

Healthy boost for your child

THE Malaysian Association for the Study of Obesity (MASO) found a drastic increase in the consumption of fat and sugar between 1960 and 2000 but reported a decrease in fibre from cereals within the same time.

Such change in dietary pattern has a negative impact on overall health, based on the prevalence of obesity, Type 2 diabetes and constipation among children.

In fact, one in every seven children in Malaysia is affected by obesity.

The breakfast cereal paradox

Although breakfast cereals are frequently referenced as a main source of nutrition in children's diet, some data, on the other hand, indicate that cereal eaters eat only 1g of fibre more than children who skip breakfast or consume other breakfast foods⁽¹⁾.

Depending on the specific grain, breakfast cereals may also have relatively low fibre density and therefore do not effectively increase children's fibre intake levels.

In accordance to the Malaysian Dietary Guidelines for Children and Adolescents, it is advisable for everyone, especially parents, to identify and give only cereal foods that are

high in fibre density and at the same time, low in fat and contain less sugar and sodium to their children.

Effects of fibre intake on children's health

The most obvious link between dietary fibre and obesity is through its effects on energy intake control.

Children who eat a high fibre diet tend to eat much less energy-dense foods such as candies, potato chips, chocolate bars and ice cream.

Various studies showed consistent benefits of dietary fibre in digestive health among children and adults.

Increasing fibre consumption is the first treatment option by paediatric experts for chronic constipation in healthy children, before resorting to laxatives⁽²⁾.

The best high-fibre protein snack for you and your kids

Give your children the opportunity to savour fibre-rich foods, such as Biogrow Oat BG22 Crispy Cereal Snack Pack in a variety of ways.

Start their mornings with the high-fibre snack with fresh fruits, milk, and yogurt or



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eat straight from the packet as a healthy snack whenever your kid gets hungry.

One packet (15g) of Oat BG22 Crispy Cereal Snack Pack provides 3.3g of total fibre and 2g protein with only 51 calories. It is also a rich source of iron and magnesium.

For digestive health, take one to two packets of Oat BG22 Crispy Cereal Snack Pack to increase your daily fibre intake with enough hydration.

High fibre intake has been associated with bowel regularity and improved bowel function (EFSA NDA, 2010).

Healthy eating and exercise should

begin in childhood, especially in battling childhood obesity.

It is never too late to start now and enjoy the goodness of oat fiber from Biogrow Oat BG22 Crispy Cereal Snack Pack anytime, anywhere.

References

- ⁽¹⁾ Kranz et al., Nutr vol. 3: 47-53, 2012.
⁽²⁾ Walia et. al., Curr Opin Pediatr. 2009;21:661-6.

■ For details, look out for the advertisement in this *StarSpecial*.