Healthy Eating Under Age 2

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A Collaboration between ADA and Gerber
in response to the growing epidemic of childhood obesity and based on science and education to:

Educate consumers

Teach parents

Shape industry

Close Nutrition Gaps

There is significant evidence that eating habits are formed early

Early food preferences and habits can track into later childhood and adulthood.

Children's food preferences do not change significantly between ages 2-3 and age 8 (Skinner, 2002)

Many of children's food preferences are formed as early as age 2-3 years

The strongest predictors of fruit and vegetable intake in adults is whether they like the taste, being in the habit since childhood, number of servings they thought they should consume (Krebs-Smith)

Children fed a variety of foods in the first 2 years will likely accept more new foods later

Development of flavor preferences begins very early in life (Mennella)

- Breastfed infants consumed more infant cereal when mixed with their mother's milk than with water or formula
- Infants fed a variety of foods are more likely to accept a novel food

It can take up to 10 exposures for infants to accept a new food (Birch)

Start Healthy Initiatives 2003-2004

Feeding Infants and Toddlers Study

ADA Annual Meeting, October, 2003

Supplement to ADA Journal, January, 2004

Scientific Symposium: "From Pregnancy to Preschool A National Conference on Preventing Childhood Obesity"

December 8, 2003, Washington, DC

Feeding Guidelines for Infants and Toddlers

Journal of the American Dietetic Association, March, 2004

Children Under Two Need 5 A Day

FITS
Feeding Infants and Toddlers Study
A Gerber Initiative

Feeding Infants and Toddlers Study (FITS) Acknowledgement of Authors

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Supplement to the Journal of the American Dietetic Assoc.
January 2004

Gerber Feeding Infants and Toddlers Study

What is FITS?

Dietary intake survey of 3,000 infants and toddlers

- **Random, nationally representative sample**

Snapshot of what American infants and toddlers are eating

Eating patterns and nutrient intake

Why FITS?

Response to the growing epidemic of childhood obesity

Fill the gap in information about early eating habits

Educate health care professionals and parents

Sample Size

Dietary recalls completed for 3,022 infants and toddlers

Months of Age	Sample size
4 to 6	862
7 to 8	**483**
9 to 11	679
12 to 14	**374**
15 to 18	**308**
19 to 24	**316**

FITS, 2002

Breastfeeding rates are below public health recommendations

	Recommendation Healthy People 2010	FITS 2002
Early post-partum	75%	76%
At 6 months	50%	30%
At 12 months	25%	16%

FITS, 2002

Some Recommendations Are Not Being Met

29% of infants consumed solid foods before the recommended age range of 4-6 months

17% of infants consumed juices before 6 months

20% of infants consumed cow's milk before 12 months; some consumed reduced fat milk

