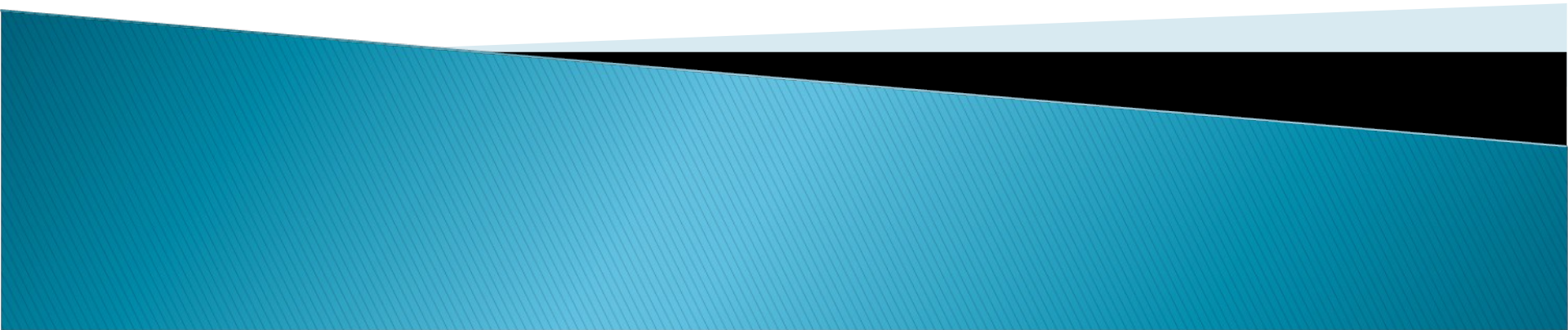


Výživové problémy dětského věku
Projekty prevence...



Zdravotní problémy dětského věku

- ▶ V minulosti – infekční choroby
- ▶ V současnosti – neinfekční choroby

Obsah

- ▶ U.S.A. – programy prevence:
 - Healthy People 2010
 - Healthy Eating Index
 - školní/mimoškolní projekty
- ▶ ČESKÁ REPUBLIKA
 - Zdraví 21
 - projekty SZÚ
 - Mléko do škol

Healthy people 2010: Understanding and Improving Health (www.healthypeople.gov)



▶ Hlavní cíle/oblasti zájmu:

- nedostatečný příjem Fe
- nadváha a obezita
- opožděný růst malých dětí (špatná výživa z důvodu nízkého finančního příjmu)
- vyšší příjem SFA (více jak 10 %) i celkově vyšší příjem tuků (nad 30 %)
- znalost doporučené denní dávky vápníku
- dostatečná pohybová aktivita
 - mírná: 30 minut více jak 5krát týdně
 - intenzivní: více jak 20 minut více jak 3krát týdně
- tělesná výchova ve škole

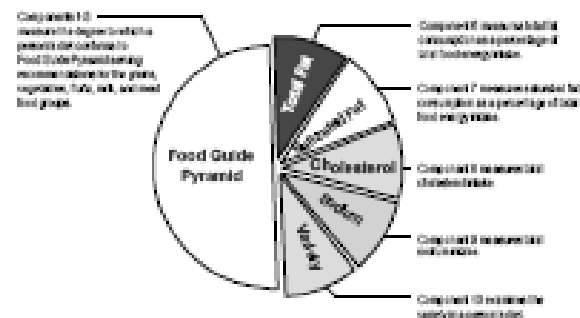
Healthy Eating Index

USDA: Center for nutrition Policy and promotion

(www.cnpp.usda.gov/healthyeatingindex.htm)

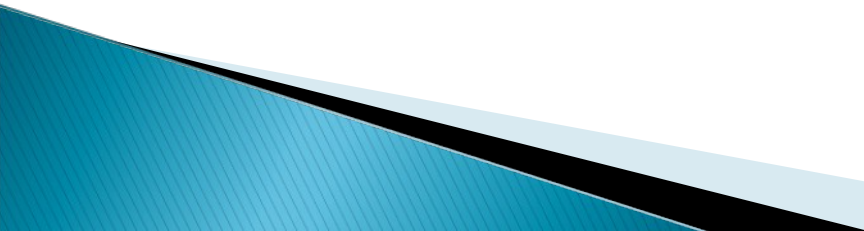
- ▶ Výskyt 10 složek stravy – specifické pro zdraví

