

KID-FIT News



The Quarterly Preschool Physical Education and Fitness Guide

Is Your Child Learning To Overeat By Watching Ads?

Beware Of These Brand Mascots:

- Ronald McDonald
- Chester Cheetah
- Bongo the Monkey
- Kool-Aid Man
- Nesquik Bunny
- Tony The Tiger
- Toucan Sam
- Lucky The Leprechaun
- Buzz Bee
- M&M Characters
- Shrek
- SpongeBob
- Scooby-Doo
- Spider Man
- Marvel Superheroes
- Disney Princesses
- Flintstones
- Dora The Explorer



Two chemicals have made the news again this past month. Both prevalent in our environment and dangerous to well-being.

PFAA (Perfluoroalkyl) has been around since 1940. It is used to make water resistant fabrics and non-stick cookware.

According to a study published in the December 2016 issue of Pediatrics, TV advertising is associated with children eating more snack foods. Children as young as two displayed that they not only ate more snack foods as a result of viewing food advertisements but, they ate when they weren't even hungry.

Children were given a filling snack and then researchers showed a 14 minute children's television program. Children had open access to snacks while viewing the program. One group of children saw a program with department store ads, a second group watched food advertisements.

The food that was eaten while watching TV was measured.

Children who watched the food ads consumed significantly more snacks than those who watched department store ads.

The issue is not just limited to television viewing either. Internet games that show subtle food advertisements lead children into eating 50% more sugary foods immediately following the game than those children who play the games but don't see any ads.

These 'advergames' appear on bright websites, offer free games and have appealing cartoon like characters. Most of the sites are owned by fast food companies and corporations that sell high sugar cereals or sweets. All actively working at cultivating lifetime customers.

Another interesting finding: Black children are exposed to as much as 50% more junk food advertising than white children. Possibly because they watch networks that air the most advertisements (Fuse, Nickelodeon, BET and VH1). Targeting children is big business. Be aware of what your child is viewing. It will affect their entire life.



More Toxic Chemical Alerts

Now it is being associated with higher birth weight babies.

Researchers at Edith Cowan University's School of Medical and Health Sciences studied pregnant women in Australia for 3 years, watching PFAA levels in their blood.

High amounts of 14 different PFAA's were related to an increase in birth weight. It is thought that fetal growth is greatly influenced by the presence of these chemicals.

Childhood obesity is a major health concern around the world today. Children coming into the world with a head start on obesity is not good.

Another chemical, BPA (Bisphenol-A) can disturb hormonal balance in the body, wreak havoc on the immune system and impact or create asthma, diabetes, reproductive abnormalities, and more.

A study published this December (Environmental Science and

Technology, 2016), measured BPA levels in baby teethers. All brands were studied. Ninety percent were labeled "BPA Free". Still, BPA was found in just about every product plus 15-20 other toxic chemicals.

Even if manufacturers stop using these toxins, they can remain in our bodies and the environment for decades. Read labels and check out the manufacturers if you suspect you are using any items that may contain these chemicals.

Healthy Recipe

Black Eyed Pea and Lentil Soup

Indian Favorite

1/2 cup each lentils and black eyed peas
1/2 tsp. each ground cumin, turmeric & chili powder
1 tsp. ground coriander
1 inch ginger, chopped
2 tomatoes, chopped
1/2 cup chopped onions
5 Tbsp. chopped garlic
1 cup chopped spinach
1/2 cup chopped green beans or carrots
Dash of pepper and salt
Cilantro and lemon juice for garnish

Soak peas and lentils for 30 minutes.
Heat a saucepan coated with non stick spray and sauté other ingredients except garnish. Cook over low heat about 8-10 minutes. Drain black eyed peas and lentils and add to saucepan along with 4 cups water (or vegetable stock) and a squirt of lemon juice.
Simmer over medium heat for about 20 minutes. Reduce heat, stir and continue to cook for another 25 minutes or until the lentils and peas are tender.
Serve with garnish or over rice.



Nutritional Information:

Calories per serving (4): 143
Total Fat: .5 gms.
Protein: 9 gms.
Carbohydrate: 26 gms.
Sodium: 15 mgs.
Fiber: 5 gms.

Outdoor Fitness Fun

Heartfelt Fun

Time for some heart strengthening activities that are fun and fast!

1. The Speed Of My Heart. Have a simple stethoscope on hand (you can get an inexpensive one at the drug store). Ask children to make up their own activities that they think will make the heart beat slow, somewhat fast and very fast. After each activity, let each child listen to their heart beat.

Is it the speed they thought it would be? Give examples the first time like walking slow, marching fast and running.

2. Dance To The Beat. Play a recorded beat that you can speed up/slow down. Dance with child(ren) to the beat. Slowly alter the speed so they are dancing super slow and at times, very fast. Encourage fun dance moves and expressive, actions. The more dramatic, the more fun.

3. Food For Heart. Take at least 20 plastic food items per child and spread them around an outdoor yard area. In the center, place a large basket. Children walk around the area looking for foods that will be healthy for the heart. When you blow the whistle they take them one at a time and place in basket. See how many they can get in 1 minute. Repeat. Make sure the foods are all healthy choices for heart health.

Need more activities? See a new indoor P.E. activity here each month: https://www.kid-fit.com/free_pe_activities.html



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KID-FIT is a subdivision of Aerobic Fitness Consultants, Inc. (AFC), professional health and fitness educators. KID-FIT provides preschool children, their primary caretakers, and educators a structured curriculum for promoting healthy lifestyle habits of regular exercise, sound nutrition and rest starting as young as age 2. Since 1986, AFC has offered adult fitness classes in a studio environment and personal training for various groups and individuals. KID-FIT licensing opportunities are available in the United States and abroad. For more information, call (626) 359-8535.