



## David Fairlamb THE FIT FACTOR

### LIFESTYLE CHANGE

Of course, with Easter coming, buy your children an Easter egg, but if you are worried about their weight/health maybe avoid purchasing the biggest egg you can find! If you know they are going to receive a few eggs you always have the option to buy them something else instead.

Don't miss David's tips every Saturday in your Journal

**A** STUDY has found that two in five products marketed to children over the age of one were seen as less healthy than described. Health and nutrition claims

on snacks were noted to be confusing and misleading.

Three quarters of products claiming to contain one of the five recommended daily portions of fruit and

vegetables did not. Just over 330 products were analysed including cereals, fruit snacks and drinks plus ready meals. Researchers at Glasgow University warned claims on labels risk creating a false impression.

I totally agree, food manufacturers make it very difficult to understand labelling. Often it's written per portion or per 25g, it could be made so much easier to understand. Also, in many cases, you need a magnifying glass to read the small text and the number they don't want you to see is often hidden in the creases of the packaging, therefore impossible to see.

I believe, for example, the amount of sugar in a product should be shown clearly in teaspoon amounts which everyone can understand.

The marketing on products should also be put under stricter scrutiny, especially with everyday products consumed by children such as cereals and drinks.

"Healthy" snack bars which exceed the recommended daily intake for a child can't be healthy and should be banned from being

*Work hard in  
silence let your  
success make the  
noise*

**Motivational quote  
of the day**

en up on food manufacturers but campaigners have been saying this for years. I think the Government listens but dramatically fails in its speed and execution.

This has inevitably led to extremely slow progress on dealing with this ongoing childhood obesity crisis.

It's hugely important that we as parents do as much as possible to understand what our children are regularly eating which is unhealthy.

Try your best to intervene by replacing unhealthy choices with healthier alternatives or cut down access to them by not having them in the house.

Small efforts and changes now could have a hugely positive effect on your child's health moving forward.

called that. It is essential that parents and children know precisely what is in products they consume and are not misled by manipulative marketing campaigns.

The Government needs to tough-

### FITNESS TIP

Try to get your children moving this Easter, either with family walks, cycling, swimming or find an activity course they are interested in which involves some sort of movement and book them on.

