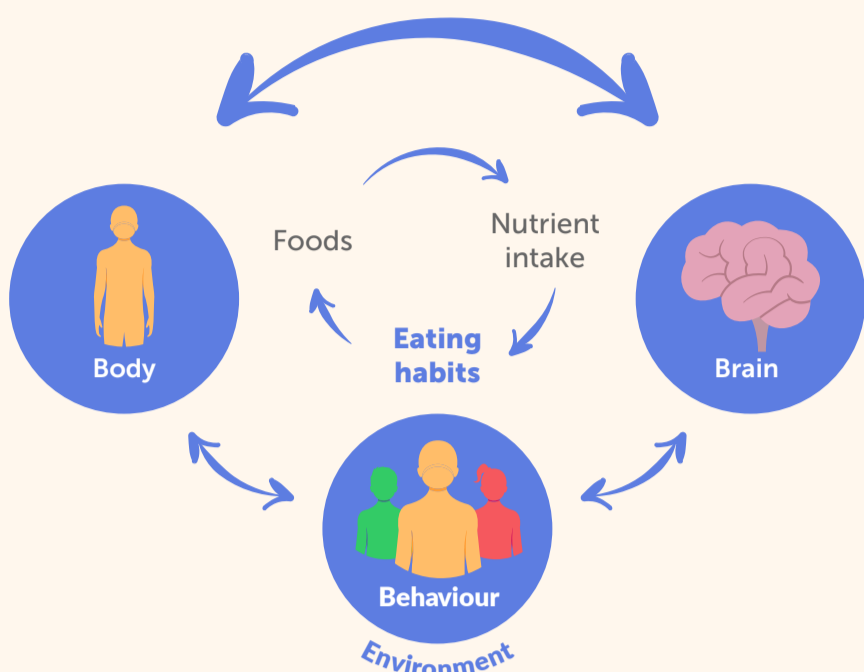


The Transformative 10: Nutrition meets Behavior

The first 1000 days are fully recognized as setting the foundations of a child's lifelong health.

However, are you aware that the ultimate realization of an individual's potential requires a successful bridging from early childhood to adulthood which lies between 5 to 15 years of age: The Transformative 10 years?

Nutrition and behaviour interact to support lifelong health during THE TRANSFORMATIVE 10



- In the school age years healthy eating habits are acquired by fostering the right behaviors at home and in school.
- Growth and development of body and brain together with environmental influences shape a child's behaviors, including the foods they eat.
- And dietary behaviors in turn affect body and brain, in a constant interaction which determines long-term eating habits.

DID YOU KNOW?

Behavior undergoes rapid and visible changes during THE TRANSFORMATIVE 10

Between 5 and 15 years old, boys and girls become progressively more independent, less influenced by their parents, and more influenced by their peers and media.



Lifelong dietary and lifestyle habits are established during childhood and adolescence, presenting unique opportunities and challenges to ensuring that children are well nourished. Key barriers need to be overcome to promote adoption of healthy dietary habits.



Reported 'personal/behavioral barriers' to meeting dietary recommendations include:

- Preferences and picky eating
- Perception of food aesthetics and misperceptions about foods
- Competing foods (in particular junk food)
- Lack of variety
- Lack of concern about health
- Quantities recommended for healthy foods are perceived as excessive
- Lack of parental food preparation skills

Reported 'environmental barriers' include:

- Lack of knowledge regarding dietary recommendations, health benefits, and identification of whole grains or milk products
- Repeated infections and access to adequate healthcare
- Lack of variety
- Cost, availability, accessibility, sanitation
- Concern about spoilage

KEY TAKE AWAYS

- Growth and development of body and brain, together with environmental influences shape a child's behaviors, including long lasting eating habits. In turn, the diet nourishes the body and brain.
- THE TRANSFORMATIVE 10 period plays a major role in consolidating food preferences and dietary habits initiated in early life, which are further shaped by environmental influences and social norms.
- There is a need to find nutritional solutions to address specific needs of school aged children and to help overcome personal, behavioral, and environmental barriers.

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