Figure 1. Components of the Healthy Eating Index



- ▶ Závěry:
 - stav jídelníčku dětí z chudých rodin a jeho vývoj
 - neznalost doporučené denní dávky ovoce a zeleniny, masa
 - u všech nedostatečný příjem Mg, Zn, vitamínu A a E
 - dívky (14–18 let): 15 % má dostatečný příjem Ca a Mg, 50 % má dostatečný příjem Fe
 - nízký příjem mléka a vajec, vysoký příjem sýru a sušenek
- ▶ Problematika: „soft drinks“, „fast food“

Vzorce chování

- ▶ Rodiče/neúplná rodina/role matky
 - ▶ Stravování doma a venku (vliv věku)
 - ▶ Nespokojenost s fyzickým vzhledem a tělesnou konstitucí
 - ▶ Potřeba splynutí s vrstevníky
 - ▶ Příliš mnoho aktivit
 - ▶ Snídaně, školní stravování
 - ▶ Vliv médií (televize, internet, rádio, časopisy, hudba..)
- 

Výživové problémy:

- ▶ Nadváha a obezita
 - sociální stigmatizace (s kým se chci já kamarádit?)
- ▶ Nedostatečná výživa
 - bezdomovectví (v USA 11 milionů dětí bez domova, z toho 5,1 je mladší 6 let), drogy, alkohol
- ▶ Nedostatek Fe
 - problematika řešena hlavně díky fortifikaci
- ▶ Zubní kaz
- ▶ Vysoký krevní tlak
- ▶ Poruchy příjmu potravy
- ▶ Specifická výživa psychicky či zdravotně postižených

Školní projekty (USDA)

cena viz.: <http://www.fns.usda.gov/cnd/governance/notices/naps/NAPs.htm>

▶ National School Lunch Program

The National School Lunch Program (NSLP) is a federally assisted meal program operating in public and nonprofit private schools and residential child care institutions. It provides nutritionally balanced, low-cost or free lunches to children each school day. The program was established under the National School Lunch Act, signed by President Harry Truman in 1946.

ZDROJ: <http://www.fns.usda.gov/cnd/lunch/>

▶ School Breakfast Program

The School Breakfast Program is a federally assisted meal program operating in public and nonprofit private schools and residential child care institutions. It began as a pilot project in 1966, and was made permanent in 1975. The School Breakfast Program is administered at the Federal level by the Food and Nutrition Service. At the State level, the program is usually administered by State education agencies, which operate the program through agreements with local school food authorities in more than 87,000 schools and institutions.

