



Are kids playing more organised sport?

Yes! Participation in children's organised sport (e.g. football, netball) is on the rise. From 1997 to 2004 the prevalence of physical activity significantly increased in year 8 and year 10 boys and girls. Children need at least 1 hour (and up to several hours) of moderate to vigorous physical activity every day. www.health.nsw.gov.au



Have you succumbed to pester power?

Refusing unhealthy foods to children can be difficult when faced with forceful marketing techniques. Studies have shown that despite their best efforts, parents will give into children's "pester power" around 50% of the time. Talk to your kids about advertising and play "spot the gimmick" to teach them the power of pushy advertising.

www.parentsjury.org.au



When can children be given low fat milk?

Once healthy children turn two, reduced-fat milk (1.5-2.5% fat) is recommended. Leave the skim milk (less than 0.5% fat) until they turn five. Most milks have the same calcium content, but a glass of full cream milk has 683kJ where a glass of reduced-fat only has 530kJ

www.health.nsw.gov.au/obesity/



Q4:

What are we really drinking?

One can of soft drink contains around 12 tsp of sugar. Drinking one can per day adds up to an astonishing 18kg of extra sugar per year! Choose water as a drink - it's the best thirst quencher!

www.healthpromotion.com.au



Q4:

Are we walking more?

Yes! Especially 35-54 year olds! Between 1998 & 2005, there has been a significant increase in the proportion of people over 16 years doing sufficient physical activity (at least 150 minutes of walking, moderate and/or vigorous activity per week over at least 5 occasions)

www.health.nsw.gov.au/pubs/2007/trends_physact.html



Q4:

Can we tell if our kids are overweight?

Most parents don't think their overweight children are fat, and overweight adults are least likely to recognise their child's weight problem. You can monitor your child's weight with the BMI calculator, available from

www.health.nsw.gov.au/obesity/



Can families influence adolescent eating?

Yes! Parents' attitudes can affect food preferences and availability. Family meal patterns, such as eating meals together can increase fruit and vegetable consumption and reduce soft drink consumption.

www.health.nsw.gov.au/pubs/2006/spans_summary.html



Why worry about sedentary time spent watching TV/at the computer ?

Sedentary time is linked to becoming overweight or obese. Children watching TV for more than 2 hours/day are more likely to have an unhealthy diet, less likely to eat fruit and participate in physical activity. It is more likely that children will snack on high sugar, salt or saturated fat foods when watching TV. Try to limit screen time to 2 hours per day.

www.healthykids.nsw.gov.au



How does your child travel to school?

Walking to school by students in years 8 & 10 has decreased by 10 - 15% in boys, and about 20% in girls over the past 10 years. Always encourage active transport, like riding a bike, walking or skateboarding.

www.health.nsw.gov.au/pubs/2006/spans_summary.html



Thirsty...what about a drink?

28% of children 2 - 4 years reported drinking at least 1 cup of soft drink, cordial or sports drink each day. Choose water as a drink- it's the best thirst quencher!

www.health.nsw.gov.au/public-health/survey/hsurvey.html



Puppy Fat... Is that all it is?

There is no such thing as puppy fat. An obese teenager is nearly 80% more likely to become an obese adult.

www.healthpromotion.com.au



How big is the obesity problem on the Central Coast?

Over 30% of our young people are overweight or obese. In some schools 50% are overweight/obese. On average, 12-year-old children today weigh 7kg more and measure an extra 10cm around the waist.

www.healthpromotion.com.au



Q4:

What is the obesity problem costing us?

Ten years ago, \$680-\$1239 million was spent annually on the direct effects of obesity in Australia. Obesity rates have doubled since then, so the cost would now be much more.

www.healthpromotion.com.au



Q4:

What activities are most popular amongst kids today?

Electronic and computer games! And children spend much more time playing them than being active.

www.healthpromotion.com.au



Q4:

Have you had a snack attack lately?

Australians are the fourth largest consumers of snack foods and in 1999 \$8.5 billion was spent on fast foods.

www.healthpromotion.com.au



Breakfast - a good start!

Studies show that on average, children who skip breakfast are heavier than children who eat breakfast.

www.healthpromotion.com.au



How do we get around these days?

We have 12 times the number of cars on the road than 50 years ago, compared with only 2.4 times more people

www.healthpromotion.com.au



Whose telling our kids what they want to eat?

There are approximately 8 food ads per hour during children's television viewing times - most of these ads promote foods high in fat, sugar & salt!

www.healthpromotion.com.au



Why are we less active?

By 2007 the worldwide market for video and computer games will be \$28 - \$30 billion US dollars. This is an increase of 45% in 5 years.

www.healthpromotion.com.au



What health problems do children who are overweight or obese experience?

Problems that were once only ever seen in adults are now being seen in children. This includes type 2 diabetes, joint problems, high blood pressure, high blood cholesterol and sleeping problems. Kids as young as six are getting hardened arteries!

www.healthpromotion.com.au



Does food advertising really work?

If not, why is the food industry concerned about calls to regulate food advertising on TV to children?

www.healthpromotion.com.au



How does your child travel to school?

In 2000, only 25% of children under 11 years walked or cycled, while over 60% were driven to school by car. This is an increase in the use of private vehicles by 11% in ten years.

www.healthpromotion.com.au



Thirsty? Water is the best thirst quencher!

43% of children 5 - 12 years drink at least 1 cup of soft drink, cordial or sports drink each day. Half of these drank 2 or more cups each day. Substituting these drinks with water would reduce a child's intake of empty kilojoules by up to 900 per day.

www.healthpromotion.com.au



How much TV do children watch?

40% of children aged 5 - 12 are watching 2 or more hours of TV a day. 15% also play at least an hour of video/computer games a day.

www.healthpromotion.com.au



Q4:

How do teenagers travel to school?

In 2000, only 22% of teenagers walked or cycled, while over 30% used private vehicles, and over 40% used public transport. This is an increase of 7% in the use of private vehicles.

www.healthpromotion.com.au



Q4:

How can I encourage my child to be active?

Children with poorly developed basic movement skills are less likely to be active. So teach your child to run, jump, skip, kick, throw, catch and balance.

www.healthpromotion.com.au



Q4:

Is there too much food advertising on TV?

Food ads make up an average of 34% of total ads on TV. A study of 13 countries found that Australia recorded the highest number of food ads per hour during children's TV viewing times.

www.healthpromotion.com.au



Fast Food... value for money?

Australian research found one upsize meal deal delivered up to 50% more fat, calories and sugar for only 16% more money.

www.healthpromotion.com.au



How much physical activity should kids be doing?

Experts recommend that children and youth should participate in at least 60 minutes (and up to several hours) of moderate to vigorous intensity physical activity every day.

www.healthpromotion.com.au



How does food advertising exploit children?

Food ads sell a "lifestyle rather than a product" by using prizes, give-aways, animation, special effects, jingles and popular personalities. Most contradict nutrition messages promoted by health professionals, teachers and parents.

www.healthpromotion.com.au