FITS, 2002

Two Nutrients of Some Concern: Iron and Fiber

Iron

7.5% of Infants 7-11 Months Have Inadequate Iron Intakes

Fiber

Toddler intakes 8 grams vs. recommendation of 19 grams

- **Virtually no toddlers meet the recommendation**

FITS, 2002

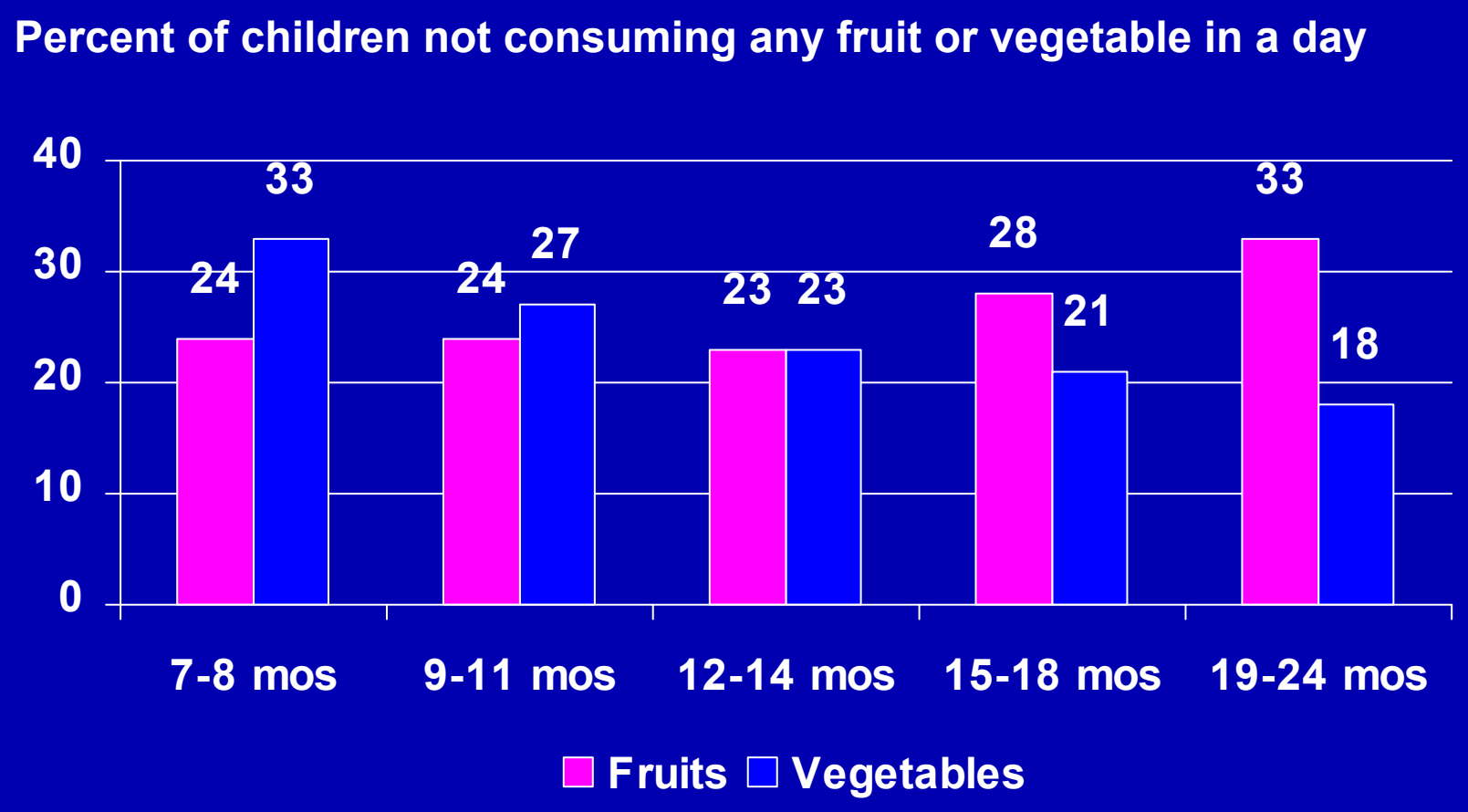
Energy Intakes Exceed Estimated Requirements

Age	EER	Mean Intake	Median Intake
	kcal	kcal	kcal
4 to 6 Months	629	693	670
7 to 11 Months	739	905	884
1 to 2 Years	950	1,244	1,220

