

# Rethink your drink }



11 | 1.25

12 | 1.00

13 | 1.25

16 | 1.00

17 | 1.25

18 | 1.00



Refresh ■  
without  
the calories.

# Rethink your drink.

# Refresh without the calories.

Many popular drinks, like regular soda, sports drinks, non-100% juices, gourmet coffee drinks, vitamin water and energy drinks, have a lot of added sugar. These sugar-sweetened beverages can contribute to weight gain by giving kids too many calories with little or no nutrients. Cutting back on sugary drinks can help reduce calories. Decreasing calories, along with getting daily physical activity is a great way to achieve a healthy weight.

## Consider this:

- A 12-ounce glass of orange juice contains 180 calories, which is the same as eating three chocolate chip cookies.
- Drinking just one 12-ounce can of soda every day for a year is equal to 55,000 calories, or 15 pounds a year.

### SODA

20 ounces ▲▲▲▲▲  
240 calories ▲▲▲▲▲▲  
17 teaspoons of sugar ▲▲▲▲▲▲

### NON-FRUIT JUICE

16 ounces ▲▲  
240 calories ▲▲▲▲▲▲  
13.5 teaspoons of sugar ▲▲▲▲▲▲

### SPORTS DRINK

20 ounces  
140 calories ▲▲▲  
9 teaspoons of sugar ▲▲▲▲▲▲

### WATER

any amount  
0 calories  
0 teaspoons of sugar

▲ = 1 teaspoon of sugar

## Tips for families:

- Help children learn to enjoy water as the thirst quencher of choice.
- Pediatricians recommend that children ages 1 to 6 years consume no more than 4 to 6 ounces of 100% juice each day; and that children ages 7 to 18 years consume no more than 8 to 12 ounces of 100% juice each day.
- Enjoy soda and other sugar-sweetened drinks in small amounts. These drinks include fruitades, fruit drinks, lemonade, energy drinks, sweet tea, and sports drinks.
- Keep a pitcher of water in the refrigerator for easy access.
- Be a role model for your family by choosing healthy, low-calories beverages.
- Use the food label NUTRITION FACTS to help you select healthy beverages.
- Make water more exciting by adding slices of lemon, lime, orange, or watermelon.
- Offer children only fat-free/low-fat milk or water with meals.
- Resist drink refills at restaurants to save on calories.

### Resources:

[www.cdc.gov/healthyweight/healthy\\_eating/drinks.html](http://www.cdc.gov/healthyweight/healthy_eating/drinks.html)

[www.ucsfchildrenshospital.org/education/sweet\\_drinks\\_and\\_obesity/index.html](http://www.ucsfchildrenshospital.org/education/sweet_drinks_and_obesity/index.html)

# Portion distortion }



Give hungry kids something they can chew on - the right amount of good, nutritious food. ■

# Portion distortion

Over the past 20 years, food portions have been getting larger and are changing what we think of as a “normal” portion. See how portions have changed over the past two decades:

	Bagel	Cheeseburger	Spaghetti & Meatballs	Soda	French Fries
<b>20 Years Ago</b>	 3" diameter 140 calories	 1 burger 333 calories	 1 cup spaghetti, sauce & 3 small meatballs 500 calories	 6.5 ounces 85 calories	 2.4 ounces 210 calories
<b>TODAY</b>	<b>6" diameter</b> 350 calories	<b>1 burger</b> 590 calories	<b>2 cups spaghetti, sauce &amp; 3 large meatballs</b> 1,025 calories	<b>20 ounces</b> 300 calories	<b>6.9 ounces</b> 610 calories
	<b>210 more calories!</b>	<b>257 more calories!</b>	<b>525 more calories!</b>	<b>215 more calories!</b>	<b>400 more calories!</b>

Source: National Institutes of Health

## Did you know?

- An extra 100 calories per day (equal to 10 jelly beans or 8 oz (1 cup) of regular soda) can lead to a weight gain of 10 pounds per year?
- Eating large portion sizes can cause weight gain, leading to overweight and obesity - which then leads to a higher risk of getting diabetes, some cancers, and heart disease.
- The best way to determine the amount of food in a given serving is to look at the Nutrition Facts label on the package and measure out the serving.
- The number of calories people consume must not exceed the number of calories they use or burn. A good way to monitor this is by keeping a daily log of food consumption and physical activity.

