

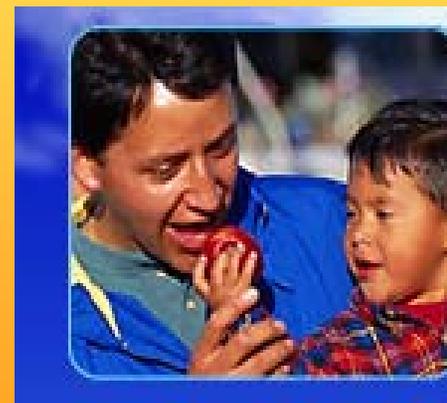
Do family meals matter?



Picture courtesy of Purdue University Center for Families' Promoting Family Meals Project:
www.cfs.purdue.edu/CFF/promotingfamilymeals

Improved nutrition:

- ↑ fruits and vegetables
- ↑ grains
- ↑ calcium-rich foods
- ↑ protein
- ↑ iron
- ↑ fiber
- ↑ vitamins
- ↓ soft drinks and snacks



Neumark-Sztainer, JADA (103), 2003

Slide courtesy of Purdue University Center for Families' Promoting Family Meals Project:
www.cfs.purdue.edu/CFF/promotingfamilymeals

Communication

- Oprah Winfrey “Family Dinner Experiment” 1993
- Nutrition Education Network of Washington
 - Focus groups w/ low-income program participants
 1. Primary benefit: strengthening the family
 2. Provide opportunities for communication and building relationships



Better adjustment

Harvard: studied 65 children over 8 years

- What activities most fostered healthy child development?
- Play, Story time, Events w/ Family Members, other factors?
- Family Dinners won



Fewer behavioral problems:

- 5 meals/week →
↓ drugs, depression,
trouble



(B. Bowden, Cincinnati Children's Hospital)

Resources

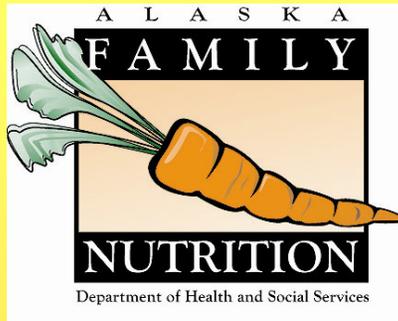
Eat Better Eat Together

- WA State Dairy Council
 - www.eatsmart.org
- WA State WIC Office
 - <http://www.depts.washington.edu/vitalwic/family.htm#english>
- WA State University
 - <http://nutrition.wsu.edu/ebet/index.html>

CASA Family Day

- www.casafamilyday.org





What is our key message?

What would help Alaska WIC families eat better?



Family Meals & Breastfeeding

*The Heart of
Good Eating*



1st opportunity for good eating

- **Breastfeeding!**
 - Self-regulated intake
 - Variety of tastes, flavors
 - Bond w/ Mom



(Photo courtesy Mommy-place.com)

Benefits of *Breastfeeding* in message

- WIC... who better?
- Opportunity to promote duration
- Exclusivity message
- Opportunity for message to ALL populations



Goals of WABA... *2005 campaign*

1. Value of continuing to breastfeed children to 2 years or beyond.
2. Raise awareness of the risks and costs of introducing other foods and drinks to breastfed babies before 6 months, thereby strengthening support for 6 months exclusive breastfeeding.
3. Up-date information and ideas about the kinds of other foods and drinks needed by older breastfed babies and young children after 6 months.
4. Share ideas for making complementary feeding easier, healthier and a time for learning and love



Duration, duration, duration...

Infants who are only fed breast milk the first 6 months have **best start** to healthy eating.

Continue to breastfeed 12 months or longer, up to baby's 2nd birthday is best



Complementary Foods

Starting solids... *at the family table*

- Appropriate foods
- Nutrition needs
- Stages of development



Photo: toddlerstoday.com

Older baby
5-9 months

Almost toddler
7-15 months

- Core tasks:
 - Give baby many chances to like new food
 - Have family meals the child is working toward joining

- Core tasks:
 - Include the child at family meals
 - Give attention but not all the attention

Ellyn Satter; Secrets to Feeding a Healthy Family. 2004



Toddler 11-15 months

Preschooler 2-3 years

Core tasks:

- Have family meals; scheduled snacks
- Eat with the child
- Teach the child to behave at mealtime
- No short order cooks

• Core tasks:

- Maintain structure of meals and snacks
- Do not force, reward, shame
- Parent's eat with a child; not just feed
- Make mealtimes pleasant

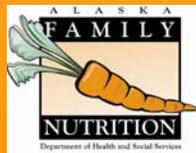
Ellyn Satter; Secrets to Feeding a Healthy Family. 2004



