

FIT FOR LIFE

KIDS WHO ENJOY PHYSICAL ACTIVITIES WHEN THEY ARE YOUNG ARE MORE LIKELY TO STICK WITH HEALTHY HABITS AS ADULTS. TO GET THEM GROWING RIGHT, HY-VEE OFFERS TWO PROGRAMS FOR CHILDREN: KIDSFIT™, FITNESS TRAINING ONLINE, AND begin™ 4 KIDS, HEALTHY LIFESTYLE MANAGEMENT OFFERED BY HY-VEE DIETITIANS.

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Looking for fun ways to improve your child's health and fitness?
Get coached at www.Hy-VeeKidsFit.com. This free, online program is filled with all kinds
of easy-to-use resources to make movement and exercise a way of life.



FAMILY MATTERS:

Don't let the kids have all the fun without you. A Family Day brings parents and children together to enjoy healthy activities that promote fitness and good health. Plan one at least once a week and include everyone, whether they are part of KidsFit™ or not. Use fun game ideas from the website to get everyone in the family moving to your child's favorite activity.

EATING 101:

Whether your kids want an after-school snack or just some healthy information, the Eat section at the KidsFit™ website offers nutritional recipes from Hy-Vee registered dietitians. Help your kids learn to snack sensibly without ruining their dinners. Find ideas for healthy grab-and-go foods and tasty recipes that are easy enough for kids to make on their own.

PORTION PLANNING:

Help your children make healthier choices by reviewing the MyPlate method. An illustrated plate divided into colors for each food group helps kids easily select proper portion sizes. Discuss each food group with your child to clarify the differences between grains, proteins, fruits, vegetables and dairy, and highlight why each is essential to a healthy diet.

WATCH & LEARN:

Lunges, climbers and burpees! Oh, my! If your child doesn't know the basics, look to the helpful instructional tutorial videos on the Hy-Vee KidsFit™ website. These quick videos will show your child the right moves to learn. Online trainer Daira Driftmier breaks down each exercise in simple-to-follow form with helpful tips for speed and performance.

GUIDE TO 5K:

Setting a fitness goal is a great place to start on the path toward a healthier lifestyle. Hy-Vee KidsFit™ offers three levels of physical activity so children will train only with kids of similar size and strength. These levels are Rookie, Pro and All-Star. Each level's daily and weekly activities build health, strength, endurance and self-confidence.

HyVee KIDSFIT™ JUST PUSH PLAY™

A lack of exercise combined with poor eating habits has created an epidemic of childhood obesity throughout the United States. The Centers for Disease Control and Prevention recommends kids spend a minimum of 60 minutes a day doing physical activities. Unfortunately, far too many kids spend more time in front of screens and on gadgets, leaving them sedentary. Partnering with youth-health specialist Daira Driftmier, Hy-Vee created KidsFit™, an online program designed to encourage kids ages 7 to 17 to get more active at home and have fun doing it. Through videos, blog posts, training guides and more, kids have everything they need to exercise at home—on their own or with their families—without any equipment or a costly gym membership. Visit www.hy-veekidsfit.com to get started!

MEET YOUR TRAINER

AS THE KIDSFIT™ ONLINE TRAINER, DAIRA DRIFTMIER'S GOAL IS TEACHING AS MANY KIDS AS POSSIBLE ABOUT HEALTH, EXERCISE AND NUTRITION. NEAR THE END OF THE LAST SCHOOL YEAR, SHE VISITED 44 SCHOOLS FROM KANSAS TO WISCONSIN WITH HER MESSAGE. "WE'VE ALMOST DOUBLED THE NUMBER OF KIDS WHO HAVE SIGNED ON TO KIDSFIT™ AND I'VE RECEIVED SO MANY LETTERS, NOTES AND POEMS FROM KIDS ABOUT WORKING OUT," SHE SAYS, WHICH SHOWS HOW EXCITED KIDS ARE ABOUT THE PROGRAM.



KIDS *begin*

There's no better time than right now to start your kids on a healthy living plan. "In a busy world with many distractions, it's easy to forget about exercise and healthy nutrition choices," says Kim Demmin, RD, LD, a Hy-Vee registered dietitian in Bettendorf, Iowa. She recommends parents start with a visit to their child's primary care physician or pediatrician. Make Hy-Vee your next stop, talking with the store dietitian, who can explain all the benefits of the four-week begin™ 4 Kids program.



begin™ 4 KIDS

This four-week program puts an emphasis on food groups, physical activity and eating for good health. Led by Hy-Vee dietitians, kids and their families learn about healthy lifestyle management. Sessions meet at Hy-Vee stores and follow age-appropriate curriculums. The goal is to educate kids about healthy eating early so they can choose foods wisely throughout their lives.

WEEK ONE

The Hy-Vee begin™ 4 Kids program is open to all children from 3 years to 18 years old along with their families. Some sign on as a mother and daughter or father and son, but others may bring along the entire family. Each hour-long class engages kids, informing them about what they eat and why they eat it. While many parents sign up because of health concerns for their child, at least as many simply sign up so their kids understand the health benefits of choosing an apple over a candy bar.