- Resources:
  - www.mypyramid.gov
  - www.cdc.gov/nutrition/
  - http://lancaster.unl.edu/food/portion-distortion.shtml

## Tips for families:

- Add more fruits and vegetables to your meals. Eating more fruits and vegetables can keep you from filling up on other high calorie foods.
- Encourage children to stop eating when full. Avoid making your children clean their plate.
- Offer a healthy snack like a piece of fruit or small salad, to avoid overeating during the next meal.
- Turn TV off while eating.
- Use smaller bowls, plates and cups.
- Avoid eating from a bag or package.
- Portion out the amount of food that you plan to eat into a bowl or container instead.
- Order the smallest size of food and beverages when eating out and/or split an entree with a friend or a member of your family.

Be active }  
your way }



60 minutes ■  
every day!

# Be active your way.

# 60 minutes every day!

Being active every day is important for everyone, but especially for growing children. Daily physical activity develops essential physical, social, and emotional skills that can help every child reach their full potential.

## Getting 60 minutes of activity every day can...

- Build healthy bones, muscles and joints
- Improve strength, balance, and flexibility
- Help control weight
- Help build social skills
- Develop skills of leadership and teamwork
- Improve the ability to learn

## Go for it:

It is recommended children get 60 minutes or more a day of moderate and vigorous physical activity. This 60 minutes should be a combination of aerobic, muscle-strengthening, and bone-strengthening activities.

## Tips for families:

- Make physical activity fun.
- Set a positive example by leading an active lifestyle yourself and joining in on activities with your children.
- Make physical activity a part of your family's daily routine.
- Give your children equipment and toys that encourage physical activity.
- Take children to places where they can be active.
- Be positive about the physical activities in which your child participates and encourage them to be interested in new activities.

Resources:

[www.cdc.gov/physicalactivity/](http://www.cdc.gov/physicalactivity/)  
[www.aap.org/healthtopics/physact](http://www.aap.org/healthtopics/physact)  
[www.health.gov/paguidelines](http://www.health.gov/paguidelines)

## Break it down:

**Aerobic activity:** movement that increases your heart rate and breathing.

There are two recommended levels of intensity for aerobic activity:

**Moderate Intensity:** Activities that increase the heart rate, warm the body and cause a light sweat. Example: brisk walking, active play, bike riding, rollerblading, hiking.

**Vigorous Intensity:** More challenging activities that increase the heart rate, cause fast breathing and more sweating. Example: running, active games (tag), sports such as soccer, swimming, tennis, martial arts.

- **GET IT** ● A combination of BOTH moderate and vigorous aerobic activity every day, with at least 3 days a week getting vigorous aerobic activity.

**Muscle-strengthening:** movement that creates a force or overload on muscles, such as climbing, push-ups, sit-ups, and weight lifting.

- **GET IT** ● 3 days per week as part of the 60 minutes or more of daily activity.

**Bone strengthening:** movement that creates a force or impact on bones that promotes bone growth and strength, such as jumping, skipping, hopscotch, running, and gymnastics.

- **GET IT** ● 3 days per week as part of the 60 minutes or more of daily activity.

# Breastfeeding }



The true ■  
super power.

# Breastfeeding. The true super power.

You alone have the power to give your baby the best start in life.  
The power to forge a unique mother-child bond.  
The power to protect your baby from illness.

By breastfeeding,  
you become your  
child's superhero.

## Super health powers for moms & babies:

### ■ Breastmilk is a natural health shield for baby.

Breast milk has disease-fighting antibodies that help protect infants from germs, illness, and even SIDS (Sudden Infant Death Syndrome). Breastfeeding lowers an infant's risk of ear infections, stomach viruses, respiratory infections, diarrhea, asthma, type 1 & 2 diabetes, and obesity. These health properties have not been able to be mimicked by formula companies.

