



Eat 2b Fit Campaign Launched to Tackle Childhood Obesity

15th April 2003 - The British Dietetic Association (BDA), Kellogg's and Sainsbury's today announced the launch of Eat 2b Fit – a campaign that aims to encourage children to make healthy food choices and to become physically active to promote good health.

The campaign is launched in response to growing alarm about increasing obesity in children in the United Kingdom (UK). Research has shown that as many as 31 per cent of school aged children in England are overweight and a worrying 17 per cent are obese.¹ According to leading experts, childhood obesity is now an acute health crisis, with levels projected to double over the next two decades.²

In addition, results of the Kellogg's Kids Survey released today show that British children are unclear as to what constitutes a healthy diet and even fewer are actually eating a diet that is in line with healthy eating guidelines.³

“Unless action is taken to halt the rise in childhood obesity, the UK is on its way to becoming one of the fattest nations in the world,” said Dr Helen Lloyd, Chairman of the Food First Planning Group of the BDA. “Eat 2b Fit provides children with advice on how to achieve a healthy, varied and balanced diet to keep them in good health, through fun and interactive activities and educational materials, such as the Eat 2b Fit leaflet and store tours.”

A series of Eat 2b Fit store tours will run throughout the BDA's Food First Month in June in Sainsbury's supermarkets across the UK. Groups of school children will be invited to visit their local store, where a Sainsbury's team of trained food advisors and registered dietitians will talk to them about the various food groups and how they can choose the best foods to keep them healthy.



“At Sainsbury’s, we have found store tours to be an extremely effective way of helping children to learn about the importance of a balanced diet. The store tours provide a friendly and fun environment, where the children can see for themselves that making simple and easy changes to their food choices can make all the difference to their health,” said Kate Arthur, Sainsbury’s Dietitian.

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References:

1. Prescott-Clark P. (1997) Health Survey for England 1995. London The Stationery Office.
2. Obesity in Europe: A Case for Action. International Obesity Taskforce in collaboration with the European Association for the Study of Obesity Task Forces. September 2002.
3. Kellogg’s Kids Survey, BMRB, April 2003.

Notes to Editors:

About the British Dietetic Association

The British Dietetic Association, founded in 1936, is the professional association for State Registered Dietitians (SRDs) in Great Britain and Northern Ireland. It is the nation’s largest organisation of food and nutrition professionals, with over 5,000 members. Its three-year Weight Wise campaign aims to increase public awareness of the benefits of a balanced and varied diet in achieving and maintaining a healthy weight. The BDA recognises the importance of targeting children within this and sees Eat 2b Fit as an effective way of reaching this important group. This year’s campaign is also being supported by the British Potato Council. Eat 2b Fit is a trademark of the BDA.

www.bda.uk.com

About Kellogg's

Kellogg's is one of the first food companies that can trace its origins to a philosophy that urged people to improve their health by changing their eating habits. Kellogg's is committed to providing wholesome, nutritious and tasty products for everyone, of all ages, as well as information on selecting a healthy diet. Through advertising, product packaging, educational materials and initiatives such as Eat 2b Fit, the Kellogg Company continues to bring people important news on nutrition, breakfast and the role its products play in maintaining a balanced diet.

www.kelloggs.co.uk

About Sainsbury's

Sainsbury's has a long-standing commitment to healthy eating and strives to make healthier eating easier, enjoyable and more affordable for all customers. Healthier eating for children is very important to Sainsbury's. In the last year, Sainsbury's have run over 200 Fruitastic store tours for children, which aim to educate children about the importance of eating five portions of fruits and vegetables each day. It is hoped that this latest initiative will build on this and really help children understand what a healthy balanced diet is and how it can help to keep us fit and healthy.

www.sainsburys.co.uk