

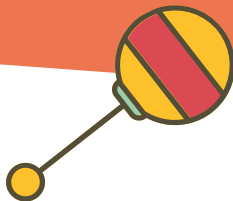


Building a Foundation for Healthy Active Living:

A Focus on Early Infant Feeding
& Obesity Prevention



American Academy of Pediatrics
Institute for Healthy
Childhood Weight
WHERE LIFELONG RESULTS BEGIN



INTRODUCTION

There is a growing body of evidence that the foundation of a person's lifelong health—including his or her predisposition to obesity and other chronic diseases—is largely set in utero and during a child's early years.

- Pregnancy is a critical period when the mother's health and habits, including rate of weight gain, diet quality and level of activity, affect the prenatal environment and the developing fetus' health and potential growth trajectory.
- Early infancy is also a critically important time when young children develop an understanding of hunger and satiety, establish food preference, build motor skills and capacities, and establish sleep, activity, and snacking patterns.

This window from pregnancy through age 5 provides a unique time to influence the current and future health of children, and of their mother. Pediatricians and those who interact regularly with families of young children are in a unique position to support families in establishing healthy habits from the start. As such, the American Academy of Pediatrics Institute for Healthy Childhood Weight (Institute) have developed evidence-informed resources to help pediatricians, public health professionals, and other providers improve their patient care, engage families in healthy active living. This compendium of resources includes provider education modules to support clinical care and anticipatory guidance, as well as consumer-focused, multimedia assets such as videos and infographics designed to increase awareness about key behaviors that support healthy growth and development.



Clinical Resources: Tools for Your Practice

Building a Foundation for Healthy Active Living: The Role of the Pediatric Primary Care Provider.

This suite includes a series of 15 self-paced modules to support pediatric health care providers in their clinical care and anticipatory guidance on critical early feeding and obesity prevention topics. The modules are available at www.aap.org/EarlyFeedingHALF.

Through the exploration of these modules, learners will be able to gain a deeper understanding of the latest evidence, parent perspective, cultural considerations and opportunities to improve care. Learners will also have the opportunity to earn CME and MOC Part 2 credit.

In the 2017 AAP Pediatrician Survey of Fellows #96, a majority of pediatricians indicated a desire for more training on:

- Early nutrition and feeding
- Counseling children and families on healthy lifestyle behaviors
- Prevention of childhood obesity

These modules are designed to meet this need and accommodate the practicing pediatricians' busy schedule!

The American Academy of Pediatrics (AAP) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

The AAP designates this enduring material for a maximum of 4.0 *AMA PRA Category 1 Credit(s)*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Successful completion of this CME activity, which includes participation in the activity, with individual assessments of the participant and feedback to the participant, enables the participant to earn 4 MOC points in the American Board of Pediatrics' (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit participant completion information to ACCME for the purpose of granting ABP MOC credit.

BUILDING A FOUNDATION FOR HEALTHY ACTIVE LIVING EDUCATIONAL MODULES



Introductory Module

Appropriate Nutrition (a series of 5 mini- modules)

- *Breastfeeding*
- *Bottle Feeding*
- *Food Introduction*
- *Healthy Snacks*
- *Healthy Beverages*

Safe and Supportive Environment (a series of 5 mini-modules)

- *Physical Activity*
- *Screen Time*
- *Sleep*
- *Adverse Childhood Experiences*
- *Food Insecurity*

Stable and Responsive Relationships (a series of 4 mini-modules)

- *Parenting & Feeding Styles*
- *Hunger & Satiety*
- *Role Modeling & Routines*
- *Healthy Family*

EDUCATING AND ENGAGING FAMILIES THROUGH MEDIA

These materials were informed by parent focus group testing and incorporate critical health literacy principles!



To support pediatricians and other professionals in engaging families in healthy active living, several infographics, videos, and other assets are now available and can be used to improve awareness and knowledge among families around key behaviors during this critical window of early infancy and childhood. These resources have been designed so that providers can use them in their **clinic** or **community offices**, via **websites** and **social media**, or as **print outs** in one-on-one interactions. Some of the key topics covered in these materials include: early obesity prevention, responsive feeding, breastfeeding, and food introduction.

Pediatricians and other healthcare professionals have the option to utilize new videos, which are brief and engaging, featuring a mix of modern animation and live-action parent perspectives.

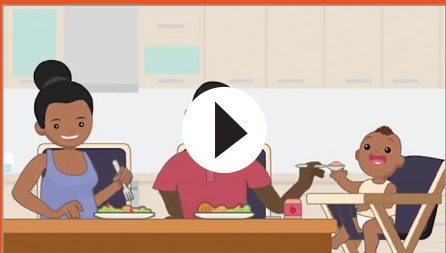
Healthy Habits for You and Your Baby: Responsive Feeding:

This video covers key tenants of responsive feeding including creating a positive feeding environment and understanding hunger and fullness cues.



Healthy Habits for Your Baby: Introducing Solid Foods:

This video covers when a baby is ready for solid foods, the importance of variety and what foods are good for baby.

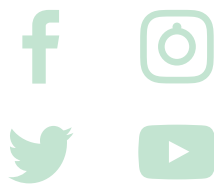


SOCIAL MEDIA ASSETS

INFOGRAPHICS:

A series of four distinct infographics were developed on the following topics:

- **early obesity prevention**
- **responsive feeding**
- **breastfeeding**
- **introduction of complementary foods**



The infographics are provided in electronic and print-friendly formats to allow providers and organizations to leverage them in multiple ways.