### ■ Breastfeeding helps mom with weight loss and protects her health.

Breastfeeding burns extra calories, making it easier to lose weight after giving birth. Breastfeeding lowers the risk of breast and ovarian cancers, and promotes healthy bones.

## Breastfeeding recommendations:

The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding (no water, juice, or other foods/formula) for approximately the first 6 months of life. Once solids are introduced at or after 6 months, it is recommended that breastfeeding continue as the primary nutrient supply for at least 12 months, and thereafter for as long as mother and baby desire.



## Tips for moms:

- Nutrition is very important for moms who breastfeed. Eat a variety of vegetables, fruits, whole grains, lean meat, fish, yogurt, cheese and milk.
- Breastfeeding can leave mom feeling very thirsty. Make sure you are drinking plenty of water.
- Talk with your doctor about continuing a prenatal or multivitamin.

## Need help breastfeeding?

- Have basic breastfeeding questions? Call the National Breastfeeding Hotline supported by the U.S. Department of Health and Human Services (DHHS): 1-800-994-9662
- Find a local La Leche League support group: [www.llusa.org/web/Nebraska.html](http://www.llusa.org/web/Nebraska.html)

## Get involved!

Join the Nebraska Breastfeeding Coalition to increase breastfeeding support across the state: [www.nebreastfeeding.org](http://www.nebreastfeeding.org)

### Resources:

[www.cdc.gov/breastfeeding/](http://www.cdc.gov/breastfeeding/)  
[www.womenshealth.gov/Breastfeeding/](http://www.womenshealth.gov/Breastfeeding/)  
[www.nebreastfeeding.org](http://www.nebreastfeeding.org)

*Adapted from the Massachusetts WIC Nutrition Program, Massachusetts Department of Public Health*

# Family meals }



More than just ■  
eating together.

# Family meals: More than just eating together.

Set the table for the entire family. Set roots for a lifetime. You eat. You talk. You listen. You laugh. You learn.

## Make meals and memories together:

- Sharing meal time as a family is a great way to connect and share. It takes a little work to bring everyone together for meals, but it's worth it and the whole family eats better. Family meal time is a lesson that children will use for life.

## Making it happen:

### ■ PLAN

Look over the calendar to choose a time when everyone can be there. Write it on the calendar. You may not be able to eat together every day. Try to have family meals at least four times a week.

### ■ PREPARE

Involve the whole family in preparing the meal (even shopping!). Put on some favorite music and have fun! Extra hands make light work!

### ■ ENJOY

Focus on the meal and each other. Take phone calls later (and be sure the TV is off!). Talk about fun and happy things. Try to make meals a stress-free time.

## Tips for making family meals easier:

- Prepare meals for the week on Sunday. Freeze them for quick meals throughout the week.
- Ask older children to wash vegetables. They will enjoy eating them more if they helped prepare them.
- Use the crock-pot to slow-cook stews, soups, and roasts. Come home to great smells and tastes.
- Kids love picnics anytime, even in the winter. Spread a blanket on the floor. *Hint: Even left-over food tastes great when served picnic style.*
- Turn off the TV so you can focus on your family.

### ■ ■ ■ Resources:

[www.fns.usda.gov/eatsmartplayhardhealthylifestyle](http://www.fns.usda.gov/eatsmartplayhardhealthylifestyle)  
<http://lanaster.unl.edu/food/>

*Adapted from the Massachusetts WIC Nutrition Program, Massachusetts Department of Public Health*



Childhood Obesity  
Prevention Project

An Initiative of the Nebraska Medical Association



Teach a Kid  
to Fish

Creating community solutions for children's health

Nutrition & Activity  
**FOR HEALTH**  
PREVENTION WORKS

**DHHS**  
Nebraska Department of Health  
and Human Services

Follow the leader }



and you're ■  
the leader.

Meals are a great  
time to play  
**FOLLOW-THE-LEADER**  
and you're the leader!



**SET A SMART EXAMPLE.**  
Sooner or later, kids will do as you do.

As a parent, trust your child to let you know when they are hungry and when they are full. Let your kids serve themselves at mealtime. Teach them to take small amounts at first. Tell them they can get more if they are still hungry.

