



WARNING: Before heading to the supermarket with children, it is good to understand how the food industry targets children through advertising. According to a study by Food for Thought, food is the top product children see advertised. (<http://www.kff.org/entmedia/>). Most TV ads target foods that nutritionists and government agencies agree should be consumed only in moderation, or occasionally in small portions. Out of 8,854 ads, there were *none* for fruit or vegetables.

Childhood obesity has risen alarmingly in the US and is fast becoming a global health concern. CSPI (Center for Science in the Public Interest) has called on the Secretary of Health and Human Services to make the issue of marketing junk food to kids a central focus of the administration's anti-obesity campaign. In the meantime, parents beware that when you enter the supermarket your children are entering a jungle of well-known species. Advertisers tempt children with brightly colored, cartoon branded, eye-level products the moment they enter those supermarket doors. The center aisles are purposely the worst! To win the war against children's obesity, you must be prepared to fight the battle for their health by limiting sweets and high-fat

snacks. Instead, provide plenty of vegetables, fruits, and whole-grain products..

Tips for Healthy Shopping:

- Involve your children in making a list before you leave the house
- Feed your kids and yourself before shopping
- Use your listó most purchases are impulse buys
- Shop the perimeter for whole foods (here you find produce, dairy, meats)
- Read labels (as children begin reading, they enjoy helping with this , too). As a general rule, the shorter the ingredient list, the more nutrient rich the food.
- Hold a scavenger hunt while shopping. Older children can locate items and place them in the cart. Little ones can be taught names of items, colors, how many, etc.
- Enjoy sensory experiencesó Let your baby or toddler smell and feel appropriate items
- Avoid the center aisles and its temptations! Center aisles are loaded with processed foods, cookies, candy, soda, and chips
- Let your children choose one healthy item
- Go for coloró A rainbow of naturally foods increases nutrient variety