poultry, fish, and cooked dry beans.

Most young children — age two and over — need the minimum number of servings from each food group. Although children will decide how much they can eat, a child-size serving is one-fourth to one-third the size of an adult portion. That's about one measuring tablespoon per year of the young child's age.



Good Nutrition: It's a Juggling Act

Chances are that some of your child's favorite foods are higher in fat and energy (or calories) compared to the amount of nutrients they provide. Any food that supplies energy and nutrients can fit into a nutritious eating plan for your child.

Follow this nutrition advice: Offer your child many different food-group foods. Be flexible; what children eat over several days, not one day or one meal, is what counts. Help your child eat sensibly. Here are ways to be sensible about fat, saturated fat and cholesterol in food choices:

Food Group...	Most Days...	Some Days...
Bread, Cereal, Rice and Pasta	bagel or English muffin	doughnut or danish
	pretzels, baked chips	regular corn chips
	graham crackers, crackers, fig bars, vanilla wafers	chocolate chip cookies, cupcakes
Vegetable	baked potato	french fries
	raw vegetables	creamy cole slaw
Fruit	fresh fruit and juice	—
Milk, Yogurt and Cheese	reduced-fat cheese	cheese
	low-fat frozen yogurt or ice cream	ice cream
Meat, Poultry, Fish, Dry Beans, Eggs and Nuts	baked and grilled chicken	fried chicken
	baked fish	fried fish sticks

Smart Ideas for the Whole Family

Try these simple tips to limit extra fat, saturated fat and cholesterol:

- ◆ Have plenty of fresh fruits and vegetables available and ready to eat.
- ◆ Offer skim or 1% milk* and low-fat yogurt. Choose cheeses that are lower in fat.
- ◆ Include starchy foods, such as potatoes, rice, pasta, and whole-grain breads and cereals often.
- ◆ Choose lower fat or fat-free toppings like grated parmesan cheese, herbed cottage cheese and nonfat/low-fat gravy, sour cream, or yogurt.
- ◆ Select lean meats, such as skinless chicken and turkey, fish, lean beef cuts (round, loin, lean ground beef) and lean pork cuts (tenderloin, chops, ham). Trim off all visible fat, and remove skin from poultry before eating.
- ◆ Choose margarine and vegetable oils made from canola, corn, sunflower, soybean and olive oils. Choose tub and liquid margarine, rather than regular margarine in sticks, too.
- ◆ Try angel food cake, frozen fruit bars, and low-fat/ fat-free frozen desserts such as fudge bars, yogurt or ice cream.
- ◆ Use nonstick vegetable sprays when cooking.
- ◆ Use fat-free cooking methods, such as baking, broiling, grilling, poaching or steaming, when preparing meat, poultry or fish.
- ◆ Serve vegetable- and broth-based soups. Or use skim or 1% milk* or evaporated skim milk when making cream soups.
- ◆ Use the Nutrition Facts label on food packages to find foods with less fat per serving. Be sure to check serving size as you make choices. Remember that the % Daily Values on food labels are based on calorie levels for adults.

* Children *under* two years old should only drink whole milk.

Parent Tip: Forget "Forbidden" Foods

Forcing children to eat food doesn't work. Neither does forbidding foods. Foods that are "forbidden" just may become more desirable for children.

It's important for both children and adults to be sensible and enjoy all foods, but not to overdo on any one type of food. Sweets and higher-fat snack foods in appropriate portions are okay. Just make sure your child is offered wise food choices from all the food groups.

Caution:

- ◆ Restricting a child's eating pattern too much may harm growth and development, or encourage undesirable eating behaviors.
- ◆ Before making any drastic changes in a child's eating plan or physical activity habits, talk to your child's pediatrician or a registered dietitian.
- ◆ Don't restrict fat or calories for children under two years of age, except on the advice of your child's pediatrician.

Teach Good Habits by Example

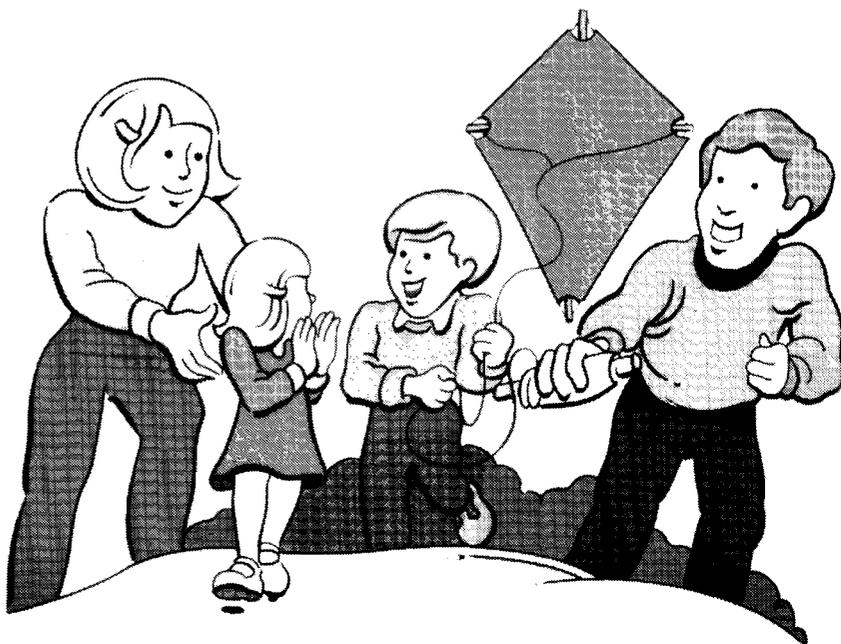
Children learn more from **ACTIONS** than from **WORDS**. Practice what you preach. Your actions will make you healthier, too!

Get Up and Move . . . Turn Off That Tube!

Too much television usually results in not enough physical activity or creative play. Pediatricians recommend limiting TV time to no more than one or two hours each day.

Be active. Join your children in doing other activities. These activities will please almost any young child:

- ◆ Playing tag
- ◆ Jumping rope
- ◆ Throwing balls
- ◆ Riding a tricycle or bicycle
- ◆ Pulling a wagon
- ◆ Flying a kite
- ◆ Digging in the sand
- ◆ Making a snowman
- ◆ Ice skating or sledding
- ◆ Jumping in leaves
- ◆ Playing on swings
- ◆ "Driving" a toy truck
- ◆ Swimming
- ◆ Walking with the family
- ◆ Dancing
- ◆ Pushing a toy shopping cart



GOOD FOOD, GOOD HEALTH



**A Parent-Child
Activity Booklet**
for children ages 5 and 6



Healthy Start

FOOD TO GROW ON

This book belongs to: _____



Dear Parent:

Children learn best by DOING. This booklet is full of fun, "hands-on" games and activities that you and your child can do together. Not only will your child be learning more about food, health and the world—but he will be enjoying special time spent with YOU. To encourage good health habits, be a good role model. Children learn best by watching and imitating their parents. We hope you and your child enjoy this booklet.

Sincerely,
Your Supermarket

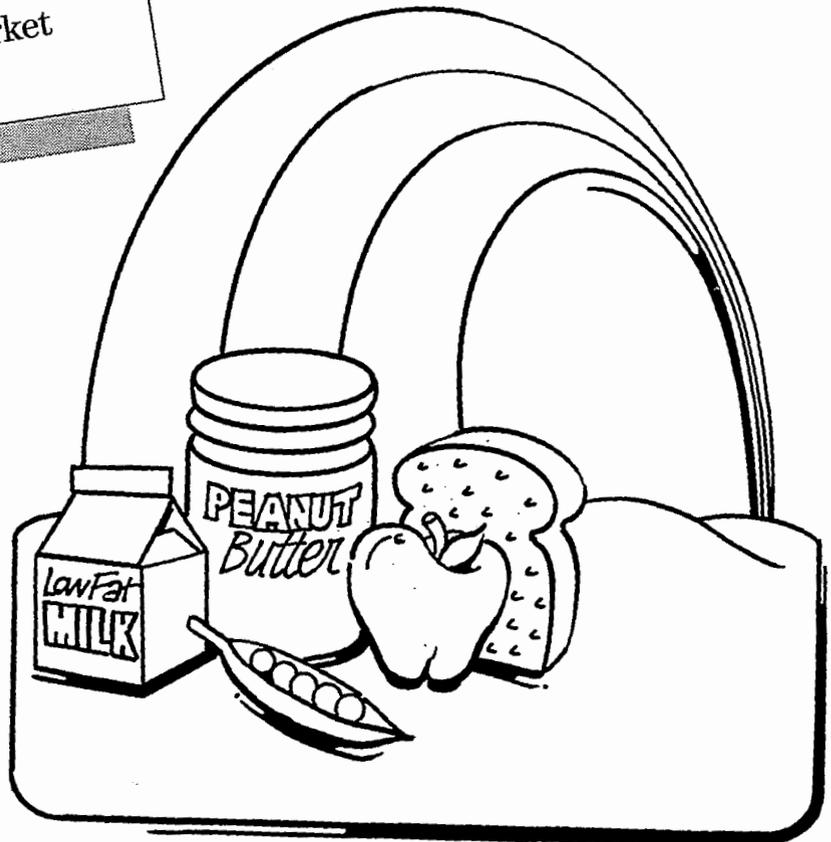
Fun with the Food Groups

Create A Rainbow Of Foods.