### Sometimes new foods take time:

- Kids don't always take to new foods right away. Offer new fruits and veggies many times. Give them a taste at first and be patient with them; patience works better than pressure.

### Smart moms resist the food fights (and, in the end, everybody wins):

- Some kids demand the same food morning, noon, and night. The less you make of it, the better. Focus instead on offering a variety of healthy foods. The demands won't last forever. By letting them choose what and how much they are going to eat, they will be more likely to enjoy a food when it is their own choice. It also helps them learn to be independent.

### Tips to be a good leader:

- Start the day off with breakfast.
- Share meal time as a family.
- Give your children opportunity to try new flavors and textures.
- Limit screen time to no more than 2 hours per day.
- Join your children in getting the 60 minutes of physical activity they need every day.
- Turn off the TV during mealtime.
- Limit juice and sugar-sweetened beverages such as soda, lemonade, fruit punch, etc.
- Offer and enjoy a variety of fruits and veggies. All forms count: fresh, frozen, canned, and dried.
- Share the fun of shopping, preparing and eating food with your kids.

#### Resources:

[www.mypyramid.gov](http://www.mypyramid.gov)

[www.fns.usda.gov/eatsmartplayhardhealthylifestyle](http://www.fns.usda.gov/eatsmartplayhardhealthylifestyle)

*Adapted from the Massachusetts WIC Nutrition Program, Massachusetts Department of Public Health*



Power pack }  
your day }

Fuel up ■  
with fruits  
and veggies.



# Power pack your day... Fuel up with fruits & veggies.

Fruits and veggies are **PACKED** with good-for-you nutrients to keep you at your best. Color your meals & snacks with a variety of fruits and veggies everyday to get the power!

## Eat more fruits and veggies - more does matter:

- When it comes to good nutrition, all forms of fruits and vegetables **MATTER!** Fruits and vegetables can be eaten fresh, frozen, dried, canned and as 100% juice. Even though 100% juice counts towards the daily fruit and vegetable intake, go easy on juice; no more than ½ to 1 cup (4-8 oz) a day.

## How much more?

- Almost all children need to eat more fruits and vegetables every day to meet their recommended intake. Amounts needed depend upon age, gender and activity level. Here's a table with the minimum amounts of fruits and veggies that are needed for growing boys and girls:

### GIRLS

AGE	FRUITS	VEGETABLES
2-3	1 cup	1 cup
4-8	1 cup	1 ½ cups
9-13	1 ½ cups	2 cups
14-18	1 ½ cups	2 ½ cups

### BOYS

AGE	FRUITS	VEGETABLES
2-3	1 cup	1 cup
4-8	1 ½ cups	1 ½ cups
9-13	1 ½ cups	2 ½ cups
14-18	3 cups	3 cups

- ● ● Resources:

[www.fruitsandveggiesmatter.gov](http://www.fruitsandveggiesmatter.gov)  
[www.fruitsandveggiesmorematters.org](http://www.fruitsandveggiesmorematters.org)



## What is equal to 1 cup of fruit?

- 1 medium apple
- 1 large banana
- 1 cup diced, canned fruit
- ½ cup of dried fruit

## What is equal to 1 cup of veggies?

- 1 small potato
- 12 baby carrots
- 1 cup of canned, frozen or fresh veggies
- 2 cups of salad greens

## Eat a rainbow



- Fruits and vegetables have outstanding nutritional benefits. They are rich in vitamins, minerals and other nutrients that keep your kids healthy and strong. The different colors of fruits and vegetables are also linked with health benefits. So eating a rainbow of colors can help protect your child's growth and development. Choose **red**, **orange**, **yellow**, **green**, **white**, **blue** and **purple** fruits and veggies to get the maximum benefit.

## Tips for families:

- Keep fruits and vegetables where you and your family will notice them.
- Place cut, ready-to-eat fruits and vegetables in a designated place in the refrigerator.
- Include your child in grocery shopping, meal planning and preparation of fruits and veggies; their interest to eat those foods will increase.
- Add some fruit to your cereal, pancakes, muffins, smoothies and puddings.
- Add vegetables, such as tomatoes, mushrooms, green peppers, and onions to your omelet, pizza, sandwich, or spaghetti sauce.