ZDROJ: <http://www.fns.usda.gov/cnd/breakfast/>

▶ After School Snack Program

- ▶ **Special Milk Program**

ZDROJ: <http://www.fns.usda.gov/cnd/milk/>

- ▶ **Fresh Fruit and Vegetable Program**

ZDROJ: <http://www.fns.usda.gov/cnd/ffvp/ffvpdefault.htm>

<http://www.youtube.com/usdafoodandnutrition#p/a/u/0/STwSaDFgMWk>

<http://www.pbhfoundation.org>

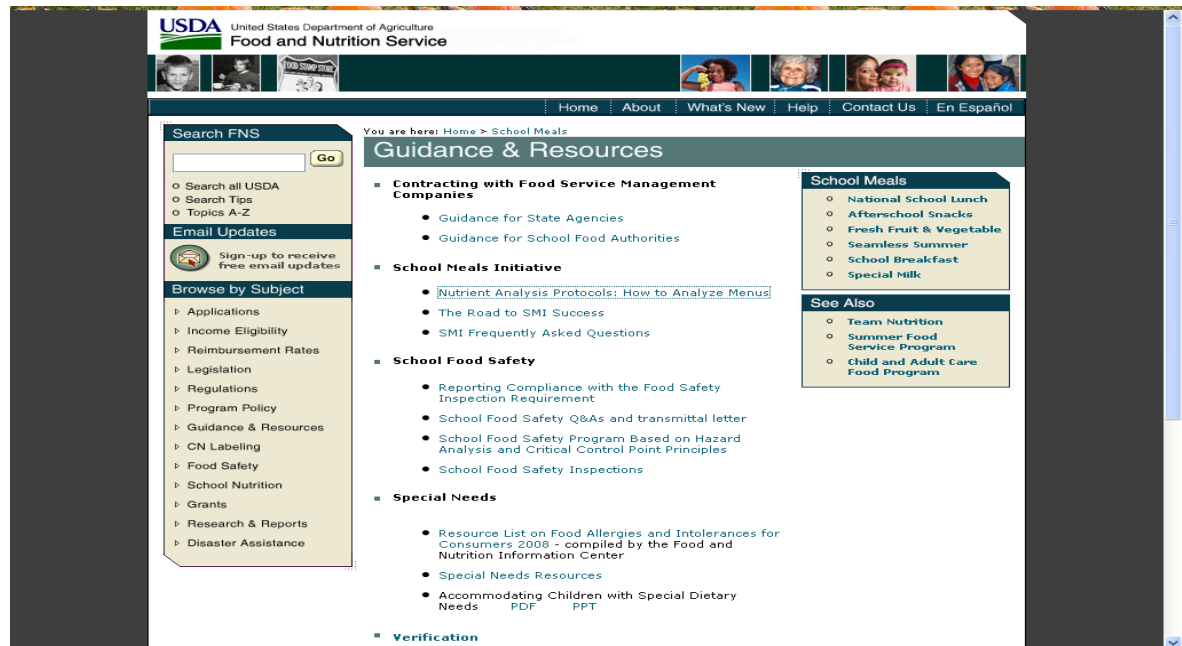
<http://www.fruitsandveggiesmorematters.org>

- ▶ **Summer Food Service Program for Children**

ZDROJ: <http://www.fns.usda.gov/cnd/Summer/Default.htm>

Školní jídelny

- ▶ Směrnice: <http://www.fns.usda.gov/cnd/guidance/default.htm>
- ▶ Nutriční analýza: <http://www.fns.usda.gov/tn/resources/nutrientanalysis.html>
- ▶ Kuchařka....: <http://www.recipesforkidschallenge.com/>



The screenshot shows the USDA Food and Nutrition Service website. The header includes the USDA logo and the text "United States Department of Agriculture Food and Nutrition Service". Below the header is a navigation bar with links for Home, About, What's New, Help, Contact Us, and En Español. The main content area is titled "Guidance & Resources" and is organized into several sections:

- Search FNS:** A search box with a "Go" button and links for "Search all USDA", "Search Tips", and "Topics A-Z".
- Email Updates:** A sign-up option to receive free email updates.
- Browse by Subject:** A list of categories including Applications, Income Eligibility, Reimbursement Rates, Legislation, Regulations, Program Policy, Guidance & Resources, CN Labeling, Food Safety, School Nutrition, Grants, Research & Reports, and Disaster Assistance.
- Guidance & Resources:** The main content area, which is currently displaying "School Meals". It includes a breadcrumb trail: "You are here: Home > School Meals".
- School Meals:** A list of resources including National School Lunch, Afterschool Snacks, Fresh Fruit & Vegetable, Seamless Summer, School Breakfast, and Special Milk.
- See Also:** A list of related resources including Team Nutrition, Summer Food Service Program, and Child and Adult Care Food Program.
- Contracting with Food Service Management Companies:** A section with links for Guidance for State Agencies and Guidance for School Food Authorities.
- School Meals Initiative:** A section with links for Nutrient Analysis Protocols: How to Analyze Menus, The Road to SMI Success, and SMI Frequently Asked Questions.
- School Food Safety:** A section with links for Reporting Compliance with the Food Safety Inspection Requirement, School Food Safety Q&As and transmittal letter, School Food Safety Program Based on Hazard Analysis and Critical Control Point Principles, and School Food Safety Inspections.
- Special Needs:** A section with links for Resource List on Food Allergies and Intolerances for Consumers 2008 - compiled by the Food and Nutrition Information Center, Special Needs Resources, and Accommodating Children with Special Dietary Needs (PDF, PPT).
- Verification:** A section with a link for Verification.

