



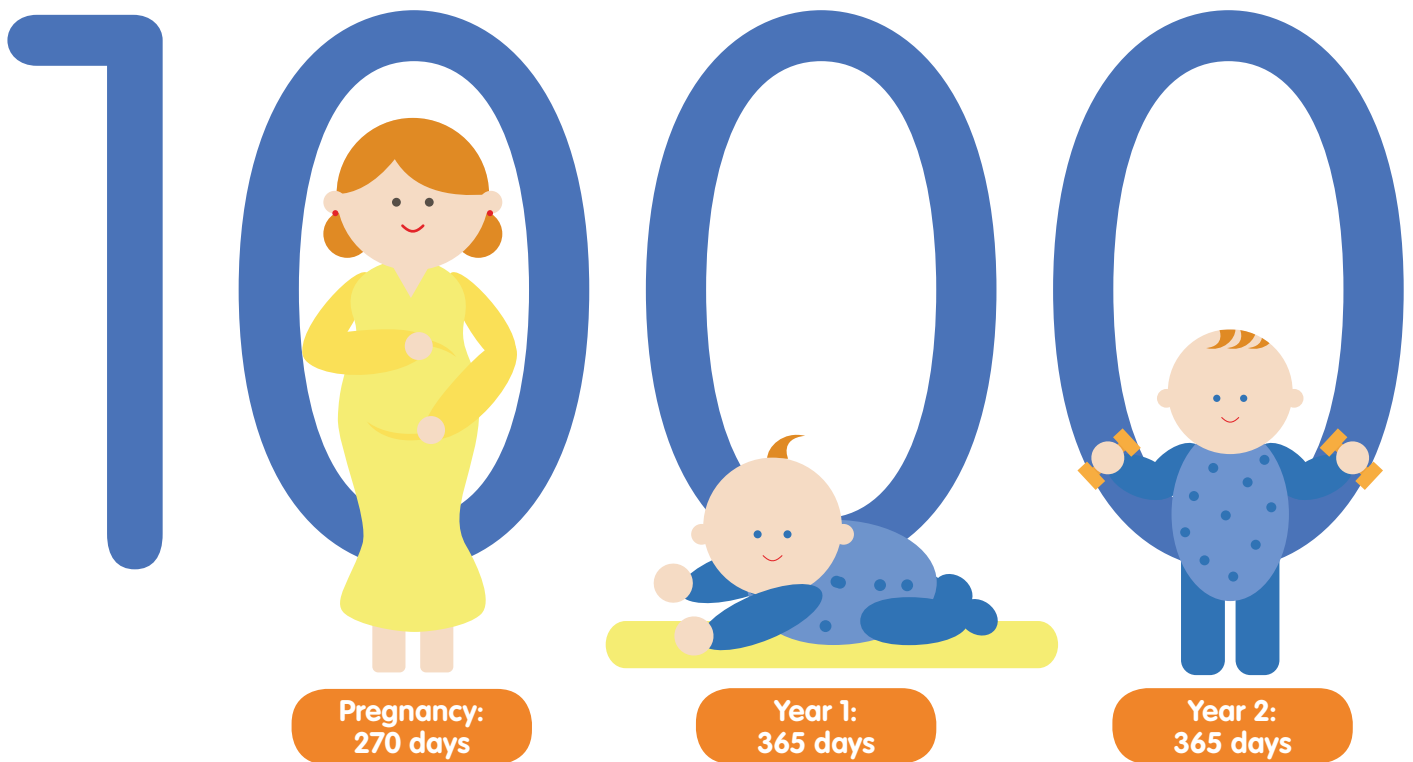
A taste of what's to come

Navigating the
First 1000 Days

Nestlé
Mom & me

Give your baby a head start

The food your baby eats, and how and when you feed her in the First 1000 Days can shape her health for the rest of her life



The moment you discover you're pregnant marks the beginning of an exciting journey, packed full of adventures for you both! You instinctively want to do what's best for your child, but what does that

mean in terms of nutrition? Does what you eat during pregnancy and what and how you feed your baby really matter? The answer is a resounding "YES". And probably more than you might expect.