Live outside  
the box }



Everything is more  
**FUN** when it's real.

Live  
outside  
the box.

Everything is  
more FUN  
when it's real!

Less time on TV means more time  
exploring, creating, and having FUN.

### More than a show:

- Most children in the United States watch 20 to 30 hours of television every week, or about 3 to 4 hours a day. In a year, the average child spends 900 hours in school and nearly 1,023 hours in front of a TV. That's 1,023 hours that your family could spend together playing, riding bikes, reading, or having fun with friends!
- The more time a child spends watching TV, the less time they spend being active and the greater chance he or she has of becoming overweight. TV viewing has also been linked to decreased academic performance and sleeping problems.
- Watching too much TV not only keeps children sedentary instead of active, but they see about 40,000 ads on TV each year, most of which are for candy, cereal and fast food. These ads pressure children to choose unhealthy foods to eat.

### The TV is OFF - now what?

It may feel funny at first to have the TV off and you may not know what to do. The key is to do things that are fun - play games, go outside, walk the dog or visit a park. It's also ok to let children figure it out for themselves - to be creative and explore time in and around the house without TV. Remember, kids need 60+ minutes of activity every day! With the TV off, now they have time to get it!

Source: Public Health - Seattle and King County,  
"Live Outside the Box" TV Reduction Campaign

### Less is more - enjoy TV in moderation:

The American Academy of Pediatrics says:

- Children age 2 and under should not watch any television.
- Older children should watch TV no more than 1-2 hours per day.

Setting limits on the amount of TV time is a good place to start. Plan a family activity in place of TV watching. Do not underestimate the power of role modeling healthy habits and healthy boundaries when it comes to watching less TV! Parents are their child's most important role models. Setting a good example by limiting your own TV viewing will help your child to do the same.

### Tips for families:

- Turn the TV off during meal times.
- Children's bedrooms should be TV and computer free.
- Monitor and view television shows with children.
- Do not use TV as a reward or punishment.
- Make some days of the week TV-free days.
- Encourage alternative activities; reading, playing, coloring, hobbies.
- Move around to your favorite music instead of watching TV.
- Go for a family walk.
- Try physical activity fun nights.

#### Resources:

<http://www.kingcounty.gov/healthservices/health/chronic/overweight/reducestv.aspx>

<http://tvturnoff.org/>

Ready to learn }



**Eat breakfast to  
be at your best.**

# Ready to learn: Eat breakfast to be at your best.



Skipping breakfast can make children feel tired, restless, or irritable. In the morning, their bodies need to refuel for the day ahead after going without food for 8 to 12 hours during sleep. Their mood and energy can drop by midmorning if they don't eat at least a small morning meal.

As you begin your morning routine, be sure to make breakfast a priority. Nutritional studies suggest breakfast is the most important meal of the day. It is linked with improved academic performance, healthy weight and healthier eating.

## Making breakfast happen:

- Stock your kitchen with healthy breakfast options (whole grain cereals / bread / tortillas, oatmeal, whole fruit to grab).
- Prepare as much as you can the night before (get dishes and utensils ready, cut up fruit, etc.) .
- Get everyone up 10 minutes earlier.
- Let kids help plan and prepare breakfast.
- Many families need quick breakfast food to grab and go: fresh fruit, trail mix, string cheese, peanut butter sandwich, fresh fruit, individual boxes of cereal, yogurt or smoothie.



## Tips for getting more out of breakfast:

- Replace sugar cereal with a healthy alternative. Look for cereal that is made with whole grains, high fiber (5 grams or more per serving) and low sugar (8 grams of sugar or less).
- Plan a well-balanced breakfast such as:
  - whole wheat toast with peanut butter, banana, low-fat milk
  - whole grain cereal with a banana and skim or 1% milk
  - eggs, salsa and cheese in a whole-wheat tortilla*a great on-the-go breakfast YUM!*

● ● ● Resources:

[www.fns.usda.gov/eatsmartplayhardhealthylifestyle](http://www.fns.usda.gov/eatsmartplayhardhealthylifestyle)  
<http://lancaster.unl.edu/food/>