Team nutrition

<http://www.fns.usda.gov/TN/>

- ▶ USDA's Team Nutrition is an integrated, behavior based, comprehensive plan for promoting the nutritional health of the Nation's children. **This plan involves schools, parents, and the community in efforts to continuously improve school meals, and to promote the health and education of 50 million school children in more than 96,000 schools nationwide.**
- ▶ Service:
 - Training and Technical Assistance for Healthy School Meals
 - Nutrition Education
 - School and Community Support

YourSELF Middle School Nutrition Education Kit (1998)

zdroj: <http://www.fns.usda.gov/tn/Educators/yourself.html>

- ▶ One of the first Federal efforts on nutrition and physical activity that speaks directly to adolescents. Contains materials for health education, home economics or family living classes that will help 7th and 8th grade students learn to make smart choices about eating and physical activity. The materials convey respect for adolescents' power of choice and their increasing control over their own health.

Are You Normal?



They're All Normal
All five of these kids are 13 years old. They vary in size and shape, but that's normal!



Very weird things are happening. One day you're an ordinary kid, minding your own business, eating three meals a day, happy after a good night's sleep. The next day, your body is transformed into a ravenous eating machine.

Your new steaks shrink as you leave them. Your clothes never fit quite right. Oddly enough, a changing face and body looks back at you in the mirror. Weird.

What grows? You just hit that crazy time in your life called adolescence. That's right, adolescence: when your body gears up for its biggest growth spurt since you were a baby. Hold on to your hat because, by the time it's over, you're likely to be 20 percent taller and 50 percent heavier than you were before it started.

What's going on in your body is perfectly normal. Really. It's all part of manufacturing you from a kid to a grown-up.

As your bones get longer, they also get stronger. But your body can't build bones by itself. Bones need calcium. Now is a really, really important time for you to eat and drink calcium-rich foods such as milk, yogurt and cheese. Calcium-fortified fruit juices, spinach, and tofu are among the other foods that provide calcium.

Remember to move, too. Sitting on your butt won't help your bones. Physical activities that carry your weight, such as walking, playing ball and dancing, help strengthen your bones.

Where Does All That Food Go? Hungry all the time? Relax. It's just your body's way of saying it needs more fuel for some very important work. You need food to grow. Now, let's quickly look at where all this food is going...

... **To Your Bones**
Almost half your adult skeleton forms during your teenage growth spurt. Still wonder why your jeans might be too short and your shoes too tight?

Girls, this is when your hips begin to widen. Your body fat increases as part of maturing. That's normal. And boys, watch out: your shins might be a little too small as your shoulders start to broaden.

As your bones get longer, they also get stronger. But your body can't build bones by itself. Bones need calcium. Now is a really, really important time for you to eat and drink calcium-rich foods such as milk, yogurt and cheese.

Calcium-fortified fruit juices, spinach, and tofu are among the other foods that provide calcium.

Remember to move, too. Sitting on your butt won't help your bones. Physical activities that carry your weight, such as walking, playing ball and dancing, help strengthen your bones.

Bone Up On Calcium
As bones grow longer, calcium gradually fills in their framework, so they grow stronger, too. Calcium is the cement that fills in the cracks and adds strength—in this case—to the structure of your bones.

... **To Your Muscles**
Bigger stronger bones, physical activity also builds muscles. You need muscles to drag your body out of bed, brush your teeth, carry your books, sit up straight... you name it. You can't even blink without using a muscle.

So keep those mighty machines working by feeding them. Muscles need over all good food choices, not just extra protein, to thrive and grow.

... **To Your Red Blood Cells**
Your bones are growing. Your muscles are growing. Along with everything else that's growing, your body is pumping out more red blood cells, too. Of course, you don't even realize it—just another reason why your body is so great.

To keep in tip-top form, your blood cells need iron from food. Healthy blood cells use iron to bring oxygen to all your body cells. Once it's there, your body uses oxygen to make energy.

The Meat Group is loaded with iron-rich foods. So are some vegetables and many enriched grain products. To pump up the iron in your food choices, eat chicken, cooked dry beans, a burger, spinach, whole wheat bread, or fortified cereal.

Girls need more iron than boys do to replace iron lost through their monthly menstrual flow. Guys and girls, keep your energy levels up. Eat enough iron-rich foods. In fact, eat some today!

Bone Up On Calcium
As bones grow longer, calcium gradually fills in their framework, so they grow stronger, too. Calcium is the cement that fills in the cracks and adds strength—in this case—to the structure of your bones.