FITS, 2002

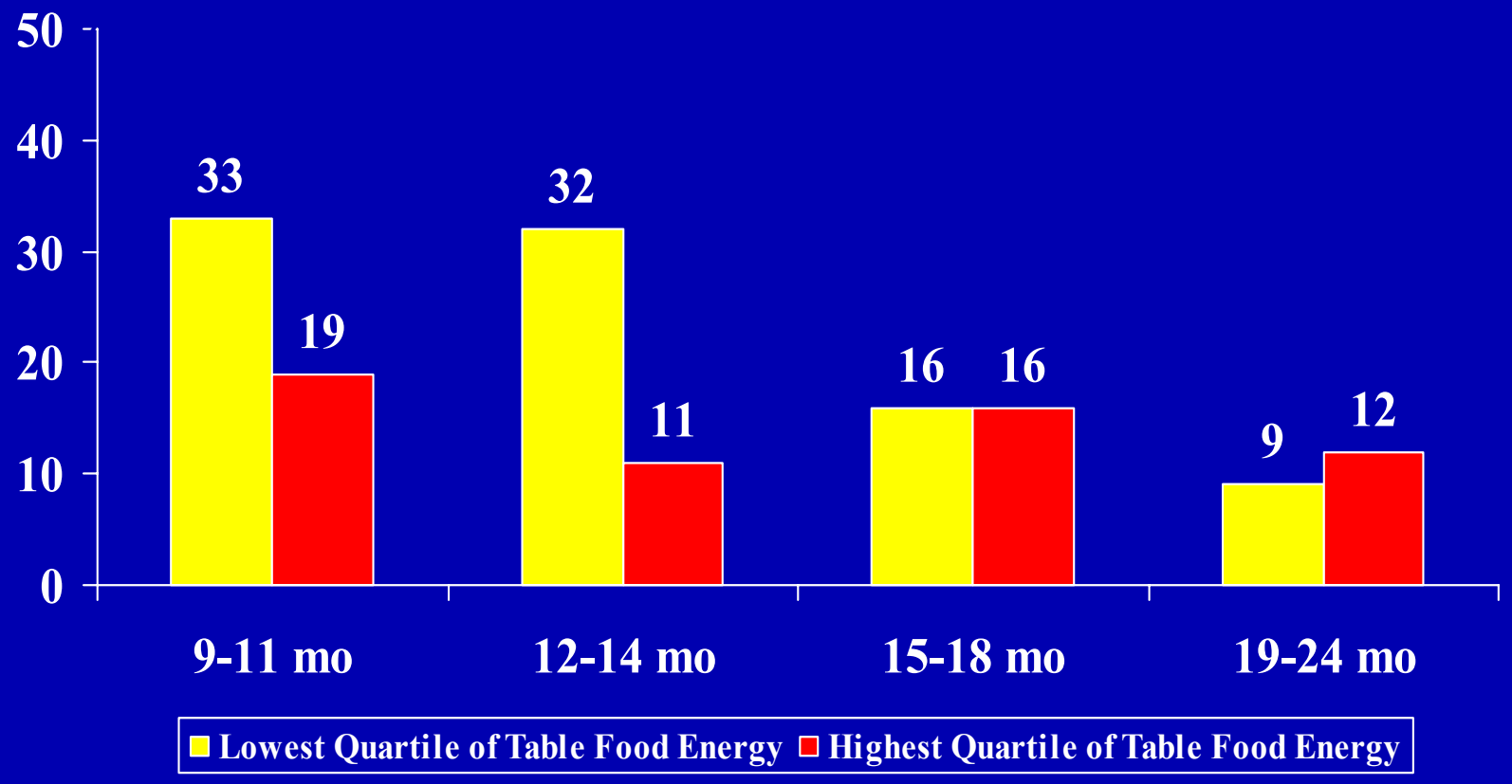
Fruits and Vegetables

Substantial numbers of infants and toddlers did not eat any!