Ask your child how many foods he or she can name that are orange, red, yellow, purple, green and blue. Draw a rainbow of these foods.

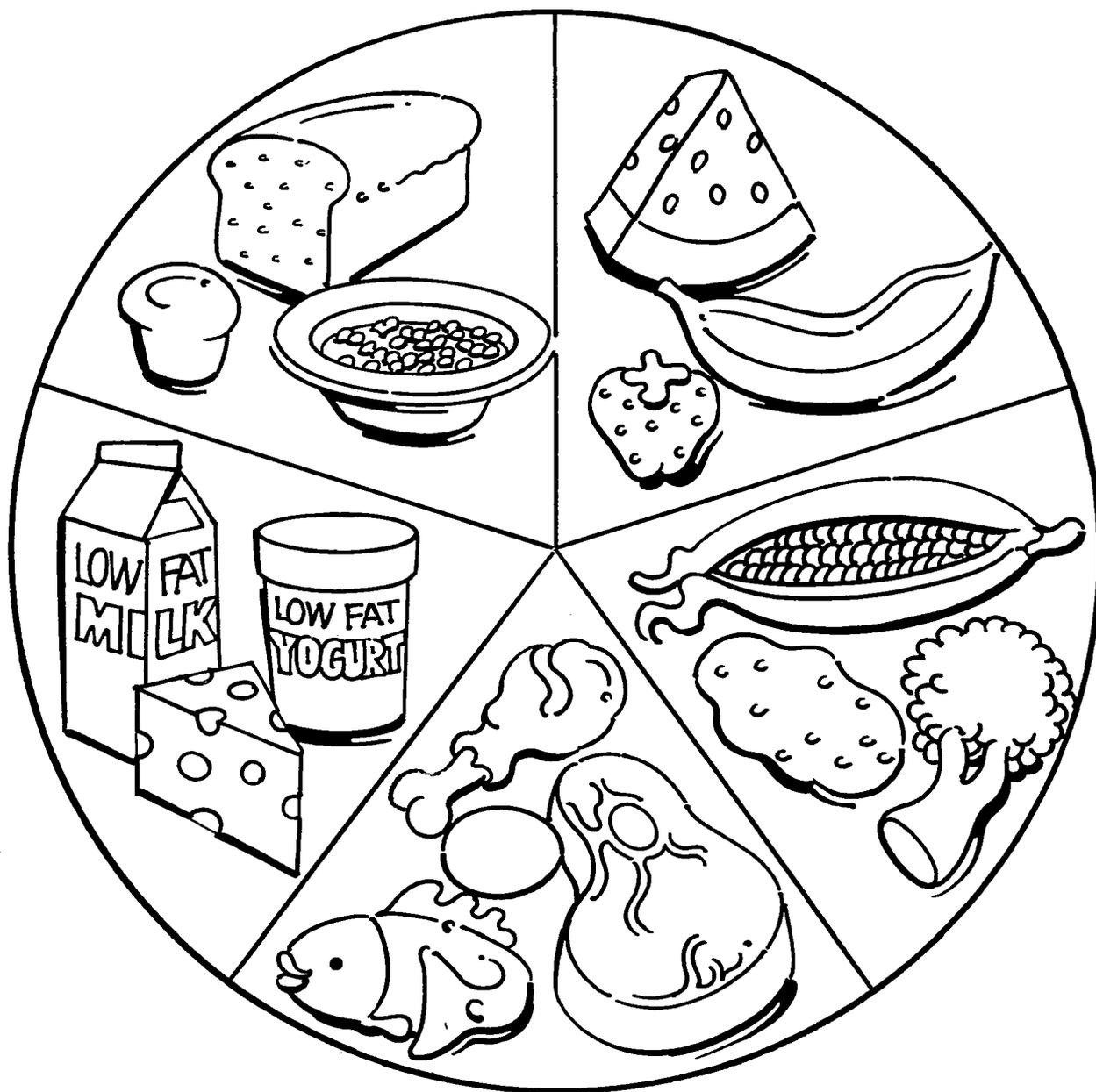
Eating Right: Five Food Groups.

Have your child plan a meal with foods from each of the food groups. Take a paper plate and divide it into five sections using a marker. Have children select food pictures from magazines or draw their favorite foods. Cut and paste onto each section of the paper plate. The five food groups are: (1) breads, cereals, rice, pasta; (2) vegetables; (3) fruits; (4) milk, yogurt, cheese; and (5) meat, poultry, fish, dry beans, eggs, nuts.



You Need Foods from the 5 Food Groups Every Day.

Color all the foods you like.



Did you find foods in each of the 5 food groups that you like?

We hope so!

Let's learn more about good foods.

The World is Full of Growing Things

- ◆ Start a vegetable garden. Plant seeds and watch them grow. Children are usually eager to eat vegetables they've grown themselves.
- ◆ Learn about plant parts. Show your child the different parts of a growing plant: roots, stems, leaves, flowers and seeds. Explain that vegetables come from plants.

ROOTS: turnips, radishes, rutabagas, onions, sweet potatoes, carrots, beets

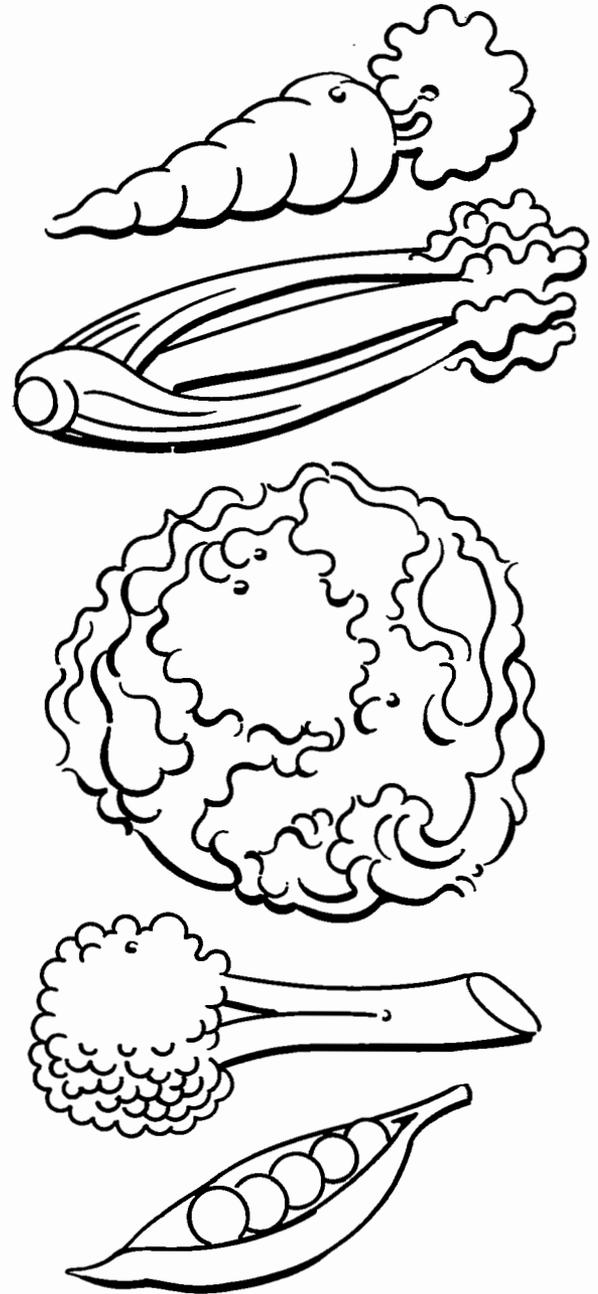
STEMS: asparagus, celery, rhubarb

LEAVES: spinach, kale, lettuce, cabbage, endive, parsley

FLOWERS: broccoli, cauliflower, artichokes

SEEDS: peanuts, sunflower seeds, pumpkin seeds, peas

- ◆ Experience new foods. The next time you visit the supermarket, take your child. Choose a new and different vegetable together. Try to identify it as a root, stem, leaf, flower or seed. When you return home, let the child touch, smell, wash, help prepare and taste the new food.
- ◆ Create a growth chart. Start a "Growth Chart" for your child on the kitchen, bedroom wall or inside a closet door.
Have your child draw pictures of foods that will help him grow strong and healthy. Or, make a collage of healthful foods using pictures cut from magazines. Put these pictures by the growth chart.
- ◆ Read to your child. Visit the library with your youngster. Look for books about growing things, plants or foods.