Eat smart. Play hard.

zdroj: <http://teamnutrition.usda.gov/Resources/eatsmartmaterials.html>

- ▶ encourage and teach children, parents, and caregivers to eat healthy and be physically active every day

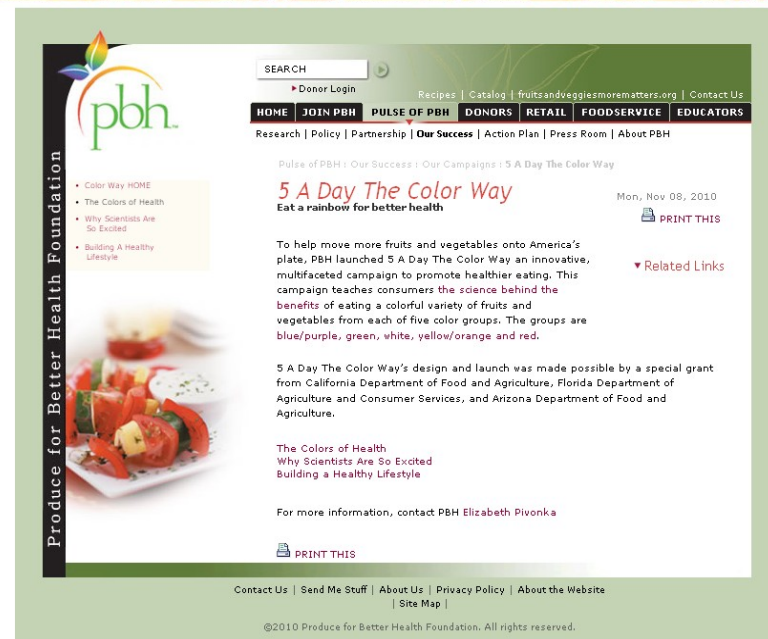
ZDROJ: <http://www.fns.usda.gov/eatsmartplayhardhealthylifestyle/>



5 a Day The Color Way

zdroj: <http://www.pbhfoundation.org/pulse/success/campaigns/colorway/>

- ▶ To help move more fruits and vegetables onto America's plate, PBH launched 5 A Day The Color Way an innovative, multifaceted campaign to promote healthier eating. This campaign teaches consumers the science behind the benefits of eating a colorful variety of fruits and vegetables from each of five color groups. The groups are blue/purple, green, white, yellow/orange and red.
- ▶ „There is a Rainbow on My Plate“



The screenshot shows a webpage from the Produce for Better Health Foundation (PBH). The page features the PBH logo at the top left, a search bar, and a navigation menu with links for HOME, JOIN PBH, PULSE OF PBH, DONORS, RETAIL, FOODSERVICE, and EDUCATORS. The main content area is titled "5 A Day The Color Way" and includes a sub-headline "Eat a rainbow for better health". The article text describes the campaign's goal to promote healthier eating by teaching consumers about the benefits of eating a variety of fruits and vegetables from five color groups. It also mentions that the campaign was supported by a special grant from the California Department of Food and Agriculture, the Florida Department of Agriculture and Consumer Services, and the Arizona Department of Food and Agriculture. The page includes a "PRINT THIS" button and a "Related Links" section with links to "The Colors of Health", "Why Scientists Are So Excited", and "Building a Healthy Lifestyle". The footer contains contact information and a copyright notice for 2010.

VERB. It's what you do.

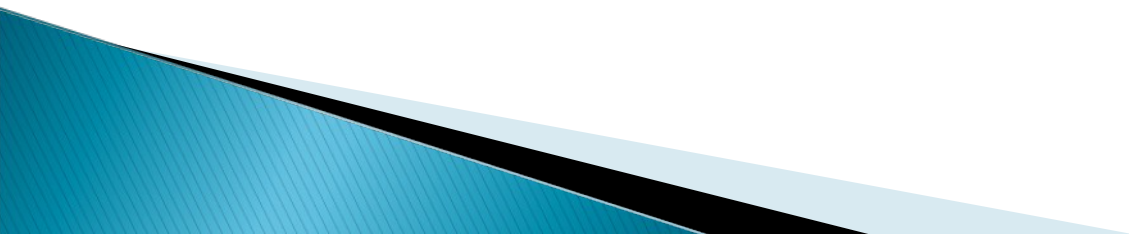
zdroj: <http://www.cdc.gov/youthcampaign/>