Window of opportunity

Scientists have discovered that your baby's nutrition during the First 1000 Days will shape the rest of her life. This time provides a precious window of opportunity to lay the foundations for a future of good health. From conception until your baby's second birthday, every spoonful that goes into your mouth during pregnancy, and then hers as a baby, can have a lasting impact on her physical and mental development as she grows up. Good nutrition not only offers better protection against chronic conditions, such as obesity, diabetes, and cardiovascular disease, but it also means your child is likely to do better at school! This concept is called early nutrition programming and it's all about giving your baby the best start possible.

Make a difference now

The good news is that anyone can do it. While there's no parenting diploma in being a mom or dad, you'll find everything you need to know about nutrition and more on the Nestlé Baby & me website. Just log on to the First 1000 Days Nutrition Program and we'll give you the facts, based on the latest scientific findings, in a simple, fun way. Learn at your own pace and watch your little one grow up, knowing you're helping her to form healthy habits that could last a lifetime.

And as a thank you for signing up, here's a taste of what's to come...

Preconception

Did you realize that by eating well and being at a healthy weight you can benefit your future baby before you conceive?
Get your body baby-ready!
Page 4

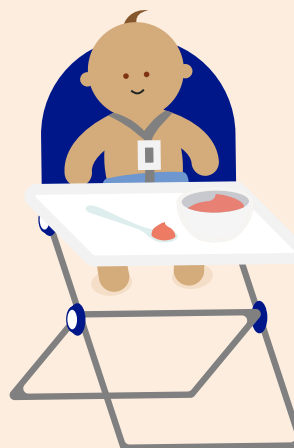


Pregnancy

The foods you eat, and how you look after yourself, during these nine months are more important than ever
Taking care of your growing baby
Page 6

0-6 months

Good nutrition will help you to produce quality breast milk for your growing baby
Welcoming a new arrival!
Page 8



6-12 months

Incredibly, the first spoonfuls of food you offer can influence the variety of foods she will eat in the future
Adventures in food
Page 10

12-24 months

Helping your toddler to be active helps build her strength and motor skills as well as kick starting healthy habits for life
Toddlerhood, here we come!
Page 12



Get your body baby-ready!

Thinking about starting a family? Make small changes to your diet and lifestyle now for a healthier future for your baby-to-be

Preparing for pregnancy

Once you've made the exciting decision to start trying for a baby, the next step is to think about your own health. If you need to, there are lots of small changes you can make to your daily life to help maximize your chances of conceiving and reduce your risk of pregnancy complications. These include quitting smoking and striving for a healthy weight. It's also important to talk to your healthcare provider about any health problems and medications you're taking, and any family history of illness, in case you need to make further changes.



Wow!

Overweight men are more likely to have a low sperm count. The quality of dad's diet matters too

5 ways... to boost your fertility

1 Strive for a healthy weight.

2 Eat a healthy, well-balanced diet that's rich in nutrients.

3 Consider taking a folic acid vitamin, or multivitamin/mineral supplement. Emerging evidence suggests this can have a positive

effect on fertility. It will also help your baby's early development as soon as you do conceive.

4 Stop smoking and drinking alcohol. There are no safe limits when it comes to drinking alcohol.

5 Limit high amounts of caffeine.

Babymaking in numbers

18.5–24.9

is considered a “healthy” body mass index (a measure of your height and weight known as BMI) for a woman before pregnancy

400mcg

is the recommended amount of folic acid you should take as a supplement BEFORE conception

40%

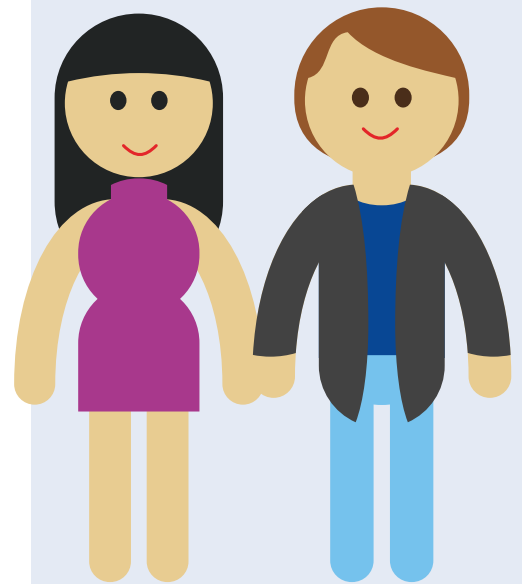
of pregnancies are unplanned

42%

of pregnant women, and 30% of non-pregnant women, worldwide have anemia. If you are anemic, it’s a good idea to correct it before you conceive

