

Children's Health Update

Two-Thirds Of Moms Say Their Kid's Snacks Are Mostly Full Of Sugar And Empty Calories, With No Nutritional Value

(NAPSA)—Whether fueling for little league or packing for a day at school, moms struggle to satisfy their children's picky taste buds with smart snack options. Nine out of 10 moms in a recent survey said they worry about their child's nutrition, according to Impulse Research Corporation.

"The greatest challenge for moms today is finding nutritious snacks to feed kids in between meals," says Elizabeth Ward, R.D., mother of three and author of *The Pocket Idiot's Guide to the New Food Pyramids*. "Snacking is a prime opportunity to sneak in some of those important vitamins and minerals that round out a wholesome diet."

The survey revealed that moms' snack food purchases are influenced most by taste and nutritional value. Over half of the moms surveyed consider sugar content among the top concerns, followed by the need to squeeze more vitamins and minerals into their children's diets. The challenge lies in finding snacks that fit moms' nutrition goals and still appeal to kids' taste buds.

One of kids' favorite snacks, chocolatey s'mores, sounds like a red flag for moms, but a new product demonstrates that snacking can be both tasty and nutritious. PediaSure® NutriPals™, a new line of delicious and nutritious snacks for children, introduces bars and drinks in indulgent flavors that provide balanced nutrition anywhere, anytime.

"New NutriPals, a good source of protein and more than 20 vitamins and minerals, is a smart



choice for a convenient snack," says Ward. "These bars and drinks are just what moms have been looking for—good nutrition in a snack that satisfies."

For tasty snacks that require little preparation, Ward recommends these kid-friendly combinations. Choose two or three a day to satisfy your kids when they are hungry between meals.

- Four three-inch-long celery sticks with a tablespoon of peanut butter
- Handful of whole-grain snack crackers with a low-fat cheese stick
- Strawberry Yogurt snack bar from NutriPals
- Baby carrots with a tablespoon of hummus spread
- Four small graham crackers with peanut butter or no-sugar-added jelly
- A chocolate NutriPals drink.

When packing snacks for the day, moms should remember to check refrigeration requirements on packaging. As a helpful hint for snacks that are not prepackaged, separate individual servings into resealable storage bags. Use measuring cups to determine the appropriate portions.