

WEIGHT-WISE KIDS®

Information That Fosters *Healthy Children*™



September 2006

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THIS MONTH'S SPECIAL OFFERS: "PHAT" DEALS

As a lucky Healthy Kids' Catalog "insider," we are pleased to offer you a **FREE** children's "Weight-Wise Activity E-Booklet" that serves to raise awareness about healthy living through "fun and games." Included is a nutrition and fitness themed:

Crossword puzzle • Word Search • Maze • Word Scramble • Connect the Dots • More!

[Click here](#) to download the **BOYS'** version for **FREE!**

[Click here](#) to download the **GIRLS'** version for **FREE!**

LETTER FROM THE '*WEIGHT-WISE KIDS*' EDITOR



Intra-Family Childhood Obesity Affects Healthy Relatives

A syndicated journalist who covers parenting issues recently asked me to comment on a question posed by one of her readers. In short, the reader expressed concern (and rightfully so) that her 5-year old daughter, upon seeing first-hand the hardships her obese 6-year old female cousin faces each day as described by this mother in painful detail, sometimes will not eat because she does not want to "get fat" like her cousin. Ultimately this mother was asking for advice as to whether or not she should "stop having the cousin over" to play with her daughter.

Because a vast number of families throughout America face the same conundrum, I thought I would share the advice I offered to this mother with our own dear *WEIGHT-WISE KIDS* subscribers. The response provided was this:

"The mother of the healthy 5-year old is obviously well intended in that she has fostered her daughter's healthy

lifestyle choices and is sensitive to her daughter's concerns regarding obesity and body image. However well intended, though, this mother's efforts are falling short. Her daughter is in desperate need of direct, one-on-one communication about her cousin's weight problem, as she has clearly internalized the difficulties the cousin is facing.

The daughter obviously recognizes that her cousin is not at a healthy weight, knows that making poor food choices (both related to quality, quantity and frequency) has helped create the problem, and has personally seen decidedly negative implications of those choices - the obsessive behavior, the teasing at school and, far worse, the jokes by her own father. It's entirely understandable that an intuitive child will not only recognize these things, but also want to avoid them in her or his own life.

The problem is that the healthy 5-year old does not know "the right way" to avoid being in the same predicament as her cousin, nor that she has the power to "lead by example" to benefit her cousin of peer age. By no means should an aunt banish her niece from visits with the daughter. This will punish the cousin in yet another significant way for her obesity, and will factor into the vicious cycle of negativity that is, in part, perpetuating her problem. This will also punish the daughter by removing an important family member, and friend, from her life, while also sending the entirely wrong social message that those struggling with a weight problem are not worthy of family or friendship.

As one would do when approaching a discussion about drugs or alcohol with a child, this concerned mom (and dad, if possible) needs to sit down with her daughter for a good 30-minutes and discuss 1) what exactly obesity is and is not 2) how an obese or overweight condition is caused relative to poor lifestyle behaviors and choices, correlated with examples of those made by the cousin 3) specific problems obesity has presented for the cousin along with other longer term health-related problems this condition can cause, such as type 2 diabetes and heart disease 4) very specific good behaviors and choices the daughter can and should make to stay healthy, which should include discussion on why NOT eating is equally as detrimental to one's health, and 5) what the mother and daughter can do on their respective ends, despite the lack of initiative by the cousin's parent's, to open the lines of communication and empower the cousin with this same knowledge - though in a subtle way that will not anger the parents or make the cousin defensive.

The 5-year old's mom should also brainstorm what they each can do to help the cousin action-wise. For example, on days the cousin visits the mother can anticipate she will ask for snack foods far too frequently - every hour as she has consistently done in the past - and at the onset can post a meal and snack schedule for the day for everyone in the house (including adults) that clearly details what time(s) food will be provided and, optimally, what the healthy food items will be. This mother should then be caring but firm about "in between" snacking, for which the answer is simply "no."

As importantly, every child responds to incentive and positive reinforcement, so providing these things individually and in tandem to both the daughter and the cousin, who in desperate need of support motivation, can and will do wonders."

Whether young, old, or somewhere in between, we can all make a difference in the life of a child struggling with a weight problem. Don't wait for an invitation and don't ask permission, but rather take the initiative in the most appropriate way(s) you can think of - emotional support, education-based discussion, activity-based outings, toys, books...the ways you can "break through" are boundless. The child's life may very well depend on it.