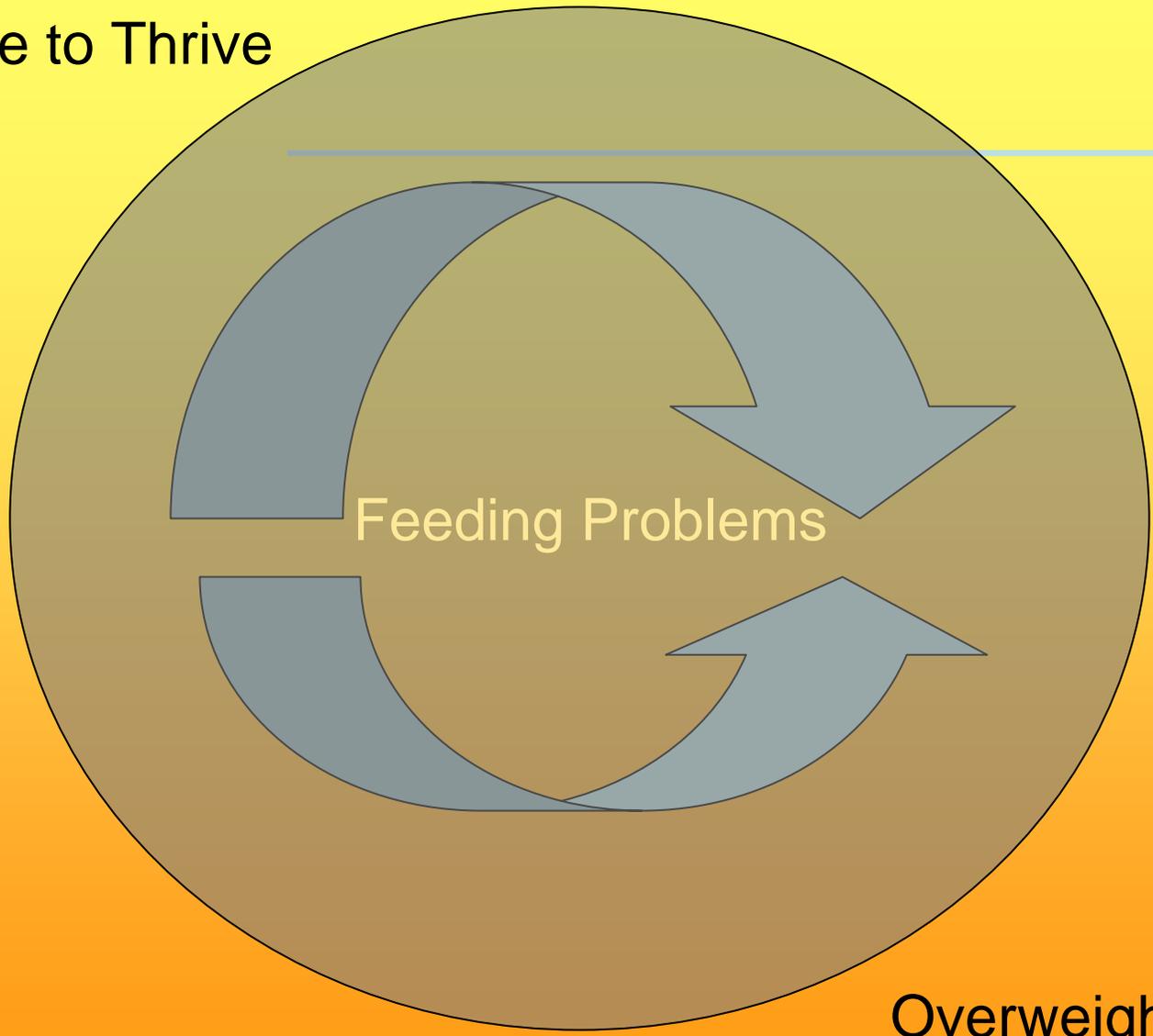
Ellyn Satter

- Division of responsibility...
 - Parent: What, when, where
 - Child: How much, whether

*Today's crisis is **not** child overweight ... It is a crisis of feeding and parenting.*