- ▶ Goals:
 - Increase knowledge and improve attitudes and beliefs about tweens' regular participation in physical activity.
 - Increase parental and influencer support and encouragement of tweens' participation in physical activity.
 - Heighten awareness of options and opportunities for tween participation in physical activity.
 - Facilitate opportunities for tweens to participate in regular physical activity.
 - Increase and maintain the number of tweens who regularly participate in physical activity.
- ▶ National Center for Chronic Disease Prevention and Health Promotion, Division of Adolescent and School Health



Powerful Bones, Powerful Girls

zdroj: www.bestbonesforever.gov



Powerful BONES

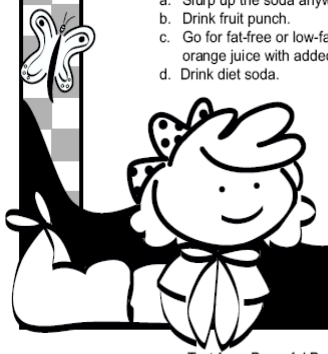
Powerful Girls

Are you as Bone-Health Savvy as you think? Yeah, you're smart about school, guys, and the real scoop on all the hot bands but do you know enough about powerful bones? Take this quiz to see how much you really know!

- You're babysitting your little sister and you have to make a healthy dinner with vegetables. What should a bone-smart babysitter pick?
 - French Fries - Potatoes are a vegetable, right?
 - Broccoli - With low-fat cheese for even more calcium.
 - Skip the vegetable, mom will never know.
 - Lima beans - Your sister can't stand them.
- Your best friend's mom - a total health fanatic - says "ok" to a sleepover party, but only with a healthy party menu. With bone health in mind, you suggest...
 - Fried chicken.
 - Potato chips and more potato chips.
 - Bok choy and tofu - feast on Chinese or Japanese food.
 - Forget it - a sleepover with healthy food is lame.
- Mom and dad are away! You could drink soda all day, but for strong bones you...
 - Slurp up the soda anyway.
 - Drink fruit punch.
 - Go for fat-free or low-fat milk and orange juice with added calcium.
 - Drink diet soda.
- It's been storming for days and you're tired of being shut in. What is the best way to get some weight-bearing physical activity?
 - Forget it and catch up on TV reruns.
 - Find a comfy chair and chat on the phone.
 - Do some stretches while watching movies. At least it's some activity.
 - Clear some space and jump rope.
- You totally love your swim team, but to get some weight-bearing physical activity, too, you...
 - Add gymnastics or soccer to your routine.
 - Quit. If your bones aren't getting a workout, why bother?
 - Switch to skateboarding.
 - One thing at a time! Swimming is the only sport for you.
- You're eating out with friends after a basketball game. Everyone orders chicken tenders and soda, but for healthy bones you order...
 - Chicken tenders and soda too - why be difficult?
 - Chicken tenders and a milkshake - a yummy way to get calcium.
 - Nothing - there's no healthy fast food.

Chill out with a smoothie!

Chocolate Peanut Butter Cup
 Combine 1½ cups fat free milk with a big squeeze of chocolate syrup, 2 tablespoons creamy peanut butter and ½ cup low fat chocolate frozen yogurt in a blender. Blend until smooth. Enjoy!



Text from Powerful Bones. Powerful Girls. The National Bone Health Campaign.™

Mid-Atlantic Dairy Association © 2002. May be reproduced for educational purposes.

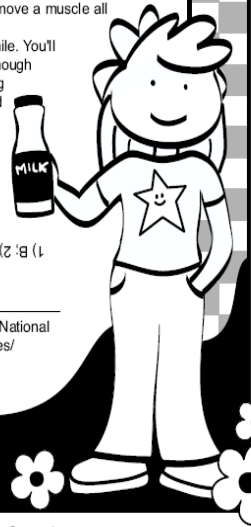
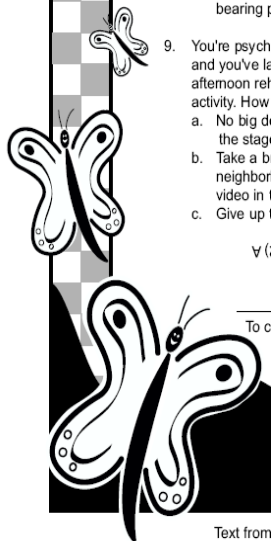
Think You're a Powerful Girl?

Keep taking this quiz to find out!

