



NUTRITION NEWS!

Wallingford-Swarthmore
School District
Grade Five
Spring
Volume 1, Issue 3

Elementary Nutrition Education Newsletter

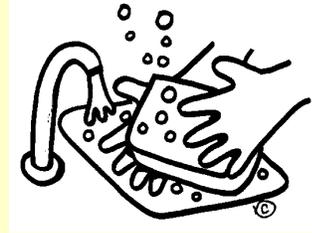


Fast Food FACTS

Fast food marketing is relentless.

- The fast food industry spent more than \$4.2 billion in 2009 on TV, radio, magazines, and outdoor advertising, as well as other media.
 - The average preschooler (2-5 years old) saw 2.8 TV ads for fast food *every day* in 2009, children (6-11 years old) saw 3.5 and teens (12-17 years old) saw 4.7.
 - Young people's exposure to fast food TV ads has increased. Compared to 2003, preschoolers viewed 21% more fast food ads in 2009, children viewed 34% more and teens viewed 39% more.
 - McDonald's and Burger King have pledged to improve food marketing to children. However, both restaurants increased their volume of TV advertising from 2007 to 2009.
 - Compared to 2007, preschoolers saw 21% more ads for McDonald's and 9% more for Burger King. Children viewed 26% more ads for McDonald's and 10% more for Burger King.
 - Although McDonald's and Burger King only showed their "better-for-you" foods in child-targeted marketing, their ads did not encourage consumption of these healthier choices. Instead, child-targeted ads focused on toy giveaways and building brand loyalty.
 - Children saw more than just child-targeted ads. More than 60% of fast food ads viewed by preschoolers and children promoted fast food items other than kids' meals and promotions.
- As a result,
- At McDonald's, Burger King and Wendy's, approximately two-thirds of parents who ordered a kids' meal for their child ordered french fries and one-third to one-half ordered a soft drink. In contrast, two-thirds of parents ordered fruit or yogurt and juice or plain milk with a kids' meal at Subway.
 - Parents of elementary school-age children were more likely to order a combo meal or dollar/value menu items for their child than a kids' meal.
 - Teens between the ages of 13 and 18 ordered 800 to 1,100 calories in an average fast food visit. This age group ordered many of the highest-calorie, nutrient-poor items on fast food menus, including large and extra-large french fries and soft drinks and large-sized burgers.
 - Teens were also more likely to visit a fast food restaurant for an afternoon or evening snack compared to any other age group and they purchased the most desserts, breads and sweet breads.
 - At least 30% of the calories in menu items ordered by children and teens were from sugar and saturated fat. At most restaurants, young people ordered at least half of their maximum daily recommended sodium intake in just one fast food meal.

Fighting Food Poisoning – One of the Most Important Things You Can Do



What is one of the most important thing you can do to fight food poisoning? Here are a few hints:

- It takes only 20 seconds (if you do it the right way).
- It requires only 3 ingredients.
- Anyone can do it, even very young children.

The answer is **Wash Your Hands**. Over and over again, studies have shown that handwashing is one of the most effective ways to prevent the spread of many types of infection and illness—including foodborne illness.

Wash Your Hands The Right Way

When you wash your hands the right way, it takes only 20 seconds and requires only three ingredients: running water, soap, and something to dry your hands (a clean towel or air).

Here's how to do it:

- Wet your hands with clean running water (warm or cold) and apply soap.
- Rub your hands together to make a lather and scrub them well. Be sure to scrub the backs of your hands, between your fingers and under your nails.
- Continue rubbing your hands for at least 20 seconds. Need a timer? Hum the "Happy Birthday" song from beginning to end twice.
- Rinse your hands well under running water.
- Dry your hands using a clean towel or air dry.

And here's when to do it:

- Before, during, and after preparing food
- Before eating food
- After using the toilet
- After changing diapers or cleaning up a child who has used the toilet
- Before and after caring for someone who is sick
- After blowing your nose, coughing, or sneezing
- After touching an animal or animal waste
- After touching garbage
- Before and after treating a cut or wound

What about hand sanitizers?

Washing hands with soap and water is the best way to reduce the number of germs on them. But, if soap and water are not available, use a hand sanitizer.

Important: Hand sanitizers are not effective if your hands are visibly dirty.

Alcohol-based hand sanitizers can quickly reduce the number of germs on hands in some situations, but sanitizers do **not** eliminate all types of germs.

Always use an alcohol-based hand sanitizer that contains at least 60% alcohol. Here's how to use hand sanitizer properly:

1. Apply the product to the palm of one hand.
2. Rub your hands together.
3. Rub the product over all surfaces of your hands and fingers until your hands are dry.