Bellevue's Reach Out and Read Healthy Eating Initiative

Bellevue Farmers Market

¡Coma Saludable!

New York City College of Technology/CUNY

Bellevue Hospital Center

SPANs ACROSSAMERICA®

The Source for Children's Culinary Education
Background: The Problem
The Childhood Obesity Epidemic

- 26% of preschoolers (age 2-5 years) are overweight or obese
- Overweight preschoolers are 5x more likely to be overweight adolescents
- Weight gain in the first 3 months of life is associated with increased Cardio Vascular risk in early adulthood
Looking for Solutions: Bellevue’s Clinic Response

• Clinic priority to address obesity
  – Benufit: Medical clinic and intervention for at risk children
  – Greenlight: Research study of a provider obesity prevention intervention
  – Nutritionists part of interdisciplinary clinic teams
Looking for Solutions:
The Reach Out and Read Response

• Reach Out and Read staff embraced issue
  – Healthy eating/active lifestyle top priority for staff and their families
  – Cultural issues identified as barriers to change

• During routine literacy counseling, parents started asking about healthy eating issues
  – Reach Out and Read Parent Educators wanted to be part of the solution
First Steps: Healthy Eating Initiative

• Assessed Needs
  – Questionnaires: Parent Practices/Needs; Experience with Farmers Markets
  – Parent Focus Group

• Engaged Clinic Staff and Outside Partners
  – Multidisciplinary Meeting

• Market for Bellevue Identified - Harvest Homes

• Secured Funding -- United Hospital Fund

• Set Priority -- The Mission of Reach Out and Read would not be compromised
Goals of Presentation

• Describe our Initiative
  – Other programs can use/adapt all or a part at their clinics

• Share all materials
  – Other programs can use/adapt our materials
  – www.childrenofbellevue.org/programs/roar/healthyeating
Healthy Eating Initiative

• Bellevue Farmers Market
  – Clinic entrance programming / Market tours

• Clinic Waiting Room Program
  – Farmers Market Table (without onsite Market)

• Volunteer Readers
  – Healthy Eating dialogic reading

• Parent Educators
  – Healthy Eating messages added to routine literacy counseling

• Pediatricians
  – On Market Day, special food themed books given as well as routine literacy and obesity prevention counseling
Bellevue’s Farmers Market

Come see what we got at the Farmers Market!

¡Vengan a ver lo que compramos en el Mercado de Granjeros!
Clinic Entrance Display Table
Starting The Conversation
Informal Parent Group Discussions
Materials Available
NYC Obesity Action Kit – Adapted

My Plate Planner
A Healthy Meal Tastes Great

The plate method
is a simple way to learn
healthy portion sizes.
Just split the plate into
3 parts, the largest
part for vegetables.
Note to adults planning
meals for smaller
children. Remember to
use a smaller plate or
serve smaller portions
if you don’t have
different plate sizes.

6oz.
Fat-free or
1% milk

Your hand can help you
measure the right
amount of food to eat.
Use your hand to
measure out portions.

Palm of Hand
Amount of Lean Meat

A Fist
Amount of Rice,
Cooked Pasta, or Cereal

A Thumb
Amount of Cheese

Thumb Tip
Amount of Peanut Butter

Note to adults preparing meals for children:
use your child’s hand to measure portion sizes.
Let's Plan Your Meal

**Breakfast**

- **Starch**: Whole grain has more fiber and more nutrients. Oatmeal, Cold Cereal, Bread.
- **Protein**: Low-fat proteins are better for your heart and waistline. Egg, Low-fat or natural peanut butter, Cottage Cheese, Apple.
- **Fruit**: Add a small piece of fruit or leave empty. Banana, Orange.