- Your parents think you get all the physical activity you need in PE class, so they don't worry about physical activities at home. What should you do?
 - Find time after school for bone-healthy activities like karate or playing frisbee.
 - Just take a little "exercise vacation" to think about it.
 - Let it be - your folks must be right.
 - Nothing - walking around school is enough.
- Your best pal won't drink milk or eat yogurt or cheese, either. But calcium is important for strong bones. What can you do?
 - It's really none of your business.
 - There aren't any other foods with calcium.
 - Tell her about other foods with calcium like broccoli and orange juice with added calcium.
 - Who needs calcium? Isn't weight-bearing physical activity enough?
- You're psyched. You're in the school play, and you've landed the leading role. But afternoon rehearsals mean less physical activity. How can you fit it all in?
 - No big deal - you're walking around the stage.
 - Take a brisk walk, jog around the neighborhood, or do an aerobics video in the morning.
 - Give up the part in the play.
- Summer vacation at an amusement park! Your brother wants to grab dinner at the corn dog stand. And for calcium?
 - Choose grilled cheese and a smoothie instead.
 - Go along with your brother, why bother with calcium?
 - Just go home - why should your brother get HIS way?
- It's Saturday and you're playing basketball with friends when it starts to rain! What should a powerful girl do?
 - Tell your friends they might as well go home.
 - Get out your board games.
 - Pick a few CDs and make up dance routines.
- School's out for the summer - Yeah! How can you have a bone-healthy summer?
 - Ask for tennis lessons - now you have the time.
 - Don't. You worked too hard during the school year to move a muscle all summer.
 - Veg out for awhile. You'll probably get enough exercise helping out mom or dad around the house.

The best choices for powerful bones are:
 1) B; 2) C; 3) C; 4) D; 5) A; 6) B; 7) A; 8) C; 9) B; 10) A; 11) C; 12) A
 The Powerful Girl Quiz Answers

To check out more of the Powerful Bones. Powerful Girls. The National Bone Health Campaign™ visit www.cdc.gov/powerfulbones/



Text from Powerful Bones. Powerful Girls. The National Bone Health Campaign.™

Mid-Atlantic Dairy Association © 2002. May be reproduced for educational purposes.

FOOD ON THE RUN

<http://www.phi.org/pdf-library/FoodOnRunPractices.pdf>

▶ Goals and objectives:

- To create a high school youth advocacy model that motivates students to advocate for more healthful food and physical activity options in their communities
- To advance locally identified policy and environmental changes that increase the number and promotion of healthful food items and physical activity options on participating school campuses
- To motivate students to make healthful food choices and to become physically active

▶ Rationale:

- Students will be more motivated to change if they play an integral role in the formulation of health program strategies and messages

▶ Výsledky (šk.rok 1998/1999):

- zvýšení pohybové aktivity, zlepšení propagace zdravého stravování na školách, možnosti volby pohybových aktivit



Další zajímavé odkazy:

- ▶ Zdraví dětí:

<http://kidshealth.org/>

- ▶ Změna velikosti porce:

http://hp2010.nhlbi.nih.net/oei_ss/PDI/slide1.htm

http://hp2010.nhlbi.nih.net/oei_ss/PDII/slide1.htm

- ▶ atd.

<http://www.bcm.edu/cnrc/?PMID=0>

<http://commtechlab.msu.edu/products/index.html>

- ▶ ...

<http://www.dole.com/Default.aspx#/home>

<http://www.whymilk.com/index.php>

Zdraví pro všechny v 21. století

Dlouhodobý program zlepšování zdravotního stavu obyvatelstva ČR

Ministerstvo zdravotnictví ČR

http://www.mzcr.cz/dokumenty/zdravi-pro-vsechny-v-stoleti_2461_1101_5.html



▶ Dílčí úkoly:

- č. 4.1.: Děti a dospívající mládež by měly být způsobilejší ke zdravému životu a měly by získat schopnost dělat zdravější rozhodnutí

- č. 8.5.: Dosáhnout, aby alespoň 80 % dětí ve věku 6 let bylo bez zubního kazu a ve věku 12 let měly děti v průměru maximálně 1,5 KPE zubů (zkažený, chybějící nebo zaplombovaný zub)

- č. 11. 1.: Rozšířit zdravé chování ve výživě a zvýšit tělesnou aktivitu

- č. 12. 2.: Spotřeba alkoholu na osobu by neměla přesáhnout 6 litrů za rok a u osob mladších 15 let by měla být nulová