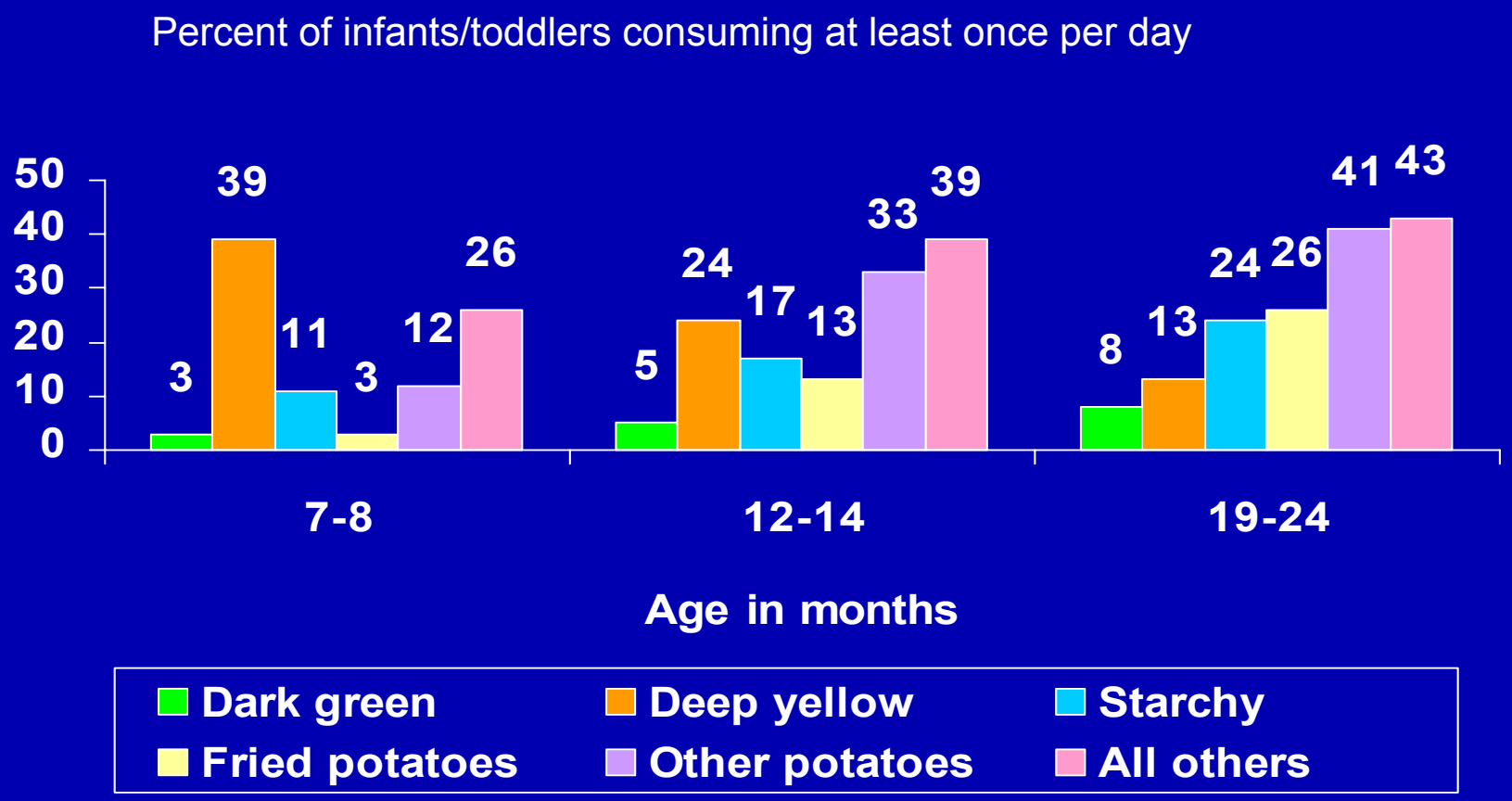
FITS, 2002

Vegetables: Consumption of deep yellow vegetables declines as children transition onto table foods