**Notes**: Only use 1/2 of your plate — 1/4 protein and 1/4 starch.

**Lunch/Dinner**

- **Starch**: Some vegetables are higher in starch (corn, peas, yams) and belong on this part of the plate. Corn, Peas, Yams, Potatoes, Brown Rice.
- **Protein**: Bake, broil, boil or steam your protein instead of frying. Beef, Chicken, Fish.
- **Vegetables**: Fill half your plate with more than one vegetable, so you won’t get tired of your favorites. Broccoli, Lettuce, Okra, Carrots, Green Beans.
**Eat Fresh At the Farmers Market**

**Arugula, Watermelon and Feta Cheese**

Makes 4 servings in 15 minutes

**What You Need:**
- ¼ cup freshly squeezed orange juice
- ¼ cup freshly squeezed lemon juice (2 lemons)
- ¼ cup minced shallots (1 large)
- 1 tablespoon honey
- ½ cup olive oil
- ½ teaspoon salt
- ½ teaspoon freshly ground black pepper
- 6 cups baby arugula, washed and dried
- 3 cups seedless watermelon, rind removed, and cut in 1 inch cubes
- 1 cup feta cheese, ½ inch pieces
- 1 cup whole fresh mint leaves, cut into thin strips

**What You Do:**
1. Put the orange juice, lemon juice, shallots, honey, salt, and pepper and oil into a small jar with a lid. Shake very well to mix the oil with everything else. If not using within an hour, store the dressing, covered, in the refrigerator.
2. Place the arugula, watermelon, feta, and mint in a large bowl.
3. Slowly pour enough dressing to coat the greens lightly and toss well. If you have extra you can use it on another salad. Taste and if necessary add more salt and pepper and serve immediately.

**To make other salads healthier, try to:**
1. Use other types of green leafy vegetables like spinach, romaine or Boston lettuce instead of iceberg lettuce.
2. Add fresh fruits like blueberries or strawberries or small pieces of apple or peach to make it fun for the children to eat.
3. Add vegetables of all different colors. The more colors in a salad, the healthier it is for you.
4. Make your own salad dressing or “vinaigrette” instead of buying it.

**Here is another dressing you can use:**

| 1 tablespoon fresh lemon juice | 1 tablespoon red wine vinegar |
| 2 tablespoons olive oil | Salt and pepper to taste |

Adapted from Ina Garten. 2009

Children of Bellevue’s Reach Out and Read Healthy Eating Initiative, NYU/Bellevue Department of Pediatrics (2011)
Farmers Market Tours

• 65 Tours During Pilot Phase (2010)
  – Spanish, English, Chinese
  – Incentive: Free Market Bag and Goodies

• Curriculum
  – Trained by Spoons Across America
  – Information targeted at parent and child.
    • Familiarity (how vegetable is cooked in their country)
    • Novelty (how to use new vegetables or all the parts of a vegetable)
  – Affordability (based on most abundant produce)
  – Accessibility (local Farmers Markets identified)
  – Use Farmers as resource (knowledge and samples)
Tour Incentives

Get a free bag if you go on the market tour

Damos una bolsa gratis si va a la gira al mercado
Incentives:
Farmers Market Tote Bag
Locating Local Markets

Your closest Farmers Market is at:
________________________________________
On:_____________________________________

or

_____________________________________
On:_____________________________________

Enjoy healthy fresh vegetables and fruits
Incentives:
Market Activity Cards for Children

Find a GREEN VEGETABLE ____________________________.

Find a RED FRUIT ________________________________.

Count the HARVEST COLORS ________________________.
Bilingual Tour Guides
Clinic Family on Market Tour
Programming In Clinic Waiting Room

• Market Table moved into main waiting area for afternoon clinic (2010)
• All programming in clinic waiting area (2011-12)
• Staff and volunteers counsel families
• Healthy Eating messages discussed
• Materials distributed
Market Table in Waiting Room
Sample Produce Basket of $20

In the Market today, you can get many fruits and vegetables. Here is a sample of the vegetables you can get for $20:

<table>
<thead>
<tr>
<th>1 Head of Lettuce</th>
<th>2 Sweet Potatoes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Bunch Beets</td>
<td>2 Ears of Corn</td>
</tr>
<tr>
<td>1 Bunch Swiss Chard</td>
<td>1 Bunch of Spinach</td>
</tr>
<tr>
<td>1 Head of Cabbage</td>
<td>1 Acorn Squash</td>
</tr>
<tr>
<td>1 Bunch Cilantro</td>
<td>2 Zucchini/Yellow Squash</td>
</tr>
<tr>
<td>1 Kamboocha</td>
<td>3 Mixed Green Peppers</td>
</tr>
<tr>
<td>1 Delacata Squash</td>
<td>1 Bunch of Scallions</td>
</tr>
<tr>
<td>1 Butternut Squash</td>
<td>1 Head of Garlic</td>
</tr>
</tbody>
</table>