30–40%

of the world’s population is affected by allergies. If you have an existing medical condition—including diabetes or asthma—get it under control now



Expert opinion



“Making diet and lifestyle choices before you conceive can promote your health in readiness for pregnancy, as well as influence the lifelong health, growth, and development of your future baby”

Dr. Sanjeev Ganguly, pediatrician and Head of Medical Affairs at Nestlé Nutrition

3 months before trying for a baby: improving your diet and lifestyle

What you can do: Change your habits for the better at least three months before becoming pregnant, or even earlier if you’re quitting smoking

Taking care of your growing baby

Your growing baby is reliant on you for everything she needs to develop. That's why your health during these nine months is crucial

The benefits of exercise

Studies have shown that pregnant women with higher activity levels are more likely to have a "natural" birth. Being active can also help prevent you gaining too much weight during pregnancy, which can help you have a baby with a healthy birth weight. Active before pregnancy? Carry on with your usual regime (after checking with your healthcare provider). If you weren't active before you conceived, talk to your healthcare provider about starting gently with a goal of reaching 30 minutes of low-impact activity five days a week.



Wow!

Your diet during pregnancy can influence your baby's future taste preferences, so choose healthy foods now

5 ways... to give your baby essential nutrients

1 Take 400mcg of folic acid a day to prevent brain and spinal cord defects.

2 Protein builds your baby's body tissues. Meat, milk, cheese, eggs, and soy beans are all good sources.

3 Zinc, found in eggs, red meat, lentils, and whole grains, will help to

build your baby's immune system.

4 DHA, an omega-3 that helps your baby's brain and eyes develop, is found in egg yolks and oily fish.

5 The World Health Organization recommends taking a daily iron supplement (30-60mg).

Pregnancy in numbers

Zero

extra calories are needed during the first three months of pregnancy if you're a healthy weight to start with. In the last six months, you'll only require 340-450 extra calories per day, so you really don't need to eat for two!

5 food groups

make up a healthy diet: fruits, grains, vegetables, meat/fish/protein foods, and dairy. Eat foods from these groups each day to provide the nutrients you need during pregnancy and try to cut back on refined carbohydrates and saturated fats

1 in 10

people fall ill every year from eating contaminated food. Avoid foods that are unsafe during pregnancy, such as raw meat and fish, seafood, and soft cheeses made from unpasteurized milk (such as brie and camembert) as they might contain harmful bacteria

40%

is the approximate increased risk of childhood obesity as a result of excessive weight gain during pregnancy

Expert opinion



"During these nine months, the nutrition and environment your baby experiences influences how your baby grows and develops before birth, and can program her growth and health for years to come"

Dr. Marco Turini, PhD, Head of Global Scientific Affairs at Nestlé Nutrition, Switzerland



Second trimester: feeling your baby kick

What you can do: Your baby is moving throughout your pregnancy but you might not feel her kick until now. As well as being reassuring and exciting, this is a great reminder to get out there and get active yourself as this may increase your chances of an easier birth!

Welcoming a new arrival!

Find out about the amazing power of breast milk and how you can give your growing newborn the best start in life

Magical milk

The World Health Organization (WHO) recommends babies start breastfeeding within the first hour of being born, and are exclusively breastfed for the first six months. Breast milk contains the perfect balance of proteins, carbohydrates, fats, vitamins and minerals, friendly bacteria, and HMO (human milk oligosaccharides) for healthy growth. HMO are special bioactive components that protect your baby by promoting the growth of “friendly” bacteria in her gut while making it more difficult for harmful bacteria to grow.



Wow!

The longer you breastfeed your baby, the lower her risk of being obese at the age of five or six

5 ways... breastfeeding benefits your baby

- 1 Breast milk contains good bacteria that helps stimulate your baby's immune system.
- 2 Your breast milk adapts to meet the changing needs of your baby as she gets older.
- 3 Breastfeeding can help protect your baby from illness and allergies.
- 4 Breastfeeding has been linked to higher intelligence during childhood and adolescence.
- 5 Breast milk contains the perfect mix and amount of high-quality proteins for your growing baby.