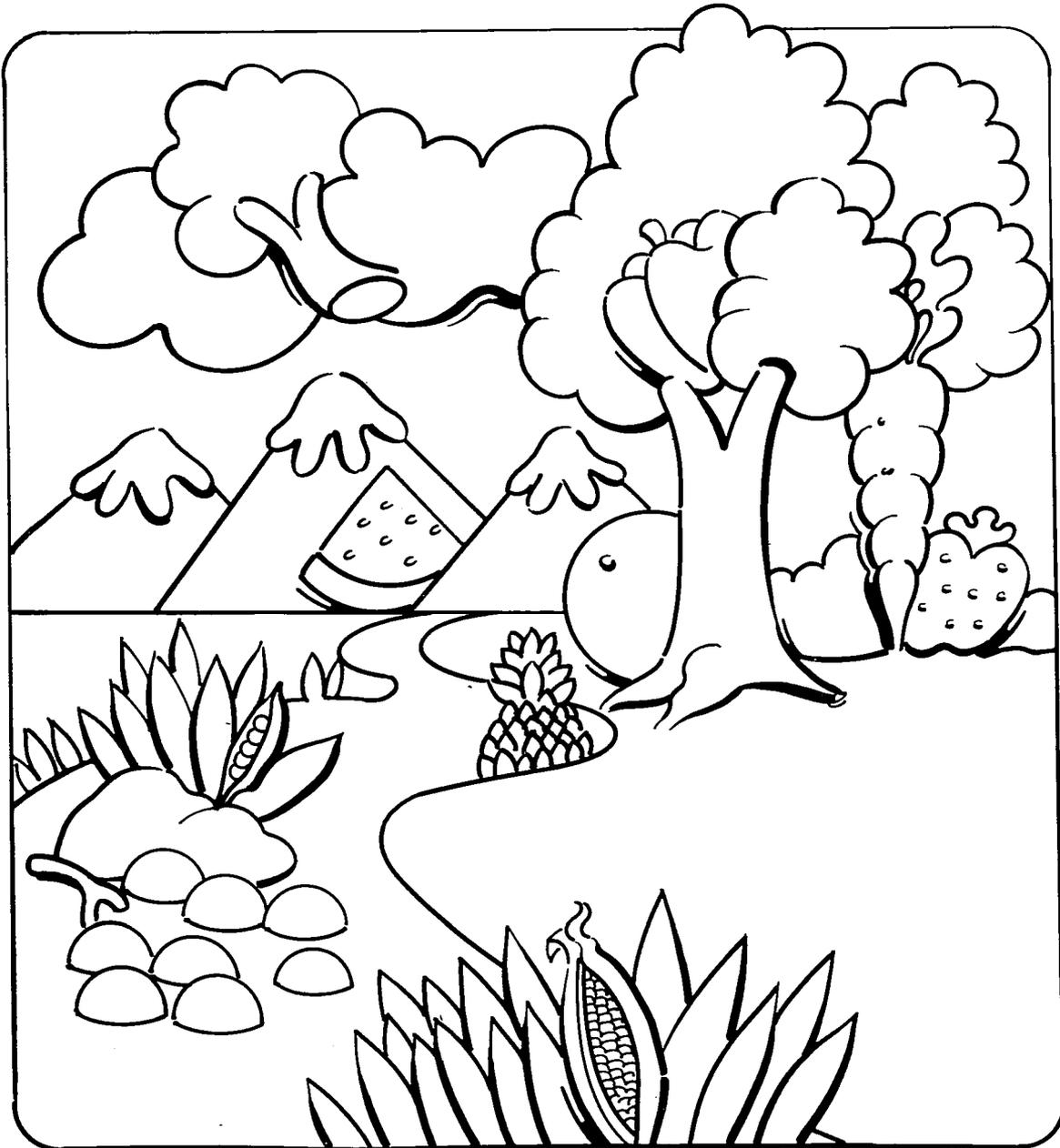


Fun with Fruits and Vegetables

Fruits and vegetables have vitamins and minerals that keep your body healthy.

There are 10 fruits and vegetables hidden in this picture.

Can you find them?



Here's what to look for:



GRAPES



CARROT



PINEAPPLE



BROCCOLI



WATERMELON



BELL PEPPER



STRAWBERRY



PEAS



ORANGE



CORN ON THE COB

Kids in the Kitchen

Children love to help out in the kitchen.

There are plenty of tasks that small children can do, including:

washing	separating	measuring
mashing	stirring	kneading
counting	cleaning up	reading directions

Teach Safety First

- ◆ Start all kitchen cooking projects with children washing their hands and work area. Explain that this helps to prevent the spread of germs.
- ◆ Point out the dangers of hot burners, hot surfaces, and hot foods from microwave ovens.
- ◆ Instruct young children to stay away from sharp knives and other dangerous kitchen tools.

Kitchen Tools

- ◆ Help children identify kitchen equipment and utensils.

Ingredients and Measuring

- ◆ Let children smell, feel and look at ingredients while preparing the recipe.
- ◆ Show children how measuring spoons and measuring cups are packed and then leveled off.

Experience the Cooking Process

- ◆ Let children experience the sights, smells and tastes of every step in the cooking process. Explain all the cooking terms along the way: peel, dice, chop, grate, mash, slice, beat, blend, knead, mix, marinate, melt and boil.
- ◆ Help children to see changes in food texture and appearance during each step of the cooking process.

Add to the Kitchen Fun

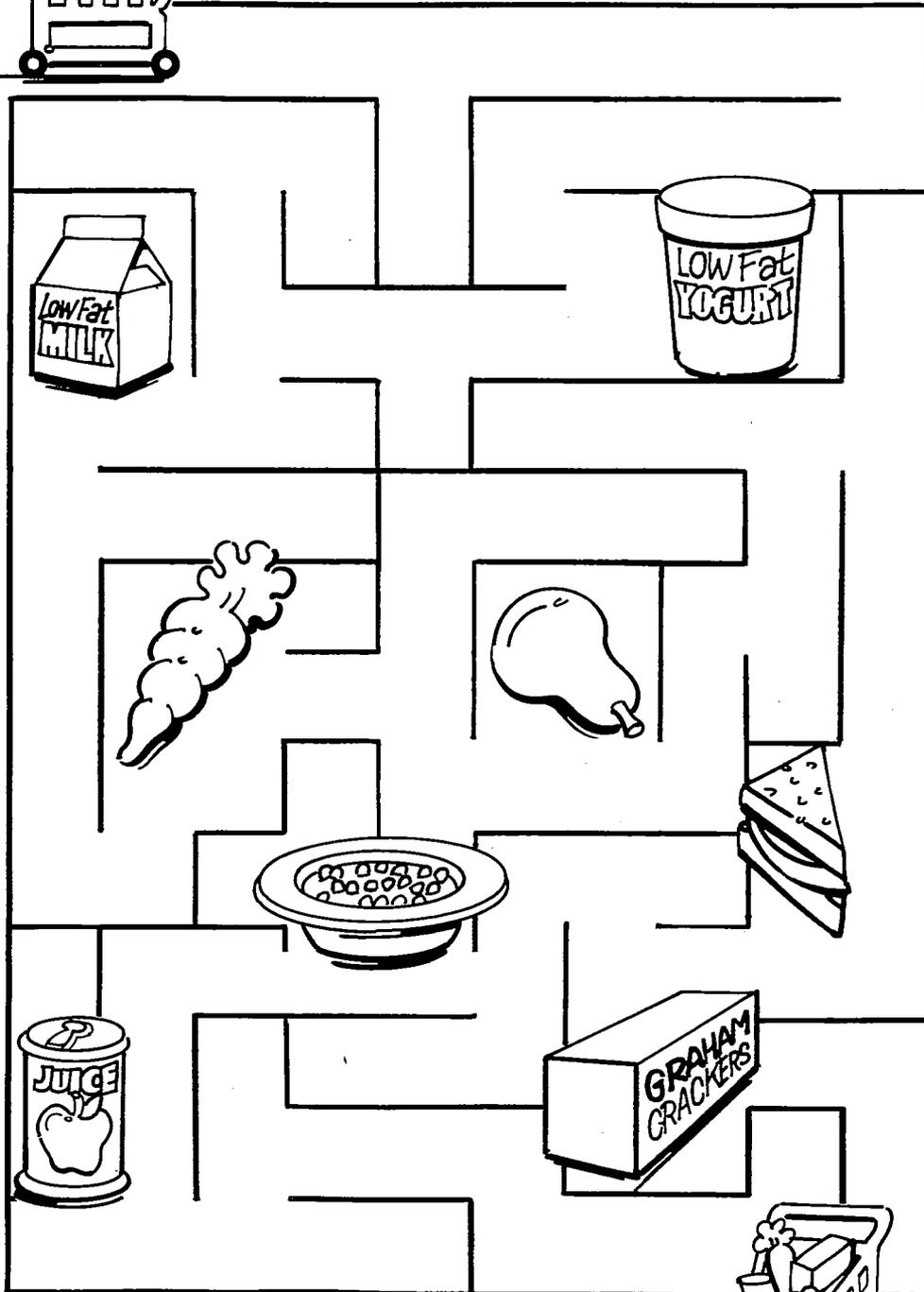
- ◆ Purchase a chef's hat and apron for your youngster at a kitchen supply store. Personalize these using colorful permanent markers.