Responsive Feeding – Set Your Baby Up for Healthy Growth and Development!

Even if they can't talk yet, babies have all kinds of ways to tell you when they're hungry, and when they've had enough. When your child sends signals that she's hungry or full, it's important to respond promptly — and in a way that's warm and loving.

This is called "responsive feeding," and it's a great way to help your child get a healthy start in life. Think of it like this: you provide, your child decides.



What's so great about responsive feeding?

There are so many things! When you practice responsive feeding you can:

- Help your child develop healthy eating habits
- Lower your child's risk of becoming overweight as he gets older
- Help your child learn how to feed himself
- Make meal times easier
- Bond with your child

At first, feed your baby on demand. But as he grows older, you can start to build a routine. A regular feeding schedule makes it more likely that your child will be hungry at meal times.

Set yourself up for success.

Here's how to practice responsive feeding:

- Make sure your child is comfortable and minimize distractions
- Watch for your child's signs of hunger or fullness
- Respond to their cues promptly — for example, if your child seems full, let her stop eating
- Focus on being warm, nurturing, and affectionate during feeding time

Learn signs that your baby is hungry or full when he's breastfeeding or bottle feeding.

When your baby is **hungry**, he may:

- Move his hands to his mouth or put things in his mouth
- Root (turn his head toward anything that touches his face and open his mouth)
- Make sucking noises or motions
- Clench his fingers or fists over his chest and tummy
- Flex his arms and legs



When your baby is **full**, he may:

- Start and stop feeding often
- Unlatch often while breastfeeding
- Spit out or ignore the bottle or breast
- Slow down or fall asleep
- Fidget or get distracted easily
- Close his mouth or turn his head away when offered the breast or bottle



Why is responsive feeding important?

If you **don't** practice responsive feeding:

- You override your baby's own internal hunger and fullness cues
- Your child may develop unhealthy eating habits and be more likely to become overweight or obese later on
- You may affect your baby's ability to "self-regulate," or control, his eating and emotions

Here's what responsive feeding is **not**:

- You control the feeding experience, like encouraging your baby to finish a bottle even after he's pushed it away several times
- You're unsupportive, uninvolved, or distracted — like using your phone or watching TV during feeding time

Feeding a baby takes patience, and it's normal to feel frustrated at times. But try to remember that it's important to create a positive feeding experience. Ignoring your baby's hunger and fullness cues or making meal time stressful can lead to unhealthy habits.

Does crying mean my baby's hungry?

Babies cry for many reasons, and hunger is one of them. Over time, you may notice that your baby has a particular "hunger cry." But keep in mind that crying is usually a later cue — a baby who's crying because she's hungry probably showed other signs first.



Learn signs that your baby is hungry or full when she's eating solid foods.

When your baby is **hungry**, she may:

- Lean toward food and open her mouth
- Get excited when she sees food
- Focus on and follow food with her eyes



When your baby is **full**, she may:

- Spit out or push food away
- Fidget or get distracted easily
- Close her mouth when you offer food
- Turn her head away from food
- Play with her food



Remember, with responsive feeding: you provide, your child decides. This sets your baby up for healthy growth and development.



For more information, visit www.healthychildren.org/growinghealthy.

This product was developed by the American Academy of Pediatrics Institute for Healthy Childhood Weight. Development of this product was made possible through a grant from the Centers for Disease Control and Prevention.



SOCIAL MEDIA MESSAGING:

A Tweet Bank and a set of social media graphics on critical feeding practices and early obesity prevention are also available for you to use! These tools are ideal for platforms you use to engage with families, especially a practice page on social media or an education tab on your website.

Wow! 1 out of 3 toddlers does not consume a single fruit or veggie in a day.

Toddlers love to make their own choices, so let them decide between a fruit and a veggie for snack time.



www.healthychildren.org/growinghealthy



Yikes! 40% of toddlers consume sugar-sweetened beverages on any given day.

Milk and water are the healthiest beverage choices for young children.



www.healthychildren.org/growinghealthy



Babies make funny faces while they eat!

Don't let these faces fool you into thinking they don't like it — keep offering those healthy foods.



www.healthychildren.org/growinghealthy



Myth: All children will go through a picky eating stage.

You can make it less likely he will be picky by introducing your baby to a variety of flavors, colors, temperatures, and textures.



www.healthychildren.org/growinghealthy



Sample Tweets:

You provide, baby decides! Watch our video to learn how to recognize your child's hunger cues: [#ResponsiveFeeding](#)

Baby spitting out the bottle or breast? She may be saying, "I'm full!" Watch to learn more signs: [#ResponsiveFeeding](#)

Baby stealing food off your plate? He may be ready to eat solids! Watch our video for tips on starting solid foods.

Starting solid foods is all about exploring! Give your baby lots of colors, flavors, & textures to try.

Mealtimes stressing you out? It's normal to feel frustrated — but try to be patient while your baby tries new foods.



All resources can be accessed through the Building a Foundation for Healthy Active Living Portal available here: **www.aap.org/EarlyFeedingHALF**

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In addition to these resources, the Institute provides a collection of healthy, active living resources for families: **www.healthychildren.org/GrowingHealthy**



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