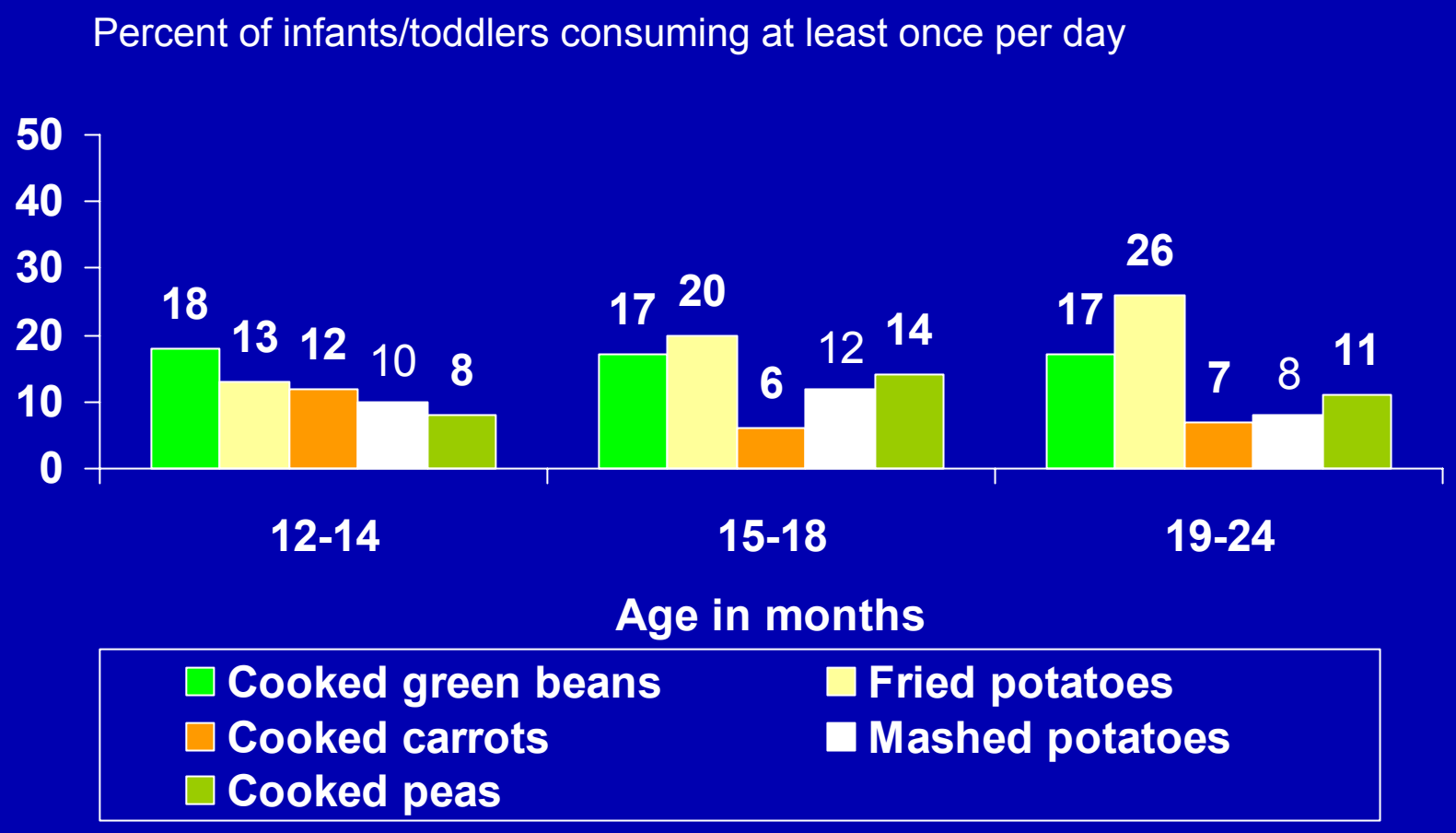
FITS, 2002

Vegetables: Dark-green and deep-yellow vegetables were not widely consumed



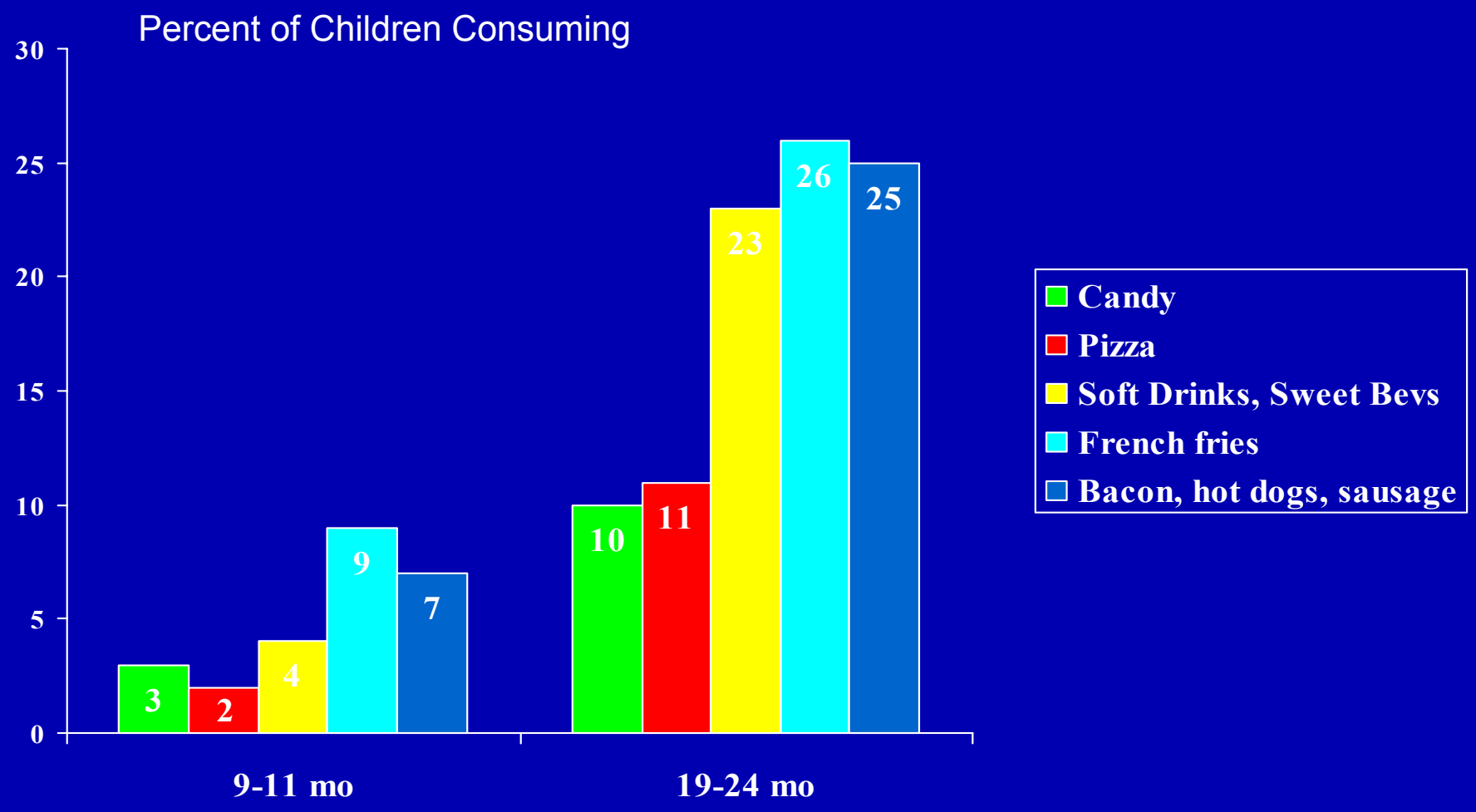
FITS, 2002

Vegetables: By 15-18 months, fried potatoes were the most commonly consumed vegetable



FITS, 2002

High Calorie, Low Nutrient Foods Enter Children's Diets Early



FITS, 2002

Summary of Key Findings from FITS

Generally children are meeting their requirements for vitamins and minerals

Infants and toddlers are consuming more calories than they need

On a given day 25% of children are not consuming fruits and 25% are not consuming any vegetables

Inappropriate foods are entering the diets of children at very early ages

By age 15 months French Fries are the most often consumed "vegetable"

FITS, 2002

The Challenge: Teach Healthy Eating Habits Early

Food choices of infants and toddlers transition rapidly

By 24 months patterns look startlingly similar to some of the "problematic" American dietary patterns

Children Under Two Need 5 A Day

Initiative in collaboration with Produce for Better Health Foundation/5 A Day Program to start the healthy habit of eating fruits and vegetables early in life.

Messages to dietitians, pediatricians and consumers:

- **Instill healthy habits early**
- **Introduce a wide variety of fruits and vegetables early when preferences are being formed.**
- **Repeated exposure is important to help children learn to accept new foods. – try, try again!**
- **Build to 5 servings a day for older baby (2 ½ jars)**

ADA Journal: Educating the Dietitian and the Consumer

CHILDREN UNDER TWO NEED

Five A Day

Older babies and toddlers who routinely experience fruits and vegetables in a wide variety of flavors, colors, shapes, and textures are establishing a foundation for lifelong healthy eating habits.

Children indeed learn what they live. Therefore, parents need to be sure that the entire family—not just their infants—follows the 5 A Day eating patterns.