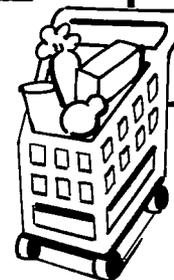
Amazing Snacks

Find your way through the maze to the A-MAZE-ING snacks.

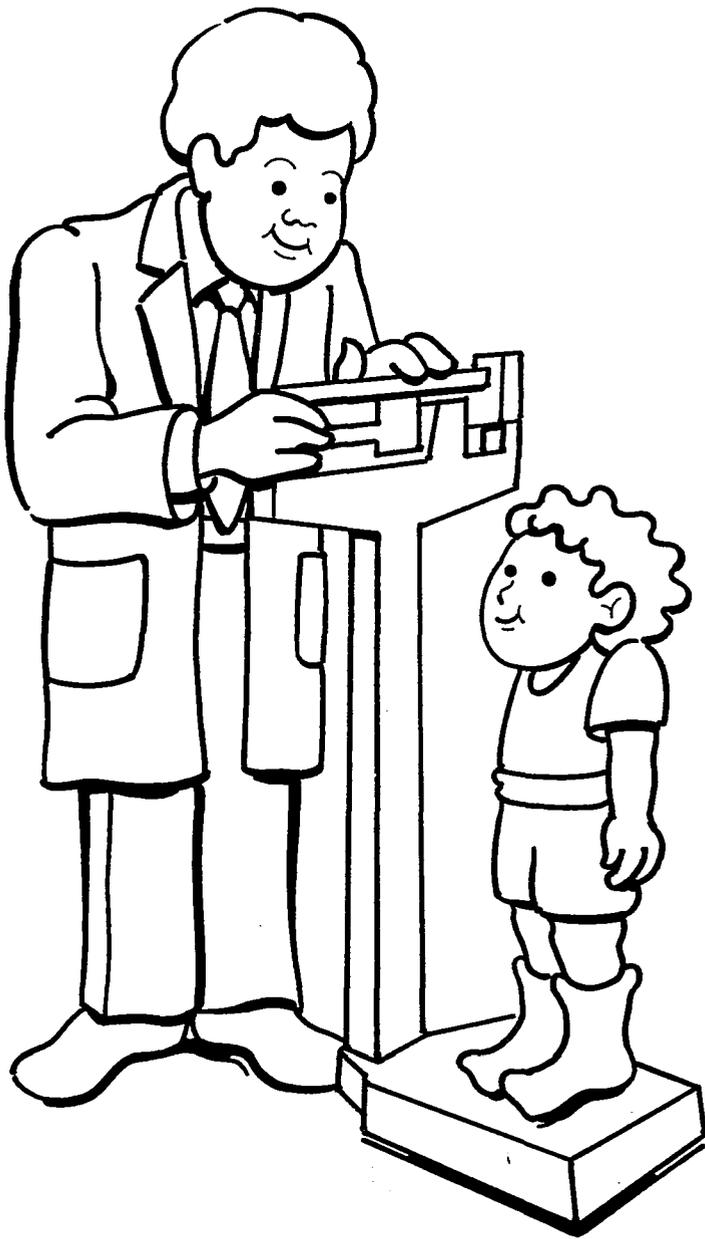
Start



Finish



Regular visits to your pediatrician will help you stay healthy!



This booklet was developed as part of the HEALTHY START...Food To Grow On program, an information and education campaign that promotes healthful food choices and eating habits for healthy children ages two years and over. The HEALTHY START program was produced as a cooperative effort by:

The American Academy of Pediatrics (AAP)—an organization of 49,000 pediatricians dedicated to the health, safety and well-being of infants, children, adolescents and young adults.

The American Dietetic Association (ADA)—an organization of over 66,000 registered dietitians, dietetic technicians and nutritionists devoted to promoting the optimal nutritional health of the population. The National Center for Nutrition and Dietetics (NCND) is ADA's public education center.

The Food Marketing Institute (FMI) is a non-profit association conducting programs in research, education and public affairs on behalf of its 1,500 members—food retailers and wholesalers and their customers in the United States and overseas.



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Healthy Start

FOOD TO GROW ON

VOLUME IV

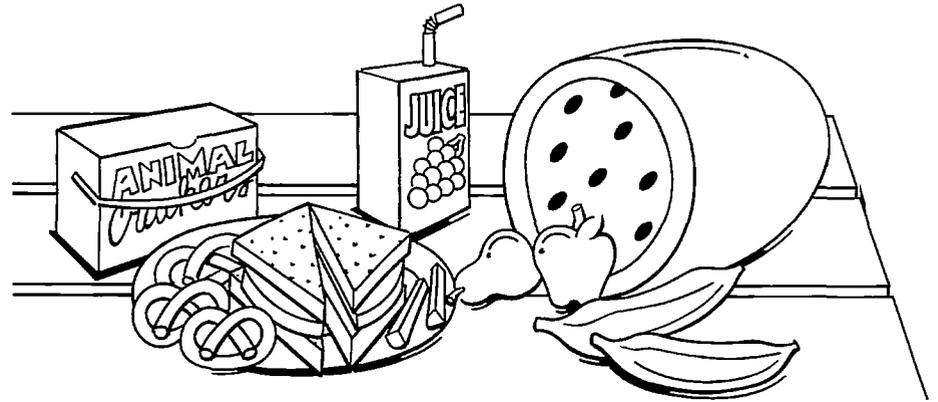
Packing a "Four-Wheeled Pantry": Easy Traveling Food for Kids

Taking a road trip? Healthful eating need not take a back seat. To curb kids' hunger (yours, too) as the odometer clicks, road trips require no-fuss, no-mess foods.

Pack a "four-wheeled pantry" from all five food groups: bread, vegetable, fruit, meat, and milk. Go easy on chips, cupcakes and soft drinks; they contribute few nutrients. Fasten your seat belts and hit the road!

Make snacks nutritious and convenient!

- ◆ Chill pudding cups, mini yogurt cups, juice boxes or pop-top fruit cans in the cooler.
- ◆ Pack easy-to-hold bagels and fun-shaped cereals: rings, balls and squares.
- ◆ Bring string cheese and individually-wrapped cheese slices — no crumbs!
- ◆ Fill zipper-top bags with crunchy vegetables such as baby carrots; celery, snow peas; red and green pepper strips. Bring low-fat salad dressing as a dip.
- ◆ Pack a "rainbow" of berries, grapes and tangerine sections as great finger foods.
- ◆ For a sweet tooth, pack dried fruits: raisins, figs, citrus-flavored prunes, even cranberries, cherries and blueberries.
- ◆ Make sandwich rolls. Layer a tortilla with lean meat, cheese and sprouts. Roll, wrap then store it in your cooler.
- ◆ For less fat and sugar, pack graham crackers, ginger snaps or fig bars. Rice cakes, pretzels and whole-wheat crackers are crisp, too. Kids love their "crunch"!