In Good Health,

Merilee Kern

Co-Founder and CEO of Healthy Kids' Catalog, Author of the award-winning fictional children's book "*It's Not Your Fault That You're Overweight - A Story of Enlightenment, Empowerment and Accomplishment for Overweight and Obese Kids*"

THIS MONTH'S PRODUCT SPOTLIGHT

Pumgo™ Land Surfer



Pump and go, like surfing on land! No batteries, no motor, easy to learn and fun to ride!

Riding PUMGO is More than Just Fun!

According to fitness specialists, the PUMGO is all about working the core. Just balancing alone on the PUMGO works your core strength, because you have to distribute weight from one foot to the other while staying relatively centered with your upper body which means your abs have to fire every time to stabilize your torso. The legs benefit the most from the PUMGO workout, but the PUMGO will also work your gluts, the four quadriceps muscles, your hamstrings, and you even get a calf workout. Riding PUMGO is a great way of losing weight, building muscle, toning your entire body.

[Click Here for more product details](#)

*****“SUSAN SAYS”: A WEIGHT-WISE KIDS EXCLUSIVE *****



Practical, Common Sense, “Real World” Expert Advice

Dear Susan,

I've noticed lately that items being marketed as "fruit snacks" are taking over the cereal aisle in my supermarket. Despite the claims of being made with "real" fruit juice and "packed" with vitamins, do fruit snacks really have any nutritional value? And, what grocery shopping strategies can I use to avoid these snacks that are, not surprisingly, shelved low at children's eye level?

Dear Worried,

I don't blame you for being suspicious because I am, too. Ever since the food manufacturers started disguising candy as cereal, they've pushed the envelope harder and harder, and, today, they don't even bother to hide the fact that the primary ingredient in kids' breakfast cereals is refined sugar. To add insult to injury, on the same shelves cereal companies now push candy disguised as snacks - so-called "fruit snacks," that is. Let me be completely clear: there's no real fruit in any of the fruit snacks, just "grapes from concentrate," corn syrup and sugar. Some of these snacks, such as the popular "Roll-Ups," also contain corn starch. All have food dyes, artificial flavors and preservatives.

Depending on the age of your kids, you might avoid in-aisle battles by shopping alone, but rather than avoidance I feel it's best to start educating your kids on what choices they should make - and why - from very early ages. Grocery stores offer a perfect venue for these lessons. I advocate pointing out to kids what kind of foods build big muscles, strong bones and otherwise keep them healthy, while also teaching them that sugary snacks are only for special occasions - and never for breakfast! If you do take your kids to the grocery store, make label reading a fun exercise. Challenge your child(ren) to find cereals with the fewest grams of sugar per serving, and the fewest ingredients. Show them that the greater the number of ingredients, the more likely the cereal is to have preservatives and additives. When you go grocery shopping, always have a list (even better, have your child help you make the list), and let your kids find the items that are on the list like a scavenger hunt.

Taking a hard line against junk food needs to be consistent, but make it fun to shop rather than a battle. Also ensure you're buying foods that the whole family will enjoy rather than separate foods "for kids" and "for adults." When the whole family eats the same healthy foods, the kids naturally grow up with a predisposition to eating nutritiously.

* * *

Dear Susan,

With the new school year upon us, I'm looking for quick, easy AND healthy lunch options. I've seen pre-packed foods called "Lunchables," "Uncrustables" and the like, and am wondering if these are good choices relative to nutrition?

Dear Curious,

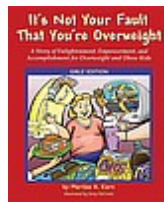
Lunchables, for the most part, are high in fat and sugar, and low in nutrition. Most of them consist of bite-sized portions of foods kids like to eat - crackers, cheese, lunchmeat, mini-pizzas, hot dogs, burgers and tacos, and "juice drinks." They're high in sodium, full of preservatives and most contain a generous portion of saturated fat. Many of these packages also contain candy or cookies and other sugary and fatty treats. Some of these pre-packaged lunches are labeled as "Sensible Solutions" and may be somewhat lower in fat and sodium than the original, but I feel they are far too expensive for the small amount of nutrition and convenience they provide.

Uncrustables, too, have a litany of preservatives as well as high fructose corn syrup, among other ingredients, contributing to the 10 grams of dietary sugar per serving.

Parents who do not want to teach their kids that eating junk for lunch is OK should make their own lunch packs, even in advance for added convenience, that contains whole grain bread, pita, tortilla wraps or crackers, lean (and possibly even low sodium) turkey breast or ham, and maybe some baked chips or, even better, whole wheat pretzels. For the sweet finish, any fresh fruit will do - squeeze a bit of lemon on apple slices to keep from turning brown. And, since eating well is about moderation and not deprivation, one day a week add one dark Hershey chocolate kiss. Pack all of these items in a fun plastic container decorated with stickers, and viola! Lunchables with love!

