



Food & Fitness Early Childhood



- **Childhood obesity has more than tripled in the past 30 years.** ²
- **1 in 3 children are overweight.** ²
- **17 % of children ages 2-18 are obese.** ²
- **1 in 4 children entering Kindergarten are overweight or obese or is at the risk of being overweight.** ²
- **60% of overweight children age 5-10 already have at least one risk factor for heart disease.** ²
- **A third of US children born in 2000 will develop diabetes during their life.** ¹

Together, We Grow Healthy Kids

Children have never been good at listening to their elders, but they have never failed to imitate them. We are going to set the model and set the way.” - James Baldwin

Why Early Childhood?

Child care is an essential part of today’s economy. Parents cannot work without child care. More than 11 million children younger than age 5 spend an average of 35 hours a week in some type of child care setting. While parents work, children need to be in safe settings that promotes their healthy development through good nutrition and opportunities for physical activity.

We want to ensure that kids get the best start possible. Parents, caregivers, teachers, providers and community members can promote healthy nutrition and physical activity habits and a healthy weight among children by encouraging healthy eating habits and promoting physical active every day.

What are preschoolers currently eating?

- ◆ French fries are the most commonly consumed vegetable from 12 months to 4 years of age.
- ◆ Almost half of 2-3 year olds drank at least one sugary drink a day.
- ◆ 40 % of caloric intake of children is empty calories.
- ◆ A quarter of calories consumed by 2-3 year olds are from sweets and sugary drinks.
- ◆ Between-meal foods/beverages contributed to 30% of the total calories in preschoolers diets (crackers, cookies, and candy most popular snacks) ³



¹ Sources: ‘Lifetime risk for diabetes mellitus in the US’ -JAMA. 290(14):2003.

² Source: 2010 Pediatric Nutrition Surveillance System.

³ Source: Nestlé Nutrition Institute; JADA 2010.



About Northeast Iowa Food & Fitness

The Northeast Iowa Food and Fitness Initiative (FFI) is funded by the W.K. Kellogg Foundation Food and Community Program.

FFI promotes healthy local foods and creates environments for active lifestyles by working to change policies and systems that create barriers to healthy lifestyles.

Specifically, the initiative promotes good food and physical activity in an effort to create healthy, thriving kids who are ready to learn, play and succeed.

Children who thrive in preschool are better prepared for kindergarten. These children tend to listen better to directions, pay attention, solve problems and focus on task.



Together We Grow Healthy Kids

Eat and Play the 5-2-1 Way!

5—Eat at least 5 fruits and vegetables every day

- Go with your parents to the grocery store and choose one new fruit or vegetable to try each week
- Be Colorful! Eat a red, green, orange, yellow and blue fruit or veggie every day.
- Help your family become healthy. Eat vegetables in front of them— they can learn by watching you!

2—Limit screen time (for example, TV, video games, computer) to 2 hours or less per day

- If you must play video games, choose games that involve activity.
- Avoid having the T.V. on as background noise while studying. Listen to music instead.
- If you have TiVo or a DVR, record your favorite T.V. shows and come to an agreement with your parents on a time to watch your recorded shows.

1—Get 1 hour or more of physical activity every day

- Separate blocks of time are ok. Go for a walk then later play basketball or ride your bike
- Volunteer to walk neighborhood dogs
- Ride your bike to the park
- Mow the lawn or shovel the driveway

0—Drink fewer sugar-sweetened beverages

- Drink water or low-fat/fat-free milk.
- Use water to quench your thirst.
- Look for drinks that say “100% fruit juice” and drink only on special occasions.
- Use the smallest size for a sugary drink, or share with others.

Visit www.eatplay521.com for more information and materials.