Pack-and-Go Safety . . . For Foods That Move



Summertime means play dates in the park, lemonade stands and eating "al fresco." Keeping food safe is the challenge of outdoor summer meals.

Food borne illness, caused by bacteria in spoiled food, can ruin the pleasures of good food and great fun! Take precautions, and keep unwanted "guests" from upsetting your family's pack-and-go meals.

- ◆ Keep cold foods cold (ideally 40°F or less). Fill a clean cooler with ice about 30 minutes prior to leaving home. Then pack it with well-chilled food. A well-packed cooler should contain about 25 percent ice and 75 percent food.
- ◆ So the cooler won't stay open long, pack foods in reverse order: last in, first out.
- ◆ Put raw meat, fish or poultry in your cooler in well-sealed containers. Their raw juices contain bacteria, which can contaminate ready-to-eat foods.

- ◆ Drive with the cooler in the passenger section, not the sauna-like trunk. (Be sure to secure the cooler so the lid stays in place.) Once outdoors, place it under the shade of a tree or bench.
- ◆ Keep a hot dish hot by wrapping it in a heavy towel and placing in an insulated container.
- ◆ Grill foods from start to finish at the picnic site. Partially cooking food at home encourages bacterial growth.
- ◆ Serve grilled foods on a clean platter, not the one used to carry raw foods to the grill. That way, bacteria from raw food won't transfer to cooked food.
- ◆ Don't let food sit on the picnic table more than one hour. Put out only the foods you'll eat immediately; keep the rest in the cooler.
- ◆ Toss perishable picnic leftovers. Because harmful bacteria are colorless, odorless and tasteless, you can't tell if the foods are still safe.

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Parents and Children: Take a Learning Break!

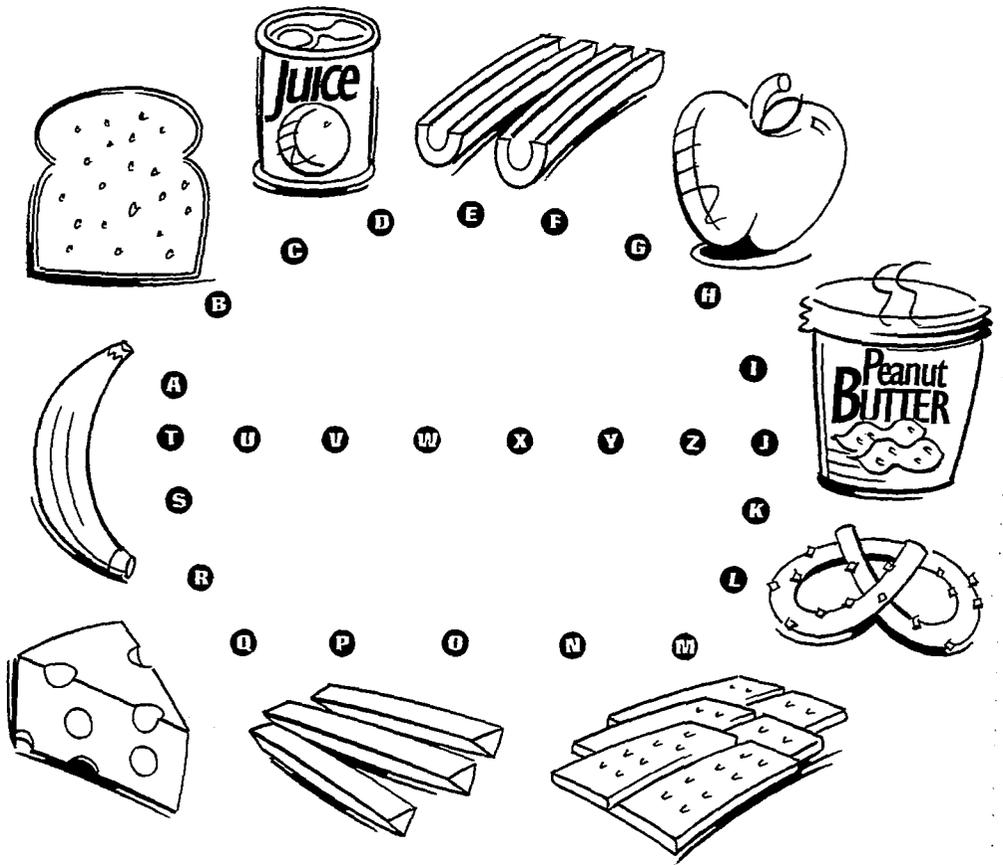
Here is a learning activity that you and your child can do together, perhaps as you ride in the car. Use it to help your child learn more about selecting a variety of foods for health.

Pack Your Own Picnic Food

Imagine that you're packing food to take on a picnic. Connect the puzzle dots in alphabetical order to create a picnic basket.

Make the sound for each letter. Then think of a picnic basket food that starts with that sound.

(Hint: many exotic fruits and vegetables start with unusual letters, for example, "u" for ugly fruit.)



Healthy Start: Culinary Kids Corner

Here is a recipe that you and your child can prepare together.

Safety First!

Keep cooking safe and fun. Young children need adult supervision to *safely* use kitchen appliances (e.g., blender, microwave oven, oven) and tools (e.g., sharp knife).



Cookies for breakfast? Kids love 'em — especially when they help with the baking!

Let kids "grease" the cookie sheets, measure the ingredients and drop the cookie dough on the baking pan. Together, watch the clock so cookies come out golden brown.

INGREDIENTS:

vegetable oil spray
 1/2 cup (1 stick) margarine
 1/3 cup honey
 1 egg
 1/3 cup whole-bran cereal
 1/4 cup orange juice
 1 1/2 teaspoons vanilla

1 cup flour
 1 teaspoon baking powder
 1/2 teaspoon baking soda
 1/4 teaspoon salt
 1/3 cup nonfat dry milk
 1 cup rolled oats
 1 cup raisins

DIRECTIONS:

Heat oven to 350°F. Spray one or two cookie sheets with vegetable oil spray. Cream together margarine and honey in a large bowl. Beat in egg. Add bran cereal, juice and vanilla, and mix well. Add flour, baking powder, baking soda, salt, dry milk and oats. Mix well. Stir in raisins. Drop by tablespoonful, 2 inches apart, onto cookie sheets. Bake for 10 to 12 minutes until golden brown.

Makes 3 dozen.

To store: These may be refrigerated in an airtight container for up to 1 week or frozen for up to 2 months.

Nutrient information per cookie: 75 calories; 1 gram protein; 11 grams carbohydrate; 3 grams total fat; 6 milligrams cholesterol; 79 milligrams sodium; < 1 gram fiber.

(Adapted from: *Healthy Treats and Super Snacks for Kids*, Penny Warner. Chicago: Contemporary Books, 1994.)



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Healthy Start

FOOD TO GROW ON

VOLUME IV

Weighty Issues: Is My Child Overweight?

For today's kids, physical activity levels are down, and overweight is up! Because good health and life-long healthful habits start in childhood, keeping a healthy weight is important for kids. Being overweight can have a lasting effect on self-esteem, too — and all that goes along with feeling good about oneself!

How do you know if your child is overweight?

Don't judge your child's weight by your body standards. Your pediatrician or registered dietitian can assess your child's weight accurately, based on bone size, growth pattern and muscle mass.

What approach is best for helping kids lose weight?

Rather than trim extra pounds, slow down the rate of weight gain. Let the child "grow into" his or her weight. Overly restrictive eating plans may come up short on the energy and nutrients kids need to grow and develop.

What lifestyle changes can help your child control body weight?

Make changes as a family. That way, adults set good examples, and an overweight child isn't singled out.

This newsletter has been developed as part of the HEALTHY START...Food To Grow On program, a healthy eating campaign for children ages two years and over. The HEALTHY START program was produced as a cooperative effort by the American Academy of Pediatrics, The American Dietetic Association and the Food Marketing Institute.



- ◆ Get moving. Encourage regular physical activity for the whole family. Watching too much TV watching or sitting at the computer may lead to weight problems.
- ◆ Don't skip meals. Eat regularly to curb the urge for heavy snacking. Keep healthy snacks around: fruit, raw veggies, low-fat milk, animal crackers or vanilla wafers.
- ◆ Don't ignore emotions linked to a child's overeating. Talk, and help him or her find other ways to deal with feelings.
- ◆ Avoid using food to reward or punish. This promotes an emotional link to food.

