

Saturday 25th April 2009

Irish children follow the American Trend!

ISCP & INDI launch *Eat Smart Move More!* Information Booklet

New research shows that 1 in 4 seven-year-old children in Ireland are either overweight or obese*. To support parents and health professionals, members of the Irish Society of Chartered Physiotherapists (ISCP) and the Irish Nutrition and Dietetic Institute (INDI) have today (Saturday 25th April) launched a comprehensive information booklet entitled *Eat Smart, Move More!*

Eat Smart, Move More! guides parents through tips to make simple practical changes to a child's diet and activity levels through a sensitive family-based approach. The booklet outlines tips for exercise and a balanced, healthy diet for all children in order to promote good health both now and in later life.

Speaking prior to the launch, Ciara Sheridan of the ISCP said: "It is important to make changes to both eating and exercise habits. This need for balance provided us with a unique opportunity for both professions to merge their expertise in compiling this resource.

International research shows that the best long-term outcomes result from early detection of overweight/obesity and that prevention and early intervention are important for a child's long-term health.

Margot Brennan, PRO of the INDI added: "Having worked with parents and other health professionals over the past few years, the need for such a booklet to answer their concerns became very apparent."

Eat Smart, Move More! initially takes parents through a questionnaire looking at their family's current diet and activity levels which will help identify possible risk factors which may lead to children becoming overweight or obese. It then guides the reader through meal planning, common childhood eating problems, coping with eating out and attending special events, like birthday parties. The booklet also outlines the importance of exercise in conjunction with healthy eating and suggests to the reader how families can become more active. It acknowledges that reduced exercise levels can lead to poor fitness, which may subsequently result in lack of confidence and embarrassment.

The *Eat Smart, Move More!* booklet, supported by SuperValu, will be launched at participating SuperValu Stores on Saturday 25th April, where both a qualified Chartered Physiotherapist and Dietitian will be in attendance to answer any queries or concerns parents may have regarding how they can develop good eating and exercise habits.

For participating SuperValu Stores and for further information please log on to www.eatsmartmovemore.ie

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Note for Editors:

*W.H.O. Growth Study carried out by the National Nutrition Surveillance Centre

http://www.nnsc.ie/index.php?option=com_content&task=view&id=191

The Irish Society of Chartered Physiotherapists (ISCP) is the designated authority for Physiotherapy in Ireland and is the sole body recognised by the World Confederation of Physical Therapy (WCPT).

The Society was founded in 1983 following a number of developments in the profession including the establishment of a university degree qualification. Over the years there has been an increased public demand for the services of the Chartered Physiotherapist and it is the role of the Society to ensure that this demand, in both clinical work and health promotion, is met by the highest standards of care.

The Irish Nutrition and Dietetic Institute (INDI) is the professional organisation for clinical nutritionists/dietitians in Ireland. Founded in 1968, the Institute has grown steadily and it now represents clinical nutritionists/dietitians throughout Ireland as well as having members world-wide. INDI members have extensive scientific background. Dietitians apply knowledge of food, nutrition and other related disciplines such as biochemistry, physiology and social science to promote health, prevent disease and aid in the management of illness.