

Keeping Milk In The News

Family Living Focus

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COACHING THE OVERWEIGHT CHILD

Research has shown that the nutrition of today's children is actually better than it was 25 years ago—it's our lifestyles that have changed. With the combination of computers and increased selection on television channels, more time is spent on these sedentary activities. Many conscientious parents and teachers have set out to encourage children to participate in sports, and, as we look at the enrollment in scholastic sports, we have been successful. Dealing with overweight participants, however, requires adults to be sensitive and to use good common sense.

Coaches and parents need to use restraint on how much the encourage an overweight child to participate. A child sitting on the sideline because he or she cannot keep up with teammates negates our efforts to increase physical activity, plus isolates and discourages the child. Rather, we need to focus on gradually increasing activity with emphasis on skill building first and fitness level second.

Here are some tips for coaches when working with overweight kids:

- Focus on gradual increases in activity and skill building instead of increased fitness level

- Do not single out the overweight child by asking him or her to run extra laps or exercise longer than other children in hopes of losing weight more quickly.

- Avoid referring to a child as obese, chubby, or fat

- Never restrict or withhold fluids for any child, especially the overweight child who is at a higher risk for heat disorders than the average-weight child

- Be patient with weight- and physical activity-related expectations.

- Help teach children to feel good about themselves regardless of talent, body size, or shape.

Special tips for parents include:

- Work with a health professional who has experience with weight control and young athletes to develop a medically sound and nutritionally balanced plan for your child.

- Do not single out the obese child by serving "special" foods or imposing restrictions. Include the whole family in making healthier food choices.

- Encourage the child to eat slowly and to enjoy whatever he or she eats.

- Never give food as a reward or withhold it as a punishment.

- Do not tell a child that he or she is on a "diet" and that cer-

tain foods are "good" and others are "bad."

SYRACUSE, N.Y. — Presenting news editors with timely, creative ways to use milk helps generate stories in newspapers and on television — sending consumers to their local dairy case to pur-

chase those items! To kick off the summer season, the American Dairy Association and Dairy Council, Inc. (ADADC), created a publicity kit that featured some of the more unusual ways to use milk — as documented in sources from contemporary medical literature to ancient folk remedies.

For example, did you know that milk can help ease the pain of a sunburn? "Chicken Soup & Other Folk Remedies," suggests filling a quart jar with equal parts milk and ice, and two tablespoons of salt. Soak a washcloth in the mixture and apply to the affected area for 15 minutes. Reapply three or four times throughout the day. Or, if the sunburn is on your face, try applying a masque of sour cream or yogurt for 20 minutes, then rinse thoroughly. Not only will you get relief from the heat, but your pores will appear smaller and tighter as well!

How many times have you heard people say they were "bad" because they ate a high-fat and/or high-sugar food? Murder and stealing are commonly considered "bad" acts and are certainly not equal to enjoying a piece of chocolate cake. Instead, teach children that all foods are "good" foods. There are foods such as fruits and vegetables that need to be eaten daily, and there are other foods that should be eaten occasionally. "Special-occasion foods" is a term used by many nutritionists.

- Involve the child in food shopping, meal planning, and preparation.

- Never discuss the child's weight in front of others.

- Have family members participate in lifestyle activities with the child. Fall activities include raking leaves, taking a walk and enjoying the autumn fragrances, and picking apples in an orchard.

- Discourage any family member from eating meals and snacks while watching television.

- Make sure there is a wide selection of healthy foods available. Keeping cupboards of high-fat and high-sugar foods is only sabotaging efforts to improve eating habits.

- Finally, be a good role model. Eat a variety of healthy foods, and include physical activity in your daily schedule.

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Accompanied by this eye-catching photograph, ADADC's publicity kit detailing unusual uses for milk and dairy products generated publicity throughout the marketing area.

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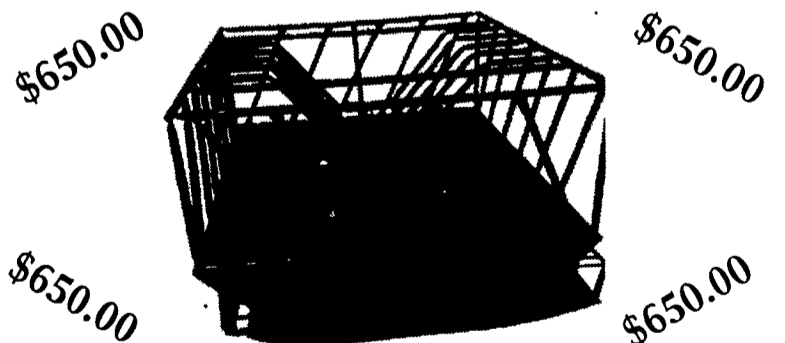
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