- ◆ Focus on balance, variety and moderation — not eliminating foods. Choose foods from all five food groups: bread, vegetables, fruit, milk and meat. There are no "good" or "bad" foods, just good and bad eating patterns.

Should your child eat a low-fat diet?

Kids need a certain amount of fat for growth, energy and health. Health experts don't advise limiting dietary fat for children under two years of age. After that, work toward limiting fat to about 30 percent or less of total calories.

Get Up and Go! Five Things for Kids to Do Instead of Watching TV

Did you know that by first grade, many kids have watched 5,000 hours of TV? Prevent your "tater tots" from becoming the next generation of "couch potatoes." Make physical activity fun and part of your family routine. Active play is the best exercise for kids.

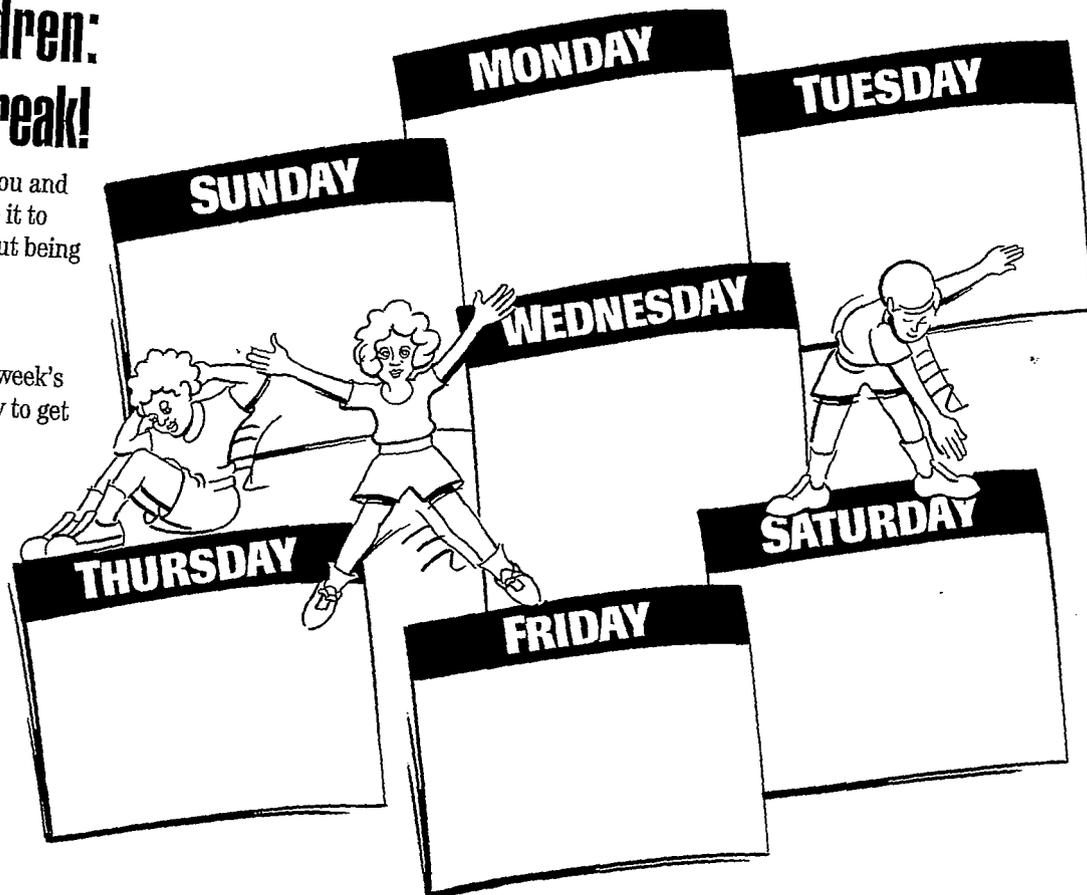
1. Encourage kids to set up a jump rope contest. If they're older, go "double dutch" with two ropes. (Hint: a timed hula-hoop contest is fun, too.)
2. Take the dog for a brisk walk together. Don't have a dog? Have kids take their teddy bears for a stroll instead. Walking as a family is good talking time!
3. Play a game of tag or kick ball in the playground, park or backyard.
4. If there's snow, make a snowman or go sledding. Or take the family ice skating any time of year at an ice rink — even in July!
5. On warm days, go roller blading or ride bikes (remember the helmet and pads), or run through sprinkler "rain."

Parents and Children: Take a Learning Break!

Here is a learning activity that you and your child can do together. Use it to help your child learn more about being active and staying healthy.

Get Moving!

Move your body. It's healthy! In the week's calendar, draw what you do each day to get your body moving.



Healthy Start: Culinary Kids Corner

Here is a recipe that you and your child can prepare together.

Safety First!

Keep cooking safe and fun. Young children need adult supervision to *safely* use kitchen appliances (e.g., blender, microwave oven, oven) and tools (e.g., sharp knife).



Salad Rolls

Try this nutritious alternative to a peanut butter and jelly sandwich. Besides being a great finger food, it's easy for kids to make on their own. Have them nibble their salad roll with lower-fat crackers.

INGREDIENTS:

2 leaves from a head of lettuce
2 tablespoons peanut butter (creamy or chunky)
1 carrot, grated

2 tablespoons raisins
2 tablespoons bran flakes
1 banana, peeled and cut in half lengthwise

DIRECTIONS:

Rinse lettuce leaves, and pat dry. Spread peanut butter on both leaves. Sprinkle on grated carrot, raisins, and seeds or nuts. Place a banana half at one side of each leaf. Carefully roll the lettuce leaves around banana halves. Hold and eat.

Makes 2 salad rolls.

Nutrient information per serving: 203 calories; 6 grams protein; 31 grams carbohydrate; 8 grams total fat; 0 milligrams cholesterol; 115 milligrams sodium; 4 grams fiber.

(Adapted from: *Healthy Treats and Super Snacks for Kids*, Penny Warner. Chicago: Contemporary Books, 1994.)



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FOOD TO GROW ON

VOLUME IV

Five A Day for Kids

The Vegetable Challenge

Over the years, parents have encouraged kids to eat vegetables and fruits — with good reason! As good sources of fiber, vitamins A and C, they promote health, growth and development. They add color and texture to the plate, and flavor to a meal. That's why kids — adults, too — are urged to eat "five a day": three vegetable and two fruit servings.

What's a parent to do when vegetables are greeted with a chorus of "yuk"?

- ◆ Add veggies to kid-favorites. Mix peas into macaroni and cheese. Add carrot shreds to spaghetti sauce, chili, lasagna, even peanut butter. Put zucchini shreds into burgers or mashed potatoes.
- ◆ "Fortify" ready-to-eat soup with extra vegetables or canned beans.
- ◆ Offer raw, finger-food veggies. Kids may prefer uncooked vegetables. They like to "dip," too. So offer salsa, bean dip or herb-flavored, plain yogurt, too.
- ◆ Kids like the bright color and crisp texture of vegetables. To keep them appealing, steam or microwave veggies in small amounts of water, or stir-fry.
- ◆ Start a "veggie club." Try to taste vegetables from A to Z, and check off letters of the alphabet as you go! As you shop, let kids pick a new vegetable as a family "adventure." Post a tasting chart on the 'fridge to recognize your family tasters.

- ◆ Grow veggies together. If you don't have a garden, plant a container garden. Most kids will eat vegetables they grow!
- ◆ From your library, check out children's books about vegetables. Read the story, then taste the veggie together!
- ◆ Nothing works? Offer more fruit: another source of vitamins A and C!

How to Handle Finicky Eaters

Is feeding kids a challenge? Independence at the table can be frustrating! But that's part of growing up. With mealtime psychology you can handle a finicky eater — and avoid turning the kitchen table into a battleground.

- ◆ **Look at the big picture.** Kids' appetites vary from day to day. Even though they don't eat much one day, they usually make it up on another — if food is available. What kids eat over time is what really counts!
If you offer a variety of nutritious foods, your child likely will eat the balanced, varied diet needed for growth and health.
- ◆ **Encourage at least one bite.** If a child rejects a food, try again on another day. It may take a few tries before he or she learns to like it!
- ◆ **Set a good example.** Be a food taster yourself. Remember, children learn by watching others. If you eat a variety of foods, chances are, your child will, too.

