



NUTRIGRAM

March 2008

National Nutrition Month® 2008: It's A Matter of Fact

March is National Nutrition Month!® Created in 1973 by the American Dietetic Association (ADA), National Nutrition Month® is a campaign designed to promote healthful eating. By providing practical nutrition guidance, and focusing attention on making informed food choices and developing sound physical activity habits, the ADA seeks to improve the health of individuals and communities. This year, nutrition experts at the ADA want you to focus on the facts—and be able to separate fact from fiction.


Below are some common nutrition myths debunked.

- ▶ **MYTH:** Body weight is a reliable sign of healthy eating.
- ▶ **FACT:** No two people have the same body composition. The measure of a person's diet and overall health is a combination of factors.

- ▶ **MYTH:** Fresh fruits and vegetables are always healthier than frozen or canned.
- ▶ **FACT:** Research shows that frozen and canned foods can be as nutritious as fresh. In fact, since lycopene, an antioxidant, is more easily absorbed in the body from foods after it has been processed, canned tomatoes, corn and carrots are sometimes better nutrition choices.

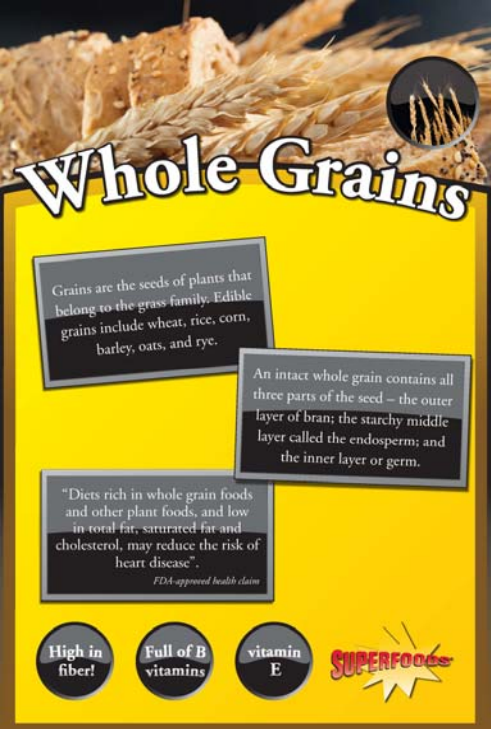
- ▶ **MYTH:** Eating just before bedtime causes weight gain.
- ▶ **FACT:** What you eat, not when, makes the difference. Calories have the same effect on the body no matter when consumed. Evidence shows that eating regular (nutritious) meals, especially breakfast, promotes a healthy weight.

- ▶ **MYTH:** Occasionally following a fad diet is a safe way to lose weight.
- ▶ **FACT:** Many fad diets are developed by people with no science or health background, so some fad diets can even be harmful to those with certain health problems. If you are concerned about your eating habits, consult a registered dietitian.



BALANCED CHOICES®
for a healthy lifestyle

Monthly SUPERFOODS Promotion



Whole Grains

Grains are the seeds of plants that belong to the grass family. Edible grains include wheat, rice, corn, barley, oats, and rye.

An intact whole grain contains all three parts of the seed – the outer layer of bran; the starchy middle layer called the endosperm; and the inner layer or germ.

"Diets rich in whole grain foods and other plant foods, and low in total fat, saturated fat and cholesterol, may reduce the risk of heart disease".
FDA-approved health claim

High in fiber! Full of B vitamins vitamin E **SUPERFOODS**

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