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"we come to you!"

Stop & think – before you eat & drink

TACKLING CHILDHOOD OBESITY-

Recent findings have indicated some of the reasons for the ever increasing problem of overweight in primary school children, such as-

- * Fewer children walk to & from school and less often involved in recreational physical activity.
- * More children spend much more time in front of television or playing sedentary computer games or surfing the net for entertainment.
- * Rising levels of promotion and marketing of energy dense foods specifically to children.
- * Greater quantities and variety of energy-dense foods are available, leading to more frequent and wide-spread purchasing opportunities.
- * More time spent eating away from the home in restaurants and fast-food outlets at younger age levels than ever before.
- * Larger portions being offered as better value for money.
- * Increased frequency of eating occasions.
- * Increased use of soft drinks in place of water at home and at school.

THE TICK PROGRAM INTRODUCES ENERGY LEVELS-

Recently the National Heart Foundation has started to add energy criteria to its TICK Program.

Cereal-based bars, including breakfast, muesli & fruit-filled cereal bars, cakes, muffins & similar baked products will be the first TICK categories to include kilojoule levels.

The Heart Foundation have set an upper energy limit in this category which will remove around 200kJ/day from the diets of regular cake & muffin eaters. Over a year this could add up to 73,000kJ less.

Dietary Fat & Obesity Review – the National Heart Foundation (NHF) have recently undertaken a review of evidence based scientific literature examining the relationship between dietary fat and overweight/obesity.

Key findings from this review include -

- ◇ Dietary fat is not an independent risk factor for the development and progression of overweight and obesity.
- ◇ Energy (kilojoule) balance is a major determinant of weight loss.
- ◇ Fat reduction without kilojoule restriction, is not effective for achieving weight loss in overweight and obese individuals.
- ◇ NHF recommend that it is more important for people to focus on reducing overall kilojoule intake from foods and beverages rather than just concentrating on reducing their total fat intake.



FOR SALE

- Pocket Dieters Diary \$4.00
- Easydiet Cookbook, The Low Fat Way \$3.00
- Mini diet scale \$10.00
- All-in-one Vitamin mineral supplement, 60 tablets \$25.00