

No.1/October 2010

**MEDIA  
PLANET**

# ACTIVE YOUTH



3  
TIPS

## SET THE NEXT GENERATION UP FOR SUCCESS

**Eli Manning** gets kids moving by setting an example

Playtime  
Make play  
a priority



PHOTO: GTM SPORTSWEAR

Your influence  
Why it's crucial to  
have role models



PHOTO: LINDSAY OLIVES

Think olives  
New ideas  
for smarter  
snacking

# CHALLENGES

As parents, our chief responsibility is to **protect our children** and help them grow into healthy, confident adults.

TIP

1

BE ACTIVE FOR  
60 MINUTES  
EACH DAY

## WE RECOMMEND



**Eli Manning** shares his passion for keeping kids active.

PAGE 6

“Growing up my brothers and I spent most of our days outside playing. Whether it was football, basketball or riding our bikes we were always active.”

# MEDIA PLANET

ACTIVE YOUTH  
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# Start kids off right

**W**e all want our children to get the best start in life. Pediatricians have the same goal. The American Academy of Pediatrics (AAP) was founded in 1930 to address the unique developmental and health needs of children. Today the AAP advocates for the health and well-being of children everywhere, whether they're coping with a mental illness, struggling with obesity or lacking affordable health insurance.

Children today face serious challenges, including a poverty rate not seen in 15 years. Children who lack adequate nutrition, shelter and medical care will not have the best chance of succeeding in life. That makes the enactment of the health

care reform bill—which will enable millions of children to get the health care they need—all the more important. Several of the most important provisions of the new law for children took effect Sept. 23:

■ Insurers enrolling new families cannot deny coverage because of a pre-existing condition.

■ Young adults can stay on their family's health insurance until age 26.

■ Insurance plans must cover well-child visits to the doctor and the immunizations recommended by the CDC, with no co-pays from families.

## Impacting lives

These changes will have a big impact in the lives of children and families. The AAP, with its 60,000 member pediatricians, wants all children to have access to high-quality, affordable health care provided



**Judith S. Palfrey, MD, FAAP**  
President,  
American Academy of Pediatrics

## BEST TIPS

Over the past two decades, the number of children who are obese has doubled. The AAP has teamed up with First Lady Michelle Obama in her Let's Move! campaign to encourage families to make healthier choices. To lead a healthy active life, families can strive to reach these goals:

- Five fruits and vegetables a day
- Two hours or less of screen time a day
- One hour of physical activity a day
- Zero sugar-sweetened drinks

through a medical home. As other parts of health reform roll out in the coming years, the AAP will continue to advocate so that children and families remain at the forefront.

## Families play a role, too

Even in busy families, parents can be effective role models for their children by making healthy eating and daily physical activity the norm for their family.

Because we know parents will have questions about their children's health, the AAP has launched a new consumer Web site, HealthyChildren.org, that offers trustworthy, up-to-date health advice backed by pediatricians. Parents can learn about seasonal health issues, read about the latest scientific research, or find a local pediatrician. If pediatricians and parents work together, we can give all children the greatest chance of success in life.



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## NEWS

TIP

2

GET INVOLVED IN YOUR KID'S LIFE

## LET'S MOVE!

In February of this year, First Lady Michelle Obama launched the Let's Move! Campaign to tackle the problem of childhood obesity. Noting that, "The physical and emotional health of an entire generation and the economic health and security of our nation is at stake," Mrs. Obama's initiative seeks to address all of the factors that contribute to this rapidly expanding epidemic.

Robin Schepper, executive director of the Let's Move! initiative says, "Let's Move! is a comprehensive, collaborative initiative that engages every sector of society to help find the solutions to this epidemic so that children born today will reach adulthood at a healthy weight." Let's Move! provides information and innovative tools for helping kids make healthier food choices and be more active.

# Keep kids moving

■ **Question:** Why is physical activity so important and what can be done to help keep kids active?

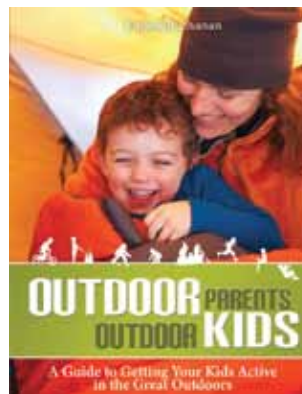
■ **Answer:** Physical activity is key to physical health, academic performance and emotional well-being. To keep kids active, adults must lead by example and ensure that safe environments and opportunities for activity are available at home, at school and throughout the community.