Susan L. Burke, M.S., R.D., L.D., CDE, is a member of Healthy Kids' Catalog Advisory Board. "Susan Says" questions on child nutrition can be submitted to her via email at SusanSays@earthlink.net, or via USPS at 10755 Scripps Poway Parkway, Suite 508, San Diego, CA 92131. Want to reprint this column, or any other content from this newsletter? [Click here](#) for permission.

*****NEWS FLASH*****



**West Virginia's Kanawha County Public Library Integrates
'Novel' Obesity-Related Fictional Children's Book into its Inventory**

County's public library purchases almost two-dozen copies of *"Its Not Your Fault That You're Overweight - A Story of Enlightenment, Empowerment and Accomplishment for Overweight and Obese Kids"* - an award-winning fictional children's story to help kids get, and stay, on a healthy track

[Click here](#) to read the full story

Did You Know?

Fast Food Establishments and Casual Dining Restaurants Are, Once Again, Promoting Super-Sized Food Portions

Don't let your guard down. Just when we thought our nation's food chains were appropriately responding to America's obesity crisis, a recent *New York Times* report cited a number of restaurants now hoping to appeal to consumers with "indulgent" offerings." Burger King's "BK Stacker," Denny's "Extreme Grand Slam Breakfast" and Hardees & Carl's Junior's "Thickburger" were showcased as representative examples Of this ominous reverse trend.

* * * * *

Study Findings Shed New Light

A team of dietitians and nutritionists from the University of California have found that healthy "household eating rules" emerged as one of "the most consistently supported correlates" of fruit and vegetable and fat intake among adolescents. Parents can provide a healthful food environment, at least at home, by making sure healthy food choices are consistently available and promoted. The study also found that peer influences do not have much effect on teen diets.

SOURCE: *Journal of the American Dietetic Association*, June 2006

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Recently released findings from another new study conducted by a pediatric neurologist at Cincinnati Children's Hospital Medical Center suggests that weight or body mass index (BMI) may be associated with migraines in children. One researcher noted, "Obesity may be due to, or cause, poor diet and exercise habits and sleep disturbance from apnea, all of which contribute to triggering migraines. On the other hand, frequent migraines may contribute to overweight by making it more difficult to keep a regular schedule and exercise."

Source: Hershey AD et al "Obesity in the Pediatric Headache Population: A Multi-center Study." Abstract S151 presented June 24, 2006

*** ARTICLE: WEIGHT-WISE HOLIDAY GIFTING ***

Healthy Holiday Gifts Give Kids a New Lease on Life

Yes, we know it's only the top of September and we've just gotten back to school. But, the holidays will be here before you know it and gift-givers everywhere will be pondering what they can possibly get for that child who seemingly has it all: every video game, electronic gadget, hardware device, action figure, board game, music CD, movie DVD, and piece of computer software a kid can hope for.

Rather than more of the "same ol', same ol'," this year merry makers have a new and entirely meaningful weapon in their gifting arsenal: [Healthy Kids' Catalog](#). Gift givers can relish in the knowledge that the fun and exciting present that delighted the young recipient will also foster their health and well-being.

With the incidence of childhood obesity rising throughout the U.S. at a staggering rate, [Healthy Kids' Catalog](#) offers holiday shoppers a wonderful alternative to traditional, "been there done that" gift giving, and makes the gesture far more meaningful. Prevention is equally as important as intervention, so kids of all shapes and sizes will benefit from our selection of weight-wise lifestyle solutions.

[Healthy Kids' Catalog](#) offers scores of fun, health-promoting products at every price point. Consider these great gift ideas for any occasion:

- [Food Group Bingo](#) - Good nutrition is serious business, but learning about it is fun with this new twist on this timeless game - \$8.95
- [Patent-Pending EZ-Rope™ Deluxe](#) - "The Rope Without the Middle" that makes jumping rope fun, safe and achievable for kids at every fitness level - \$14.99
- [Air Kicks™](#) - Family fitness reaches new heights with these "way cool" Anti-Gravity Boots – \$119.99

