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EAT RIGHT MONTANA

A coalition promoting healthy eating and active lifestyles

August, 2006

Dear Colleagues:

Welcome to the seventh issue of Eat Right Montana's 2006 Healthy Families Campaign. As the summer winds down and school is about to begin, our focus for the month turns to both active living for children and the bounty of impending harvests.

This month's press release and *Eat Local* handout focus on whole grains as part of a healthy and delicious diet. The definition of whole grain along with health benefits and tips for increasing consumption are all included on the *Eat Local* handout. The press release further explores the topic of whole grains through an interview with a local baker/business owner.

The *Play Local* handout addresses the topic of active living outdoors for children. Great concern has arisen in recent years as children are spending more of their leisure time with electronics and less playing outside. In this month's handout, we'll explore this topic and discover tips for helping kids be active outside.

Eat Right Montana is a non-profit organization dedicated to the promotion of healthful eating and active lifestyles. New members to this organization are always welcome and may contact one of the individuals listed below for membership information.

As always, your feedback is important to us; please let us know what you think. For a complete archive of past Healthy Families packets, go to:

www.montanadieticassociation.org/promo.html

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Physical Activity



Stay Active with Kids in Local, Natural Surroundings

Journalist Richard Louv recently coined the phrase “Nature Deficit Disorder” to describe the increasing alienation from the natural world being experienced by so many children living in today’s electronic age. Disorder or not, too much time spent in front of the TV, computer or video games and not enough time being physically active outdoors can have negative physical and mental implications for children and teens. Below you’ll find information on helping children get back outside and enjoy being physically active in the natural world around them.

Health Benefits of Active Living for Children

It is “old news” that being physically active is a key element in living a longer and healthier life. However, in recent years, so much more has been discovered about the benefits of active living, such as:

- Reduces stress
- Improves self-esteem and feelings of well-being
- Helps build and maintain bones, muscles and joints
- Builds endurance and muscle strength
- Enhances flexibility and posture
- Helps manage weight
- Reduces feelings of depression and anxiety
- Enhances academic performance

*“When I see birches bend to left and right...
I like to think some boy’s been swinging them.”
- Robert Frost*



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Physical Activity



Tips for Motivating Kids to Be Active

- Make the activity fun! The main reason that children take part in physical activity is enjoyment.
- Take change one step at a time. Make small changes toward an active lifestyle such as taking a 10-minute activity break while doing homework, watching TV, or playing computer or video games.
- Become a role model! If the whole family is involved in activity, the children will become more physically active. Take a family walk or bike ride – what a great way to spend quality time together.
- Research activities in your community or school. Many team, club and intramural opportunities exist for children.
- Make the goal one of discovery, not fitness. Measure your milestones by the number of new trails discovered, not pounds lost.

Parents Can Help: Get Involved in Community Change!

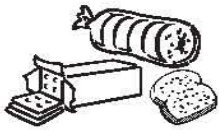
- Find out if there is a "Safe Routes to School" organization in your community and get involved. This national program is dedicated to setting up an environment where kids can walk or bike to school safely. The national Safe Routes to School website may be found at: <http://safety.fhwa.dot.gov/saferoutes/>
- Volunteer to be involved with the School Wellness Committee at your child's school. This group will carry out activities that support the school's policies regarding provision of ample opportunity for physical activity and healthy eating.



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Healthy Eating



Delicious Whole Grains

Whole Grain vs. Refined Grain vs. Enriched Grain

Whole Grain: Contains all edible parts of the grain as it was when it was harvested from the farmer's field. The bran, the germ and the endosperm all remain.

Refined Grain: Grain has been milled and the bran and the germ removed. By removing the bran and germ the B-vitamins, iron and fiber are also removed.

Enriched Grain: B-vitamins (thiamin, riboflavin, niacin and folic acid) are added back to the refined grain. No fiber is added back.