Failure to Thrive



Overweight / Obesity



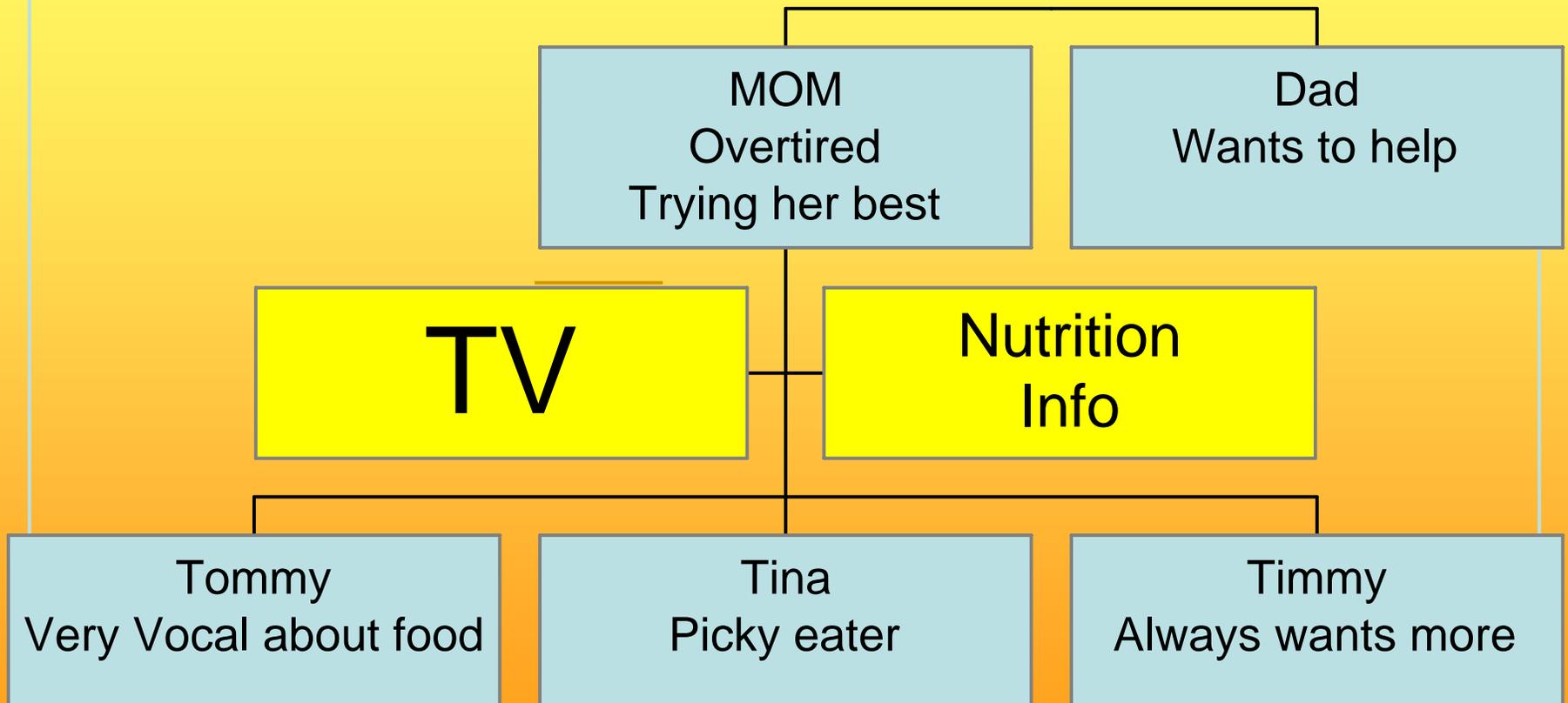
*The hand that feeds us is
in some danger of being
bitten.*

RALPH WALDO EMERSON



Support for Mom as primary family “feeder”

Possible scenario at family table..



Can family meals be harmful?

- Controlling & dysfunctional parents
- Studies relate early mealtime experiences to bulimia nervosa. Girls reported:
 - Controlling conversation
 - “Clean their plate”
 - Food used as punishment or manipulation

*Miller, DA, K McClusky-Fawcett and LM Irving.
"Correlates of Bulimia Nervosa: Early Family Mealtime Experiences."
Adolescence. 28(111):621-635. Fall 1993.*



The future of family meals...

Obstacles to overcome:

- Conflicting schedules
- No time to cook
- Don't know how to cook
- Would rather watch television



Between-meal snacking?

- Scheduled Snacks vs. Grazing
- Families who have difficulty focusing on each other are more likely to be “grazers”
 - Grazing is for cows... *per Nick @ Nite!*
- Mindful Eating; Mindful Living



Theme Development... *ongoing*

FM & BF (Family Meals & Breastfeeding)

- 2005: Announced FM & BF Theme Concept
- 2006: FM&BF key messages developed; borrowed resources from existing programs with similar messages
- 2007: FNP to develop FM & BF artwork, graphics & resources (brochures)
 - FM & BF Incentive ideas ??



How to use FNP theme:

Family Meals & Breastfeeding

*The Heart of
Good Eating*

- Discussion Points
- Open-ended questions
- Goal setting
- Referrals for additional information
- Handouts for Reinforcement

Family Meals & Breastfeeding

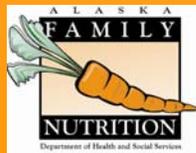
Discussion points

- **Infants who are only fed breast milk the first 6 months have the best start to healthy eating..**
- **Young children fed at the family table have better eating, self-feeding, and language skills.**
- **Family meals help communication and build relationships.**
- **Family meals help children eat better.**



Questions To Ask

- What benefits do you see if you breastfeed your baby longer?
- What meals or meal times does your family already eat together?
- What vegetables does your family eat and enjoy?



Setting Goals

- 1. I will only feed breast milk to my baby for the first 6 months.**
- 2. We will eat together dinner together on Sunday night.**
- 3. We will make two vegetables for dinner this week, one new and one favorite vegetable dish.**



Think about the possibilities!

- Expanding the Theme w/ **Same** Key Message
 - Breastfeeding Duration
 - Medical Formulas
 - Food / Formula safety
 - Starting Solids
 - Recipes
 - Cooking w/ Kids
 - Specific Nutrient Information
 - Low budget meals



Mindful Eating, Mindful Living .
9th annual Women's Health Forum; Juneau AK