WEEK TWO

The goal this week is to learn how to shop the ingredients needed to make healthy meals. Dietitians take kids and their families through the aisles, using quizzes and games to engage children in exploring the choices they make. As they walk the bread aisle, children learn about the advantages of eating whole grain breads. Kids are then asked to scan the shelves and locate a whole grain loaf. Or they are told about how to spot nutritious peanut butter, then asked to find it. Dietitians also use this time to introduce the MyPlate approach to portion control.

WEEK THREE

Food is the focus the third week. MyPlate is again the topic of conversation as the dietitian reviews the concept with kids and encourages them to try it at home. There are discussions about planning meals that will fuel kids at school, at play and wherever they go. Kids are asked about their favorite foods and favorite mealtimes. They'll learn about calories, proteins and more. They'll also discover that some of their favorite foods may contain things like sugars and fats that are not the best choices.

WEEK FOUR

Portion control is the topic for the final session. MyPlate is explored in greater depth, as kids are given the keys to analyzing the portions on their plates. They learn to compare the size of a fist to amounts of fruits, grains, vegetables and protein. This gives them a tool for judging whether portions are balanced or not. This final session is also the time for goal setting, as kids talk about what they have learned through begin™ 4 Kids.



MICHELLE CARSON

AGE: 55
STARTING WEIGHT: 278 LB.
HEIGHT: 5'2"

CURRENT WEIGHT: 258 LB.
Total pounds lost to date: 20 LB.

FOLLOW MICHELLE'S JOURNEY ON
HER "JUST WEIGHT AND SEE"
FACEBOOK PAGE:
[FACEBOOK.COM/JUSTWEIGHTANDSEE](https://www.facebook.com/justweightandsee)

PROBLEM: A step back, a step ahead March was difficult. Due to a family situation, Michelle lost her positive attitude. In April, she bounced back.

DIETITIAN'S SOLUTION:

Circumstances threw Michelle in a ditch. But getting to a better place is mental, more than anything. Michelle says of Hy-Vee Dietitian Amber Groeling, "I think she believed in me more than I did." Amber recommended visualization to rally Michelle. "She encouraged me to see myself—to visualize—breaking through my weight barrier," Michelle says. Running a 16-minute mile was a goal Michelle chose. Less than a month later, she did it.

MONTH	WEIGHT (LB.)
November 2015	278
December 2015	274.8
January 2016	272
February 2016	274.6
March 2016	261
April 2016	269
May 2016	258
June 2016	--
July 2016	--
August 2016	--
September 2016	--
October 2016	--
November 2016	--
December 2016	--

JOINING *begin*

Getting healthy and staying healthy is the goal of the Hy-Vee *begin*™ Healthy Lifestyle and Weight Management Program. Dietitians from Hy-Vee educate and coach participants about eating nutritious meals and including physical activity in their daily lives.

Dietitian Amber Groeling, of the Hy-Vee in Topeka, Kansas, says, "We help clients develop healthy, balanced eating plans that are sustainable and that they will enjoy eating for the rest of their lives."

During *begin*™ sessions, a Hy-Vee dietitian teaches:

- How to control hunger.
- Why activity is essential.
- What healthy portions look like.
- How to prepare healthy foods.

In an early meeting, attendees take a healthy shopping tour at Hy-Vee with a dietitian who can offer them tips tailored to their needs.

There are three *begin*™ options:

Individual Program: Participants meet one-on-one with the dietitian at Hy-Vee for weekly sessions over 10 weeks. The first session is about an hour, others 15 to 30 minutes.

Group Program: For those who prefer a group experience, this program includes seven classes (plus three individual sessions). Each session is one hour. Groups typically meet at Hy-Vee.

***begin*™ Basics:** Sessions in this 10-week course are shorter and focus on education. There are no screenings or measurements.

TO SIGN UP FOR ANY OF THE THREE *begin*™ OPTIONS, SEE THE DIETITIAN AT YOUR LOCAL HY-VEE STORE.

KIDSFIT™ BERRY SMOOTHIE

Add flaxseed to smoothies for a boost of healthy omega-3 fatty acids and dietary fiber.

- Prep: 10 minutes | Serves 1
- 1 cup sliced fresh strawberries
 - 1 cup fresh raspberries
 - ¾ cup Hy-Vee vanilla low-fat yogurt
 - 1 tablespoon flaxseed meal
 - 1 cup crushed ice*

1. Place strawberries, raspberries, yogurt and flaxseed meal in a blender; cover and blend well. Add ice and blend until smooth. *Note: Use more or less ice depending on your personal preference.

Nutrition facts per serving: 220 calories, 5 g fat, 0.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 65 mg sodium, 41 g carbohydrates, 13 g fiber, 25 g sugar, 8 g protein. Daily values: 2% vitamin A, 220% vitamin C, 20% calcium, 10% iron.

Whip up this tasty berry smoothie to jump-start your energy for the day!