- [Flowboard](#) - Kids will love land-surfing or land-snowboarding their way to good health on this unique adaptation of a standard skateboard - \$89.99-\$109.99
- [Hip Hop For Kids](#) – A video that leads kids through a fun 30-minute Hip Hop workout - \$19.95
- [GamerCycle™](#) - Stationary bicycle that converts the completely sedentary activity of playing home video games into a calorie-burning, aerobic activity - \$299.00
- [Healthy Habits Game](#) – Innovative game where the young players “are” the game pieces, requiring them to move around as the game progresses - \$39.95
- [Super Junior Boxing Set](#) (bag and gloves) - A unique and exciting way for children to tone multiple muscle groups like the pro's do! - \$23.99
- [Hop Ball](#) - Helps children 9 and up bounce their way to improved body coordination, balance, and lymph circulation - \$34.99
- [Xtra Fielder](#) - A complete backyard baseball net system that lures kids outdoors to play - \$49.95-\$69.95
- [Junior Jumper Water Trampoline](#) - This unique trampoline that lets kids truly “walk on water” offers hour after hour of fitness fun for the entire family - \$99.95
- [Pogo Stick](#) - A tried and true classic offering an array of health benefits - \$15.00
- [SO MUCH MORE!](#)

[Click here](#) to get a jump start on your holiday shopping now!

*** ARTICLE: PRE-PACKAGED LUNCH FOODS: YES OR NO? ***

Pre-Packaged Diamonds in the Rough

Whole Grain is Gold!

Eating well is not about deprivation - particularly when it comes to children. Once in a while, it's okay for your child to indulge in that pre-packed chocolate chip cookie or other snack food...in moderation! When it comes to good nutrition, fresh is best! Pre-packaged foods "can," however, fit into a healthy lifestyle - it's just a matter of finding those that "fit the bill."

Three cheers for Nabisco who is at the forefront of the whole grain "movement." Nabisco Chips Ahoy are now available in a 100% whole grain variety. Nabisco also offers 100% Whole Grain Fig Newton Chewy Cookies and Wheat Thins Baked Snack Crackers - all great selections to foster a weight-wise child.

By the Numbers

If you are a calorie conscious parent and would like to keep the "math" well in range each day, some of the many pre-packaged "100 calorie" packs will assure your child remains calorie- controlled. The 100 calorie packs of the Nabisco Wheat Thins Chips Minis Multi-Grain, Snyder's Pretzel Snaps or Sticks, and the Honey Maid Cinnamon Thin Crisps are among the best of the lot. For more healthy snack on the go, try cereal bars...at any time of day! Natures Choice Cereal Bars in the Low Fat Very Cherry flavor and Kellogg's All-Bran Honey Oat Fiber Bars will suit a kid's pallet. Look for others with whole grain as the first listed ingredient, such as Quaker Chewy Granola Bars.

*** THIS MONTH'S HOT BUYS ***

From Our [Exercise Tools](#) Category



[The Entertrainer™](#)

Power your kid's TV, stereo, video game display with exercise!

\$139.95



AIR KICKS™

Family Fitness Reaches New Heights with these Anti-Gravity Boots

Orig. Price: ~~\$129.99~~

Sale Price: \$119.99



KICKAROOS™

Fitness has never been so fun. Let your kids 6+ take a heart-healthy walk on the moon!

Orig. Price: ~~\$99.00~~

Sale Price: \$89.00



Standard ReboundAIR™

"These are the highest quality mini trampolines you'll find and will last you a lifetime." - Exercise-Equipment-Review.com

Orig. Price: ~~\$189.99~~

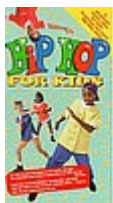
Sale Price: \$139.99



Hip Hop For Kids Pop, Lock and Break! - 60-minute DVD for Ages 12+

Get in shape and have fun with this funky dance DVD/CD!

\$23.99



Hip Hop For Kids - 30-minute DVD for Ages 6-13

Get in shape and have fun with this funky dance DVD/CD!

\$19.95



KidSport® Super Circuit Video

An in-home cardio/strength circuit class great for the entire family!

\$14.95



GamerCycle™

A middle ground! Turns the completely sedentary activity of playing home video games into a calorie-burning, aerobic activity!

\$299.00



GAIAM On the Ball Kit for Ages 3-6

The first fitness ball set created just for kids!

\$16.99



[Gaiam Kids Yoga Play Kit for ages 3 - 6](#)

Kids can enjoy the health benefits of Yoga, too! Parents' Choice "Recommended" Award Winner!

\$16.99



[Deluxe Jump Kit: Advanced jumpers ages 11+](#)

Advanced jump rope fitness program with EZ-Rope Deluxe, EZ-Music and manual

\$54.99



[Dig-Jump Skipping Rope](#)

\$9.99

"Where the determination is, the way can be found."

- George S. Clason

Do you know of an inspirational quotation or a sound kids' lifestyle product that would be a valuable addition to Healthy Kids' Catalog?

Be Sure To [Let Us Know!](#)

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