Hoy en el Mercado de Granjeros, usted puede comprar frutas y vegetales. Esta lista es un ejemplo de los vegetales que usted puede comprar con $20 dólares:

<table>
<thead>
<tr>
<th>1 Lechuga</th>
<th>2 Papas Dulces o Batatas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Racimo de Remolachas</td>
<td>2 Maíz</td>
</tr>
<tr>
<td>1 Racimo de Berza Verde y Morada (Kale)</td>
<td>1 Racimo de Espinaca</td>
</tr>
<tr>
<td>1 Repollo</td>
<td>1 Calabaza de Bellota (Acorn)</td>
</tr>
<tr>
<td>1 Racimo de Cilantro</td>
<td>2 Calabaza de Verano</td>
</tr>
<tr>
<td>1 Calabaza de Kamboocha</td>
<td>3 Pimientos Verdes Mixtos</td>
</tr>
<tr>
<td>1 Calabaza Delacata</td>
<td>1 Racimo de Cebolla Verde</td>
</tr>
<tr>
<td>1 Nogal Ceniciento (Butternut)</td>
<td>1 Cabeza de Ajo</td>
</tr>
</tbody>
</table>
Staff and Volunteers Counsel Parents...
...and Children
Trained Volunteers Expand Reach...
...and make books a part of Market Day
Healthy Eating Messages Discussed/Materials Distributed
Market Table Messages

Consistency throughout Initiative

• Identifying and respecting signs of hunger and satiety in your child/yourself and helping your child learn too

• Division of food responsibility—parent decides when and what to serve, child decides whether to eat it and how much to eat

• Understanding portion sizes
Market Table Messages (cont.)

- How to encourage family’s vegetable and fruit consumption

- How juice and sugar sweetened drinks contribute to weight gain

- Practical ideas for making ingredient substitutions or cooking changes for healthy family diet

- Importance of being active -- Screen Time is not active time
Mi planificador de plato

Una comida saludable sabe deliciosa

6 onzas leche de 1% o sin grasa

El método del plato es una forma simple de aprender las tamaños de las porciones saludables.

Sólo divida el plato en 3 partes, la parte más grande para vegetales.

Aviso para adultos que preparan comidas para niños más pequeños. Acuérdese de usar un plato más pequeño o servir porciones más pequeñas si usted no tiene platos de diferentes tamaños.

1/4 de proteínas

1/2 de vegetales

Plato de 7 pulgadas (niños)

Plato de 9 pulgadas (adultos)

Su mano le puede ayudar a medir la cantidad correcta de comida a consumir.

Use su mano para medir las porciones:

- Palma de la mano: Cantidad de carne baja en grasa
- Un pulgar: Cantidad de arroz, pastas cocinadas, o cereal
- La punta del pulgar: Cantidad de manteca de maní

Aviso para los adultos que preparan comidas para niños: Use la mano de su niño(a) para medir los tamaños de las porciones.

NYC Health
¡Coma Fresco en su Mercado de Agricultores!
Círculos de Calabaza de Verano Asadas con Queso
Hace 6 porciones en 10 minutos

**Qué Necesita:**
- 3-4 calabazas de verano de 8-10 pulgadas de largo
- 1 cucharadita de orégano seco o una cucharada de orégano fresco
- 1 taza (4 onzas) de queso bajo en grasa rallado (Trate una combinación de queso cheddar y Monterey Jack)
- 1 cucharada de aceite vegetal
- Una bandeja de hornear

**Cómo Preparar:**
1. Ponga la parrilla del asador en el medio o a 4 pulgadas de distancia del asador. Recalientelo.
2. Lave la calabaza y corte las dos puntas. Corte en rebanadas de ½ de pulgada como muestra el dibujo.
3. Unte el aceite en la bandeja de hornear.
4. Cubra la bandeja completamente con los círculos de calabaza poniéndolos lo más cerca posible uno del otro.
5. Rocie cada círculo de calabaza con orégano.
6. Cubra completamente la parte de arriba de la calabaza con el queso rallado. Asélo hasta que el queso se dore ligeramente y la calabaza esté un poco tierna, de 5-7 minutos. Sirva inmediatamente.

**Deje Que su Niño le Ayude a:**
- Lavar la calabaza cruda.
- Untar el aceite en la bandeja con una toalla de papel.
- Poner los círculos de calabaza cerca uno del otro en la bandeja de hornear.
- Rociar el orégano y el queso encima de la calabaza.

