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# M e d i a R e l e a s e

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**For Immediate Release**

14 February 2003

## **Kids Should Eat 2 B Fit**

The UK is on its way to becoming one of the fattest nations in the world if action is not taken to halt the rise in childhood obesity, warns The British Dietetic Association, the nation's largest and organisation of food and health professionals.

The British Dietetic Association announced today that the next phase of its current campaign Weight Wise will call on children to 'Eat & Move 2 B Fit' as poor eating habits and inadequate levels of physical activity is blamed for the dramatic rise in body size in the under 18s.

Childhood obesity rates in the UK are some of the highest in the world. "With around one in five children in the UK now being classed as overweight and one in ten as obese, this trend showing no signs of halting, we predict a rapid rise in the numbers of overweight children in the near future," said Helen Lloyd from The British Dietetic Association. "This has important implications for the future health of the nation" she added.

The British Dietetic Association is teaming up with partners in the food business to assist in its mission. The British Potato Council, Kellogg's and Sainsbury's, will be working with The British Dietetic Association during Food First month (June 2003) helping to point families towards healthier food choices.

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## **Notes to Editors**

1. Further information on Weight Wise is available from

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The British Dietetic Association's website [www.bda.uk.com](http://www.bda.uk.com) – click on the Weight Wise sign on the home page. Fact sheets will be available to download during the month of June.

2. Key messages for Weight Wise

- Being a healthy weight can help to keep you in good health.
- Base meals around starchy foods such as bread, potatoes and cereals; eat plenty of fruit and vegetables; go easy on foods and drinks high in fat and sugar
- Using food guides such as the Balance of Good Health and reading the nutrition panel on food labels can help you to make wise food choices
- Being physically active or taking regular exercise is good for your health

Consumers requiring more information, help and advice on how to be Weight Wise may find this available through a State Registered Dietitian or The British Dietetic Association at [www.bda.uk.com](http://www.bda.uk.com)

3. Childhood obesity is on the increase within the UK. The last Health Survey for England found that between 22 and 31% of six to fifteen year olds were overweight and between 10 and 17% were obese. The prevalence of obesity in Scottish children is 7 to 11% higher than it was 25 years earlier.
4. The BDA acknowledges the financial support of its industry partners – The British Potato Council, Kellogg's, Sainsburys, and PG Tips - for Food First 2003. For further details on these initiatives contact:

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5. 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. About two thirds of their members are employed in the National Health Service. The remaining dietitians work in education, industry, research and sports settings or as freelance consultants.

SRDs hold the only legally recognised graduate qualification in nutrition and dietetics. They interpret and translate the science of nutrition into practical ways of promoting nutritional well-being, disease treatment and the prevention of nutrition-related health problems. Their advice is evidenced based.

State Registration, awarded by The Health Professions Council, is an indication that a Dietitian is competent to practise and must work within an agreed Statement of Conduct.

To access this press release and other details about the British Dietetic Association, please visit our Website: <http://www.bda.uk.com>