Whole Grains! Chock Full of Nutrients

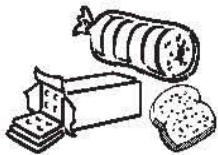
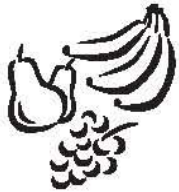
Not only are whole grains delicious, they are a terrific source of many essential nutrients including:

- Dietary fiber
- B-vitamins
- Vitamin E
- Magnesium
- Iron
- Disease fighting phytochemicals

Health Benefits of Whole Grains

- Protect against heart disease
- Lower total and LDL (bad) cholesterol
- Reduce the risk for developing many types of cancer
- Lower the risk for strokes
- Lower the risk for developing type 2 diabetes
- Improve gut health
- Lower risk of becoming obese

Healthy Eating



How Much Whole Grain is Recommended?

- Based upon the health benefits associated with whole grains, a minimum of 3 servings (3 ounces = 1 serving) per day or at least half of your grain servings is recommended.
- Currently only 7% of the population is reaching this goal.

Identifying Whole Grains in the Store

Packaging and appearance can be deceiving when it comes to identifying whole grain products. Some tips are:

- Look for the word "whole" or "whole grain" as the FIRST ingredient on the ingredient list.
 - Ingredients are listed in order of greatest to least quantity by weight in the product.
- Dark color is not a failsafe indicator that the product is whole grain.
- Words such as "multigrain" or "stoneground" are not indicators of a whole grain product.

Tips to Increase Your Whole Grain Intake

- Start your day with a whole grain breakfast cereal.
- Switch from white bread to whole grain bread.
- Use brown rice instead of white rice.
- When baking, substitute whole wheat flour for half of the white flour.
- For snacks, try popcorn, brown rice cakes or yogurt parfaits made with low-fat granola (whole oats).
- Add rolled oats to homemade cookie batter.

For more information on whole grains and health, visit the following websites:

Whole Grains Council

<http://www.wholegrainscouncil.org/>

2005 Dietary Guidelines for Americans

<http://www.healthierus.gov/dietaryguidelines/>



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FOR IMMEDIATE RELEASE

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MT Department of Public Health & Human Services

EAT LOCAL, PLAY LOCAL, LIVE HEALTHY

Celebrating Healthy Families 2006

· **What's Up with Whole Grains?**

Whole grains are catching on as health experts recognize the many benefits of these foods and consumers are responding by demanding more whole grain options at the store. In fact, the release of the 2005 Dietary Guidelines for Americans marks the first time the federal government has provided specific recommendations relative to whole grains – consume at least 3 servings of whole grains per day.

Many different grains, including wheat, corn, rice, oats, barley, quinoa, sorghum, spelt and rye, can be consumed in their “whole grain” form. This “whole grain” designation simply means that the grain (or seed) has retained all of the components it had when it was harvested from the farmer’s field. The whole grain is made up of three key parts, the bran, the germ and the endosperm – each of which has important nutritional characteristics.

The health benefits of consuming whole grains are many. Whole grains are known to be rich sources of fiber, B-vitamins, magnesium, iron, vitamin E and other antioxidants. Research has shown that adequate consumption of nutrient rich whole grains may reduce the risk for many chronic diseases including heart disease, stroke, cancer, diabetes and obesity.

The Great Harvest Bread Company (190 franchises nationwide) is an organization that refers to itself as the “Whole Grain Headquarters” and has long recognized the positive attributes of whole grains. “Whole grains make a superior product in all ways – taste, freshness and nutrition,” states Erik Yager, owner of the Great Harvest Bread Company in Bozeman, Montana.

“Our company has been baking delicious, whole-grain products for 30 years based upon the superior baking performance and taste. Now there is all of the research that shows the health benefits of whole grains – what a lovely bonus,” Yager added.

The source of wheat for the Great Harvest Bread Company is Montana’s golden triangle region. “Our company has a relationship with the farmers – we have farm to table traceability built into the business,” Yager comments.

As far as customer demand for whole grain product, Yager smiles when he ponders the question regarding sales. “People may buy a whole grain product for the first time because they have heard it is so good for them. They come back again because it tastes so good.”