**Consejos de Cocina:**
*Para cocinar la calabaza de verano en la estufa:*
1. Corte ambas puntas a las calabazas y cortelas en pedazos.
2. Ponga un poco de aceite vegetal en una sartén y añada 1-2 dientes de ajo picado y la calabaza.
3. Cocínelas por 5 minutos a fuego mediano hasta que estén ligeramente tiernas y drcadas.

**Manténgalo Fresco:**
- Guarde la calabaza en el cajón del fondo de la nevera o en una bolsa plástica en la nevera por 3-5 días.

Adaptado de KalyneKitchen.com
Children of Bellevue’s Reach Out and Read Healthy Eating Initiative, NYU/Bellevue Department of Pediatrics (2010)
Eating healthy every day: Use the bottle until I am one, after that, the bottle's done.

After one, you use a cup. Practice now to hold it up.

Limit milk and juice to meal time. But water is good at any time.

Fresh fruit for dessert is the healthy way.

I need three scheduled meals a day. Plus two healthy snacks along the way.

I use a spoon and fork when I am able, while always sitting at the table. Let me stop when I feel fuller.

I always brush two times a day.

I feel my food, please understand. Young children like to use their hands.

Fill my plate with lots of color.
NYC Health Materials

Health Bulletin

ARE YOU POURING ON THE POUNDS?

DON'T DRINK YOURSELF FAT.
How to cut back on soda, juice and other sugary beverages.

Helping Children Reach a Healthy Weight
Proven Tips for Parents
Volunteer Reader Healthy Eating Component
Volunteers Read/Talk About Food Themed Books

- Dialogic reading questions for 7 children’s books
- Training session for all interested readers
- Field testing demonstrated strength of interactions around questions
- Field testing also indicated that readers either inserted too many or no messages while reading
- Developed simple, key take away messages for specific books that volunteers can use when appropriate
Dialogic Reading with Core Messages

Handa’s Surprise by Eileen Browne

This is a very simple but beautiful book. Handa has packed a basket of fruits for her friend Akeyo. We are introduced to eight different fruits. Children might not know some of them like guava or passion fruit and this book gives you the chance to talk about them. The book also uses wonderful simple words to describe the fruit.

- Do you know the names of the fruits Handa is putting in the basket?
- Have you tried any of them?
- Which is your favorite?
- Which would you like to try for the first time, if you could?
- Do you eat fruits everyday?
- How do you eat your fruits?
  - Mixed with something else or by itself?
- Can you think of different fruits?, i.e. “a crisp, hard apple”, “a red ripe strawberry” (You can go back to the front page that has all the fruits and let them name and describe them as they want-color, texture, etc)

Possible Messages:

- Everyone needs 5 vegetable and fruit servings in a day—these foods keep us healthy!
- Do you ever try new foods? You may need to try new food lots of times before you learn to like them.
- “Eat the rainbow” of fruits. Bring healthy fruit snacks from home when you go out.
Healthy Eating Messages added to Routine Literacy Counseling
Sample Parent Educator Talking Points

Keep your 12 month old growing healthy:

– Your baby may make a face or spit out new food. He needs to get used to how each food tastes and feels in his mouth. Don’t force him. Offer it again another day.

– Your baby can learn to like the real taste of food. There is no need to add any salt, sugar, spices or butter. Show her how good it is by saying “yum”!

– Try not to buy junk foods, like French fries, sweetened foods, and soda. Babies learn to eat what they see other people around them eating. If you eat healthy foods, your baby will eat healthy too.
Pediatricians Give Books With Food Themes on Market Day
Adapting Healthy Eating into Your Reach Out and Read Program

• Integrate Reach Out and Read into other obesity prevention initiatives in your clinic

• 7 HHC hospitals have farmers markets – coordinate programming on market day

• Incorporate healthy eating themes/books into reader training

• Keep true to the mission of Reach Out and Read
  – Only use quality children’s literature
  – Sharing books is fun
Funding for Bellevue’s Reach Out and Read Healthy Eating Initiative Provided By:

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Reach Out and Read, Inc.

The Dreyfus Corporation

The Brack Family Foundation
Materials are available at:

www.childrenofbellevue.org/programs/roar/healthyeating

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