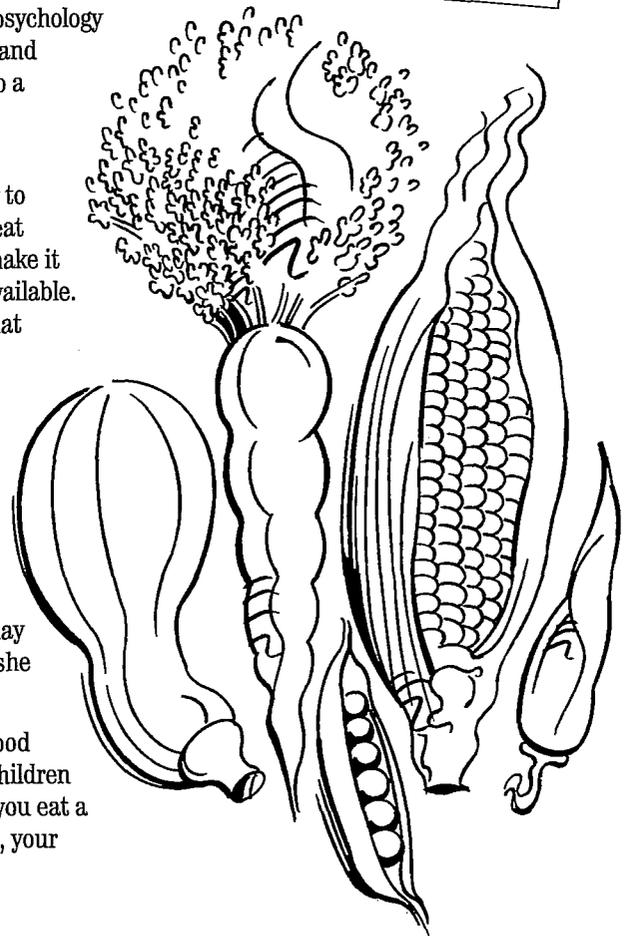
What Counts As One Serving of Vegetables?

People of all ages are urged to consume at least three servings of vegetables daily.

For young children, offer smaller portions, more often. A serving is:

- ◆ 1 cup of raw, leafy vegetables
- ◆ 1/2 cup of cooked or raw chopped vegetables*
- ◆ 3/4 cup of vegetable juice
- ◆ 1/2 cup of cooked dried beans or peas*

* How much is 1/2 cup? About the size of a child's fist!



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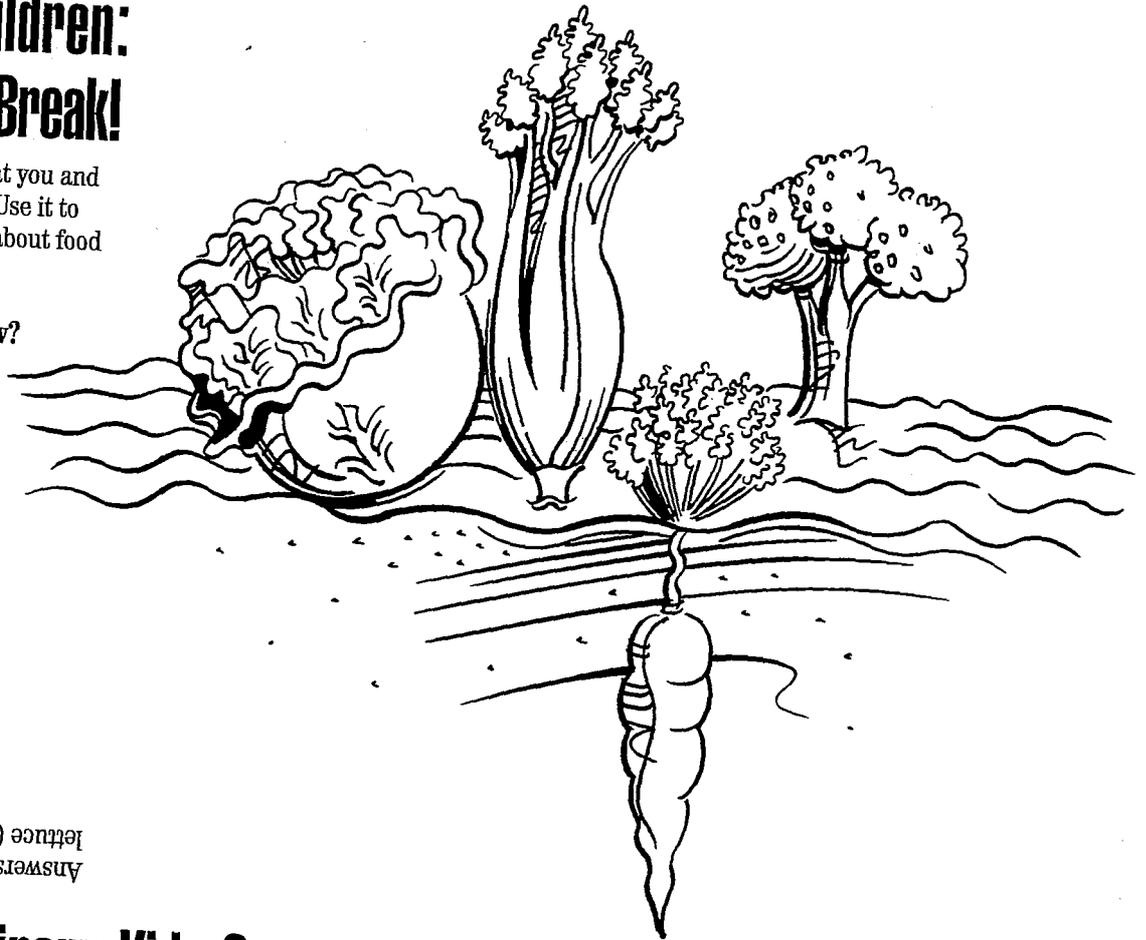
Parents and Children: Take a Learning Break!

Here is a learning activity that you and your child can do together. Use it to help your child learn more about food and health.

Veggies: How Do They Grow?

Learning about vegetables makes them lots more fun to eat! Match the vegetable names below with the part of the plant that it came from. Then color the vegetables.

root	broccoli
leaf	celery
flower	lettuce
stalk	carrot



Answers: broccoli (flower), celery (stalk), lettuce (leaf), carrot (root).

Healthy Start: Culinary Kids Corner

Here is a recipe that you and your child can prepare together.

Safety First!

Keep cooking safe and fun. Young children need adult supervision to *safely* use kitchen appliances (e.g., blender, microwave oven, oven) and tools (e.g., sharp knife).



Whether it's made with carrots or other vegetables, "monster mash" offers a great way to get your kids to enjoy veggies. Try this same recipe substituting squash, broccoli or sweet potatoes for carrots. Let kids scrub the veggies. If you have a potato masher, let them do the mashing, too.

INGREDIENTS:

$\frac{1}{2}$ pound raw, russet potatoes	$\frac{1}{4}$ teaspoon salt
$\frac{1}{2}$ pound raw carrots	pepper (to taste)
1 teaspoon butter, margarine or olive oil	$\frac{1}{2}$ teaspoon soy sauce (optional)

DIRECTIONS:

1. Wash potatoes, and cut into eighths.
2. Scrub carrots, and cut into 1-inch chunks.
3. Cook potatoes and carrots in a covered pan gently in about 2 cups water. When softened, drain vegetables, saving cooking liquid.
4. Mash, or process them in a food processor, with $\frac{1}{2}$ cup cooking liquid, butter, salt, pepper and soy sauce (if desired).

Makes 4, $\frac{1}{2}$ cup servings.

Nutrient information per serving (without soy sauce): 75 calories; 2 grams protein; 15 grams carbohydrate; 1 gram total fat; 1 milligram cholesterol; 181 milligrams sodium; 3 grams fiber.

(Adapted from a recipe in *Meals Without Squeals* by Christine Berman and Jacki Fromer. Palo Alto, CA: Bull Publishing Company, 1991.)

Monster Mash



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FOOD TO GROW ON

VOLUME IV

Kids and Fitness: Let the Games Begin!

Physical activity, healthful food and fun — these watch words describe the keys to being fit! Being active develops the whole child — a healthy body, keen mind, sound spirit and good social skills. Why promote active play?

- ◆ Physical activity helps develop strong muscles (including the heart) and strong bones. Strong muscles promote good posture.
- ◆ Mastering skills, such as riding a bike, twirling a hoop or catching a ball, builds a child's self-esteem and self-confidence.
- ◆ When kids get moving, they'll more likely keep lean. Inactivity is one main reason why children become overweight.