## The problem: Lack of physical activity

America's children are in trouble. Almost one in three are overweight or obese, and children still in elementary school are developing grown-up illnesses

like high blood pressure and Type II diabetes. Lack of physical activity plays a large role in the decline of our children's health. According to the Alliance for a Healthier Generation, many elementary schools no longer have regular recess, only half of students in grades nine through twelve have PE classes, and almost one in four children don't participate in any free-time physical activity.

A Kaiser Family Foundation study found that instead of burning off energy in PE classes and playing dodge ball after school, today's youth spend a startling seven hours and 38 minutes glued to televisions, video games and computer screens.



### READ MORE!

*Outdoor Parents, Outdoor Kids* by Eugene Buchanan shows parents how to connect their kids with the outdoors.

[www.outdoorkidsbook.com](http://www.outdoorkidsbook.com)

PHOTO: TREVOR LUSH

## The solution

To help our children be healthier, happier and more successful we have to get them moving. But how?

## Be a role model

■ Active parents have more active kids. Invite your family to head outdoors for a walk, take a bike ride or enjoy an active game with you.

## Make it fun

■ Physical activity should be a pleasure, not a chore. Get outside and play basketball, tag or jump rope. Have a dance contest in the living room or join a bowling league. Participating in sports is another great way to increase activity.

## Get involved

■ Work with your schools and community organizations to encourage and support activity.

CINDY HEROUX

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# PANEL OF EXPERTS



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**Question 1:**  
What advice would you  
give to parents who  
want to make sure their  
kids stay active and  
healthy?

**Promote a well-rounded menu of play opportunities.** Physical activity is critical, but so is “mental” activity, which is best served by open-ended, creative play. By offering our kids downtime to explore their creativity we’re fostering their ability to think for themselves, build self-esteem, confidence, problem solving skills and self-direction that are so important for the future.

**Set the example.** Children model their behaviors, to a great extent, on that of their parents. Whether you know it or not, your children are watching and learning from what you do. If they see you making time in your schedule to exercise regularly, they will follow suit with the understanding of the importance of exercise to their health and well-being. Their eating habits are equally as important. If children see their parents eating balanced, well-portioned, nutritious meals, they will learn to do the same. Make healthier choices in your life, if not for your benefit, then for your children.

**Instill the significance of maintaining a well-balanced diet,** rich in vitamins, minerals, whole grains, healthy fats and proteins to help them grow both mentally and physically. With so many nutritious foods readily available, make a point to provide wholesome snacks that satisfy snack cravings, are easily within reach, and will sustain them throughout the day. Olives fit the bill perfectly. Delicious, nutritious and fun to eat, olives are the ideal snack by the handful or as an ingredient to family-friendly recipes.

**The first bit of advice** is to replace sugary refreshments with healthy sweetener (stevia) alternatives. Additionally, there are several websites that provide trustworthy information to support parents in their efforts. The U.S. Center for Disease Control ([www.cdc.gov](http://www.cdc.gov)) has a Healthy Weight section filled with tips for parents, and the National Institute of Health ([www.nih.gov](http://www.nih.gov)) features a Health and Wellness category. The Robert Wood Johnson Foundation is a non-profit organization whose goal is to reverse the childhood obesity epidemic by 2015. They have conducted a great deal of research on childhood obesity which is available to the public on their website at [www.rwjf.org](http://www.rwjf.org).

**Question 2:**  
What is your industry  
doing to promote a  
healthy lifestyle for kids  
and families alike?

**We’re committed** to developing children’s creativity and imagination through play—a passion we demonstrate through a medium for hands-on, minds-on play that is both challenging and rewarding. As they build, kids learn to trust their instincts while exercising patience & perseverance. When they finish, they feel proud of their accomplishment, which builds confidence and curiosity that motivates them to keep going. Motivated, confident kids have the best chance of becoming exceptional adults.

**Pediatricians are working** hard across the country to do their part in obesity prevention and treatment. Unfortunately, the problem is not easily solved in a visit or two. Obesity treatment requires frequent, regular follow-ups with counseling to teach our children the basics of healthy living. At Medi-Weightloss Clinics, I have developed the PowerPlay Program alongside experts in Nutrition, Bariatrics, and Childhood Psychology to create a physician-supervised program that will help America’s overweight and obese children not only lose weight, but also develop the lifestyle habits necessary to lead a long, healthy life.

**The olive industry believes** in the importance of spreading the word not only about olives, but also general nutrition. There’s been quite a bit of emphasis placed on gaining a better understanding of growing problems such as childhood obesity and Type 2 diabetes. Through education and dissemination of information, we will continue to promote the value of a sustained healthy lifestyle achieved through physical activity and better eating habits.

