

HEALTHY EATING ADVERTISING

You may have seen some advertising recently regarding healthy eating. These messages are the beginning of a campaign being run by the Health Sponsorship Council to support the Mission On initiatives (which we talked about in the last Healthy Nibbles). The aim is to increase public awareness and understanding of the benefits of improved nutrition.

The first three advertisements promote simple changes that families can make to improve their nutrition.

1. **KIDS EAT BETTER WHEN THEY EAT WITH YOU**
 - Set a time when you'll be eating together and let them know
 - Plan ahead so that you have all the things you need to make a meal
 - Turn the TV off to keep the focus on the family
 - Try to eat together most nights with everyone who's home
2. **GETTING KIDS INVOLVED HELPS THEM LEARN ABOUT HEALTHY FOOD**
 - Start them off with the easy stuff, like washing vegetables, or getting food out for the meal
 - Choose a time when it's easier for you to show them, like at the weekend
 - Get them involved in choosing the meal they'll be preparing
 - Be prepared to spend more time helping your child as they learn
3. **MAKE WATER AND MILK THE FIRST CHOICE**
 - Offer water, not sweet drinks, with meals
 - Put a jug of water on the table for the whole family to share
 - Keep a jug of cool water in the fridge
 - Serve milk after or between meals
 - Serve trim milk to over fives, reduced-fat milk for 2-5 year olds and whole milk to 1-2 year olds

Here are some healthy meals that are easy to make for children who are just starting cooking (advertisement 2):

- Platters of meats, such as sliced ham and chicken, vegetables and dips (like you might get in a restaurant)
- Hamburgers with salad and wedges
- Pizza with plenty of cooked vegetables on top
- Burritos with your favourite fillings eg: beans, meat and salad
- Pasta meals with tomato and vegetables based sauces
- Toasted sandwiches

Watch these ads with your children and encourage them to make these changes in your family.

Healthy Nibbles

Nutrition and Physical Activity Information for Children

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For more information visit: www.cph.co.nz

Canterbury

District Health Board

Te Poari Hauora o Waitaha