- č. 13. 4.: Zajistit, aby nejméně 50 % dětí mělo příležitost zařadit se do mateřských škol podporujících zdraví a 95 % do základních škol podporujících zdraví

- č. 13. 5.: Dosáhnout, aby nejméně 50 % měst, městských oblastí a komunit bylo aktivními členy sítě Zdravých měst či Zdravých komunit

- č. 13. 6.: Zavázat alespoň 10 % středních a velkých firem k dodržování principů zdravé společnosti /firmy

SZÚ:

- ▶ **Hra: Pyramida zdravé výživy**
 - lze sestavit z nabízených komodit pyramidu, jídelníček
 - ke stažení:
<http://www.szu.cz/tema/podpora-zdravi/interaktivni-programy-pro-deti>
- ▶ **Přijmi a vydej**
 - hodnocení denního energetického příjmu a výdeje (soutěž pro celou rodinu)
 - <http://www.szu.cz/tema/podpora-zdravi/prijmi-a-vydej-2010>
- ▶ **Školy podporující zdraví (evropský program):**
 - smysl: naplňování vize, podle níž každé dítě a mladý člověk v Evropě má právo být vzděláván ve škole, která podporuje zdraví
 - základní podmínka kvality školy: bezpečné a podnětné sociální prostředí
 - cíl programu ŠPZ: odpovědnost ke zdraví a životní kompetence
 - integrující principy činnosti školy podporující zdraví:
 - Respekt k přirozeným potřebám jednotlivce
 - Rozvíjení komunikace a spolupráce
 - <http://www.program-spz.cz/>
 - EVROPSKÁ SÍŤ ŠKOL PODPORUJÍCÍCH ZDRAVÍ:
SHE: Schools for Health in Europe (<http://www.schoolsforhealth.eu/>)

Mléko do škol

zdroj: http://ec.europa.eu/agriculture/drinkitup/the_school_milk_programme_cs.htm

- ▶ od roku 1999 ČR podporuje spotřebu mléka ve školách
- ▶ 2001 MŠMT Sdělení k projektu „Školní mléko“ – nárok na dotované mléko pro všechny, kteří plní povinnou školní docházku
- ▶ 2009 program rozšířen na žáky mateřských škol, ostatních předškolních zařízení a středních škol
- ▶ otázka finanční dotace
- ▶ otázka sortimentu

Tisková zpráva | O nás | Stránka | EUROPA | Kontakt | Důležité právní informace | Výběr jazyka

ENERGIE Z MLÉKA!

Evropský program Mléko do škol

Program Mléko do škol pořádá Evropskou unii se nezabývá jenom mlékem. Zabývá se také jogurtem, sýrem, podmásím a jinými lahodnými mléčnými výrobky, které jsou důležitou složkou zdravé stravy. Zabývá se také vámi a vaším zdravím. Chceme, abyste se dobře stravovali a byli zdraví a ve formě.

Mléko a mléčné výrobky jsou plné vápníku, minerálů a jiných živin, které vaše tělo potřebuje, abyste měli každý den dost síly a energie. Prohlédněte si naše webové stránky, přečtěte si další informace o výživné hodnotě mléčných výrobků, a otestujte si, co o mléku a mléčných výrobcích víte.

Máte ve škole mléko k dispozici? Dostanete ke školnímu obědu mléko nebo jogurt? Vědět jste, že náš program Mléko do škol ve většině evropských zemích umožňuje, aby školy nabízelý dětem mléčné výrobky? Ovoce a zelenina jsou pro zdraví rovněž důležité, proto by EU ráda školákům zajistila zdarma ovoce a zeleninu v rámci navrhovaného evropského plánu Ovoce do škol.

Program Mléko do škol

Evropský program Mléko do škol podporuje zdravou výživu a zvýšené stravování žáků prostřednictvím dotací a osvětly.

▶ [Čtěte dále](#)

Mléko ve školách v naší zemi

Chcete informace o programu Mléko do škol ve vaší zemi? Zde si zjistíte, koho kontaktovat o další informace.

▶ [Čtěte dále](#)

Kviz

Myslete si, že o mléce víte všechno? Vyzkoušejte si své znalosti v tomto kvízu a hned uvidíte, jak jste na tom. Pusťte se do kvízu ihned!

▶ [Čtěte dále](#)

EU School Milk Programme

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