EAT 5 A DAY for better health

Many dietary recommendations meant for adults—reduce fat intake, increase fiber intake—are contrary to recommendations for infants. Infants need a concentrated source of calories (i.e. fat) that efficiently fuels the rapid growth of infancy.[1] With the exception of treating acute constipation, a high-fiber, low calorie diet is not recommended during the first two years of life.

One dietary recommendation, however, has universal application across the age spectrum—the National Cancer Institute's (NCI) 5 A Day for Better Health.

The NCI 5 A Day Program approaches Americans with a simple, positive message: Eat 5 or more servings of fruits and vegetables a day for better health.[2] With slight modification, applying this nutrition principle right from the start can help older infants and young children establish healthy eating patterns that provide nutrition benefits today, as well as long-term health benefits later in life.

WHY 5 A DAY FROM THE START?

The goal of infant nutrition during the first two years of life is to provide developmentally appropriate, nutritious mealtime experiences, so that an infant can:

a) Achieve normal growth and development

b) Learn to accept and enjoy a variety of nutritious foods, and

c) Make a smooth transition from dependent to independent eating.[3]

This goal is best met by slowly building from an all-milk diet during early infancy to one that includes a variety of nutritious foods with varying flavors and textures.

As infant growth slows during the second year of life, the need for energy-dense foods decreases and complex carbohydrates increases. The addition of fruits and vegetables helps bring

Gerber

Pediatric Basics: Educating the Pediatrician and the Consumer

CHILDREN UNDER TWO NEED

Five A Day

squash
star fruit
corn
bananas
pineapples
mangoes

peas
beans
spinach
avocados
kiwis
broccoli
zucchini
pears
greens

As your baby makes the transition from an all-milk diet to one that includes a variety of fruits and vegetables, she'll need your help – five times each day.

oranges
peaches
cantaloupe
carrots
apricots
sweet potatoes
pumpkin
papaya

grapes
raspberries
plums
eggplant
blueberries
prunes

apples
red peppers
strawberries
tomatoes
watermelon
cherries

For a complimentary supply of this and posters, call 1-800-595-0324

5 SERVINGS — EQUAL — 2½ JARS

Nutrition experts recommend five or more servings of fruits and vegetables a day — even for toddlers.

But how many slices of fruit or tablespoons of greens equal a serving? Gerber makes it easy. Just remember 2½ jars of our fruits and vegetables meet that daily recommendation. Just two and a half jars – the measure of a healthy infant and toddler diet.

"Don't 'trick' your kids into eating fruits and vegetables. Help them learn to enjoy them by offering them a wide-variety of good tasting choices ... Cultivate an attitude of curiosity and anticipation ..."

Secrets of Feeding a Healthy Family
Ellyn Satter, Kelsey Press, 1999

5 TIPS FOR REACHING THE FIVE-A-DAY GOAL

1. Introduce the traditional favorites first (applesauce, bananas, carrots, sweet potatoes).
2. Later, offer new flavors along with familiar favorites. It may take several tries before your baby learns to like some fruits and vegetables.
3. Respect your child's personal preferences. No one fruit or vegetable is going to make or break your child's diet.
4. Convenience is key. Baby food in a jar is easy, safe, portable, nutritious and comes in appropriate portion sizes.
5. Let the colors of the rainbow be your guide each day. The more variety, the better!

DOES YOUR FAMILY...

	Yes	No
Drink 100% fruit or vegetable juice at least once a day?	❑	❑
Eat a green salad with other vegetables several times each week?	❑	❑
Limit French fries to 2 or 3 times per week or less?	❑	❑
Eat vegetables other than potatoes and salad every day?	❑	❑
Eat whole fruits (in addition to juices) every day?	❑	❑
Eat a colorful assortment of foods throughout the day?	❑	❑
Like to try new and interesting foods?	❑	❑
Would you like to know more about eating 5 A Day?	❑	❑

If you have answered "yes" to 5 or more of these questions, you're family is well on their way to eating five a day!

For more information, visit http://www.5aday.gov

Pediatric Basics

Number 98 | Spring 2000

Advertising Directly to the Consumer:

5= 2 ½ is an easy, actionable consumer message

Start Healthy
Stay Healthy