- ◆ Through regular activity, "fit" kids have more stamina and energy to learn and stay active.
- ◆ Playing games with other kids teaches sharing, cooperation and teamwork and should focus on fun and activity, not competition. Formal activity programs may be right for you, but not for kids.

How much activity do children need? The American Academy of Pediatrics advises 20 to 25 minutes of continuous activity three or more times a week. Most children can meet this guideline through active play.

To build good physical activity habits for life, being active should be fun — like "child's play"!

Kids: Make Your Moves!

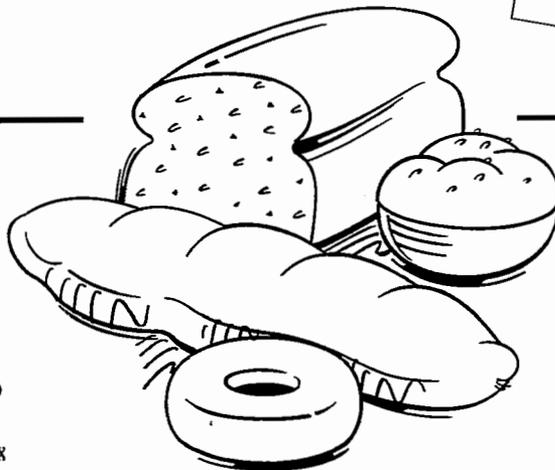
Encourage a variety of activities for strength, stamina and flexibility. Be a role model. If you get moving, your kids likely will, too!

- ◆ Put your car keys away. Bicycle or walk to the park or library with your child.
- ◆ Stock the toy basket with balls: rubber ball, basketball, football, soccer ball and tennis ball.
- ◆ Pick after-school child care programs that gets kids moving! Or sign them up for dance, gymnastics or swim classes.
- ◆ Learn a new activity with kids, perhaps roller blading or tennis. Don't forget helmets and padding when roller blading.
- ◆ On shopping trips with your kids, park away from the store, and walk together. At the mall, use the stairs instead of the elevator or escalator.

Great Grains for Energy

When it comes to grains, you probably won't get too much of a good thing! For those ages two and over, the Food Guide Pyramid — a guide for healthful eating — advises six to 11 servings of bread, cereal, rice and pasta daily. Specific amounts depend on energy needs.

- ◆ Youngsters four- to six-years old need six to seven bread group servings each day.



- ◆ Children seven- to 10-years old need about eight bread group servings each day.

Grain foods are the body's best energy source for learning, play and work. All grains are good sources of B vitamins and iron, while whole grains provide fiber. Both whole grains and enriched grain foods are important building blocks of a healthful diet.

Try these ideas to add "great grains" to meals and snacks:

- ◆ Add variety and fiber to your family's bread box with whole-wheat, oatmeal, rye and pumpernickel breads.
- ◆ Kids love pasta! Make spaghetti, and macaroni and cheese fun with festive pasta shapes: bow ties, wagon wheels and spirals.
- ◆ Use bagels, English muffins, tortillas and pita pockets as great sandwich wrappers.
- ◆ Cereal isn't just for breakfast. Toss cereal squares or flakes with dried fruit for a crunchy after-school snack.
- ◆ For a change, serve "breakfast for dinner" with pancakes, french toast or waffles. Try topping them with fresh fruits for a refreshing and colorful change.

This newsletter has been developed as part of the HEALTHY START...Food To Grow On program, a healthy eating campaign for children ages two years and over. The HEALTHY START program was produced as a cooperative effort by the American Academy of Pediatrics, The American Dietetic Association and the Food Marketing Institute.

Parents and Children: Take an Activity Break!

Here is a learning activity that you and your child can do together. Use it to help your child learn more about food and health.

All Kinds of Breads!

Breads come in all kinds of shapes and flavors. How many different breads can you find in the picture below? Color each one.



What Counts As One Bread Group Serving?

- ◆ 1 slice of bread
- ◆ 1 ounce of ready-to-eat cereal
- ◆ ½ cup of cooked cereal, rice or pasta
- ◆ 2 large (or 4 small) crackers
- ◆ 1 small tortilla
- ◆ 1 small muffin
- ◆ ½ bagel, English muffin or sandwich bun

Healthy Start: Culinary Kids Corner

Here is a recipe that you and your child can prepare together.

Safety First!

Keep cooking safe and fun. Young children need adult supervision to *safely* use kitchen appliances (e.g., blender, microwave oven, oven) and tools (e.g., sharp knife).

A Twist of Pretzels

As a "traveling" snack, have kids twist and shape their own pretzels. This fun-to-make treat helps them develop motor skills — and makes nutritious "road food"!

Making dough from scratch is fun for kids. But if time is short, roll and twist homemade pretzels from prepared frozen bread dough (available in the freezer section of your supermarket).

INGREDIENTS:

non-stick vegetable oil spray
1 ⅓ cups warm water
1 package dry yeast
¾ to ¾ cups flour

1 tablespoon sugar
½ teaspoon salt
1 egg
1 tablespoon water

DIRECTIONS:

1. Preheat the oven to 425°F. Coat two baking pans with non-stick vegetable spray.
2. Pour the warm water into the mixing bowl. Sprinkle the yeast over the water, and let it stand about 5 minutes. Then stir until blended. Add 1 cup flour, sugar and salt, and stir. Gradually add 2 more cups flour, stirring until the dough is blended.
3. Sprinkle some flour over a clean, flat surface. Knead the dough on the flour surface until smooth and elastic. Sprinkle with flour again if the dough is sticky.
4. Divide the dough into 12 or more equal pieces. Let kids roll the pieces into ropes and shape into knots, bows, letters or other shapes. Put pretzels on cookie sheets.

5. Break the egg into a small bowl, and beat it with 1 tablespoon water. Brush the egg mixture over each pretzel.
 6. Bake 15 to 20 minutes until the pretzels are golden brown. Let them cool — and enjoy!
- Makes 12 large pretzels.

Nutrient information per serving: 135 calories; 4 grams protein; 27 grams carbohydrate; < 1 gram total fat; 18 milligrams cholesterol; 95 milligrams sodium; 1 gram fiber.

Hint: To boost the fiber, use ½ cups whole-wheat flour in place of ½ cups of the enriched white flour.

(Source: *Bread Around the World Teaching Guide*, Nancy White. New York: Newbridge Communications, Inc., 1994.)



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Pocket Contents

- ◆ **Reproducible Materials**

- ◆ Logo Sheet
- ◆ Letterhead
- ◆ Letterhead/News Release

- ◆ **Program evaluation form** to gain useful feedback on the program components and use.

- ◆ **Order form for additional kits & materials**



Healthy Start

FOOD TO GROW ON

Reproducible Materials

Logo Sheet



Letterhead



Letterhead/News Release





A HEALTHY EATING CAMPAIGN FOR CHILDREN

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Program Evaluation Form

Please help the Food Marketing Institute, the American Academy of Pediatrics and The American Dietetic Association to evaluate the HEALTHY START supermarket kit by providing your comments.

Please check each item in the kit that you plan to use.

- 1. Consumer Nutrition Brochures
 - Right From the Start: ABC's of Good Nutrition for Young Children
 - What's To Eat? Healthy Foods for Hungry Children
 - Feeding Kids Right Isn't Always Easy: Tips for Preventing Food Hassles
 - Growing Up Healthy: Fat, Cholesterol and More
- 2. Quarterly Parent Newsletters
- 3. Reference List for Professionals and Consumers on Childhood Nutrition
- 4. Good Food, Good Health (Parent-Child Activity Booklet)
- 5. Supermarket Implementation Guide
- 6. Reproducible Artwork (brochures, newsletters, activity booklet)
- 7. Reproducible HEALTHY START logo
- 8. Press Release
- 9. Broadcast Advertisements

Describe any events your supermarket plans to sponsor for the HEALTHY START campaign. List the materials (brochures, newsletters) you plan to distribute.

Do you plan to produce any give-away items with the HEALTHY START logo? Check all that apply.

- magnets stickers
- buttons aprons
- t-shirts mugs
- gym bags cloth grocery bags
- plastic cups other: _____

What media will you target for publicity? Check all that apply.

- Radio stations Television stations
- Newspapers Newsletters
- Other: _____

Which item(s) in the kit did you find MOST useful? Why?

Which item(s) in the kit did you find LEAST useful? Why?

Any additional comments:

Please send along copies of any materials or articles you developed for the HEALTHY START campaign.

Optional Information

Your Name _____

Company/Organization _____

Title _____

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City, State, Zip Code _____

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