

Early Childhood Obesity Prevention Messages

Colorado Department of Public Health and Environment, 2013

Healthy eating and staying active while you are pregnant matters for you and your baby's health.

Target: pregnant women

Supporting points:

Gaining just the right amount of weight during pregnancy will make it easier to lose weight after your baby is born and reduces risk of disease later in life for you and your baby.

Eating well during pregnancy helps you maintain a healthy weight and gives your baby nutrients to grow and develop.

- Choose a variety of different colored fruits and vegetables for meals and snacks.
- Stay hydrated! Drink 8 glasses of water each day.
- Pick whole grains with the words “whole wheat”, “whole grain”, or “100% whole” on the label.
- Choose fat-free or low-fat milk and milk products, such as yogurt, cheese, or fortified soy beverages.
- Eat lean sources of protein such as chicken, turkey, cooked beans, and fish.

Staying active during pregnancy is good for your muscles and your heart.

- 30 minutes of walking each day is healthy during pregnancy. 10 minutes at a time is fine!
- Enjoy an active routine with family members or friends by taking walks in the neighborhood or to a nearby park.
- Talk to your healthcare provider before starting any exercise plan.

Give yourself and your baby all the benefits of breastfeeding.

Doctors recommend:

- For the first 6 months, feed your baby *only* breast milk, even if it is offered by bottle.
- Aim to continue breastfeeding while offering solid foods until your baby is at least 1 year old or older.

Target: pregnant women & mothers

Supporting points:

Breastfeeding longer has benefits to last a lifetime.

For you:

Studies show breastfeeding longer reduces your risk of ovarian and breast cancers.

For your baby:

Studies show breastfeeding longer reduces your baby's risk of childhood obesity, diabetes, ear infections and respiratory illnesses. Offering formula reduces the health benefits of breastfeeding.

How can you meet your breastfeeding goals?

- Find a friend who will be a good support person.
- Know your rights as a nursing mother. Colorado law states that a mother may breastfeed in any place she has a right to be. Laws also protect rights of nursing mothers in the workplace.
- If you are having difficulty breastfeeding talk to your healthcare provider or a staff member at the hospital where you delivered your baby.
- Your community may have breastfeeding resources and support programs. A local hospital, health department or WIC clinic can help you find them.
- Visit www.cobfc.org to find resources near you.

Rethink your drink - choose water!

Extra calories from sugar sweetened beverages may lead to weight gain.

Target: pregnant women, mothers, fathers, grandparents, & other caregivers

Supporting points:

- Water is refreshing, calorie-free, cheap and readily available.
- Add a slice of lemon, lime, cucumber or ginger root for flavor.
- How much water you need depends on your size and activity level. Larger, more active people need more fluids. Drink enough for your urine to be mostly colorless and odor-free.

Trust your baby to know how much he needs to eat.

Your baby will show you signals of hunger and fullness, and will trust you to respond.

Target: Mothers, fathers, grandparents, & other caregivers

Supporting points:

- Hold your baby during feedings and make eye contact.
- When your baby is hungry, he might make suckling sounds, suck on his fist, or move his head toward food.
- When your baby is full, he might seal his lips together, turn his head away, spit out the nipple or pay more attention to surroundings.

Give your child nutritious food and active play for a healthy future.

Target: Mothers, fathers, grandparents, & other caregivers

Supporting points:

- Offer your family healthy foods for meals and snacks. Let your child choose how much to eat.
- Your child learns from watching you. Enjoy fruits and vegetables and your child will too!
- Serve low-fat or fat free milk to children ages two and older.
- Reward your child with love, time and attention rather than sweets.
- Dance, walk and explore the outdoors with your child.

There's no power like Parent Power! Eat well and move more to care for yourself and your family.

Target: Mothers & fathers (primarily mothers during the period between pregnancies, planned or unplanned)

Supporting points:

- Your child learns by watching you. Take frequent walks and eat plenty of fruits and vegetables, and your child will too.
- Good choices today can improve your overall wellness and prevent illness and disease later in life.
- Healthy choices today can even improve the health of your next child.