**The entire alternative** and natural sweetener industry has made an effort to combat obesity by offering their products nationwide and making them accessible in all types of stores, giving families an alternative outside of sugar. Today you can purchase stevia and other products in your local grocery store whereas in the past it was restricted to natural and organic food stores. Specifically, SweetLeaf Stevia has aligned with non-profits such as the WIL Power Challenge to make diet and exercise changes to children’s lives early on.

**Question 3:**  
What small changes  
can families make now  
that will have a big  
impact on their overall  
well-being?

**I’ve learned from my own kids** that creativity needs time, shouldn’t be rushed and sometimes requires a champion at home.

- Be a good role model and join the fun. Make up stories with your kids, draw alongside them, or act out a chapter of a favorite book.
- Set aside time for undirected creative play. Having an established time for open-ended play makes it a priority and reminds kids that it’s ok to have unstructured fun.
- Try turning off the TV and watch imagination take over.

**Take walks, jogs, or bicycle rides together.** Have a weekly family ball game at the park. Limit time spent in front of a television or video game screen to no more than 2 hours per day. Eat dinner together at the dinner table with the television off. Take the sugary drinks off your grocery list, and include fresh fruits and/or vegetables in every meal or snack of the day. It all boils down to getting active and eating right.

**We believe** that taking the time to appreciate life, family and friends will lead to happier more satisfied lives. We call this “Savoring Olive Life.”

- Enjoy a “Family Night” at least once a month that includes a relaxing meal and family activity
- Make it a point to share good times and great food with friends on a regular basis
- Make smart snacking choices. If done correctly, snacks will give you energy throughout the day and satisfy your appetite.

**Become consciously aware** of the bad habits that threaten the health of your children. Controlling sugar intake is a great start. There are better alternatives.

## The power of play

➔ What magnetic force draws generation after generation of children to seek out monkey bars, scribble butterflies, stack blocks, and play cops and robbers? It’s the power of

play. Kids seem to know instinctually that they need a good, healthy diet of play every day to develop their critical thinking and problem-solving skills.

➔ Take playing with objects. What child builds a castle

without narrating a story about the knights or princesses that live in it? Such engaged play not only develops creativity, it strengthens concentration and perseverance skills. The bottom line? Give your kids a balanced,

steady amount of physical play, open-ended, and hands-on play. You’ll be doing them—and the society they’ll one day build—a great service.

➔ In fact, recent research clearly demonstrates the

importance of play in every young child’s life. The evidence suggests that the amount and sophistication of play impacts intellectual progress and emotional well-being.

Source: LEGO Systems, Inc.



## NEWS

TIP

3

EAT WHAT YOUR  
BODY NEEDS

# Lead by example

**Children learn by watching others, and research has shown that parental influence is one of the greatest indicators of a child's behavior.**

To help your children develop healthy habits that will last them a lifetime, it's important to set the best example you can.

## Activity

- Make physical activity a part of your daily schedule and invite your children to join you
- Join family sport activities and participate in active events
- Engage in active hobbies like gardening, fishing or dancing

## Nutrition

- Enjoy fruits and vegetables that are low in cholesterol and

calories at every meal like olives and carrots.

- Replace refined grains with whole grains like whole grain pasta, cereal and breads

- Involve kids at the grocery store and let them help in the kitchen, even if it's just stirring the pot of pasta. Then sit down as a family to enjoy the meals you've made together.

At [letsmove.gov](http://letsmove.gov) there's some-

thing for everyone: Healthy meal plans and delicious recipes to make better nutrition easy and fun, ideas for increasing physical activity, and strategies to assist parents, educators, community leaders and elected officials "Raise a Healthier Generation of Kids."

CINDY HEROUX

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## FOOD FOR THOUGHT

Food provides the building blocks for children's growth and development, the energy they need to grow, think and play, and the nourishment to keep their bodies strong and healthy. The simplest way to ensure they get the best nutrition possible and maintain a healthy weight is to follow these three simple rules:

**1** Eat foods close to the way nature made them. Processed foods tend to have less of the important things your body needs like vitamins, minerals, fiber and phytochemicals, and more of the things it doesn't need like added sugar, salt and fat. For example, fresh apples are better than applesauce, apple juice or apple pie.

**2** Eat what your body needs first. Enjoy enough fruits and vegetables, whole grains, such as wheat pastas, lean protein sources like grilled fish, chicken or meat, beans, and dairy products rich in Omega-3 each day before having treats. Visit [mypyramid.gov](http://mypyramid.gov) to see how much of each food you need each day.

**3** Balance food intake with your activity. To maintain a healthy weight it's important not to eat more calories than you burn each day. **It takes a 30-minute walk for an 80 lb. child to burn off just one small cookie!** Make sure you are active to keep your body in perfect balance.

CINDY HEROUX



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