Breastfeeding in numbers

1 in 5

breastfeeding moms don't get enough calories

400–500

calories are burnt per day by breastfeeding

400–500

additional calories are needed per day to produce breast milk

9 nutrients

you eat have been shown to influence the quality of your breast milk. These include vitamins A, B, and D

8

is the minimum number of times to breastfeed your newborn within 24 hours, paying attention to her hunger and fullness signals

80%

of newborns worldwide are breastfed. However, three in five are not exclusively breastfed for the first six months, as recommended

0-6 months

Magical milestone!



Expert opinion



“Breastfed babies are less likely to develop diarrhea, serious colds, or ear and throat infections. And there is growing evidence to suggest that breastfeeding is linked to a baby’s healthy growth, including her brain development, and later speech, intelligence, and academic performance”

Dr. Evelyn Spivey-Krobath, PhD,
Nutrition Scientist at Nestlé Nutrition

1-4 months: lifting head

What you can do: Try some tummy time almost as soon as she’s born! Start with a few seconds, a few times a day, and gradually increase. Holding a toy above her head will encourage her to push up to get a closer look. Always be there to supervise.

Adventures in food

When your baby has her first taste of food, she embarks on a journey of discovery that may influence her food preferences as an adult

Be a healthy role model

Research has shown that family mealtimes—no matter the size of your family—provide benefits for your baby beyond the joy of simply eating dinner together. Sharing family meals frequently has been shown to support a healthier diet and lower the risk of toddlers and pre-schoolers being overweight. If you choose to eat a variety of healthy foods, it also sets an example for your baby to follow. Encouraging these healthy habits not only benefits your child now, but also sets the stage for her future healthy development.



Wow!

Even though your young baby won't yet use words to tell you when she is hungry or full, she shows you signs

5 ways... to recognize when your baby is full

1 The spoon snub: She turns her head away when you offer a spoonful. This means: "I've had enough."

2 The clamped mouth: She closes or covers her mouth with her hands. What she's telling you: "I'm full!"

3 The spoon shove: She pushes it away before it gets close,

meaning: "This mealtime is over."

4 The ejection: She spits food out, showing you: "I'm finished."

5 The distracted gaze: She looks around and ignores the spoon. What she's trying to say: "I'm not interested in food anymore."

First foods in numbers

6 months

is when your baby needs to start eating solid foods as breast milk alone is not enough anymore. Babies need six times more iron than adults to support cognitive development, so offer foods such as iron fortified infant cereal

30%

of your baby's calories come from solid foods at 6-8 months

1 in 3

is a good approach when you start solid foods—one new food every three days. Choose foods rich in energy, vitamins and minerals and watch for signs of intolerance

70%

of your baby's calories still come from breast milk at 6-8 months. It's her main source of nutrition, even when she starts eating solids

5.5 times

more calcium is needed by babies than adults for bone growth. Your little one can now have yogurt but the earliest you should give her cow's milk is 12 months

Expert opinion



“Some moms stop breastfeeding when they start complementary feeding. However, breast milk is still important. Studies show children that were breastfed as infants tend to like more vegetables as toddlers”

Birgit Becker,
Nutritionist at Nestlé Nutrition
in Switzerland



8-10 months: learning to self-feed

What you can do: If you're following a baby-led weaning approach, offer a variety of healthy foods that your little one can pick up and eat by herself. Holding finger foods, such as small pieces of ripe banana or soft, cooked, diced carrot, helps her to develop her pincer grip.

Toddlerhood, here we come!

From crawling to walking, your baby is becoming more mobile all the time. Keep her energy levels up by offering a variety of nutritious foods

Playtime, downtime

Activity plays an important role in healthy growth and development. For toddlers one to two years of age, guidelines recommend at least one to three hours of activity per day. This includes both structured play (when an adult is directing) and unstructured play (when the child is free to be active however she chooses). Sleep is also essential for healthy development. Not getting enough sleep now is linked to an increased risk of becoming overweight. Experts recommend that toddlers get between 11 and 14 hours of total sleep each day.



Wow!

Pushing your toddler to eat more food, even when it's nutritious, can make it harder to recognize her own hunger and fullness

5 ways... to support your independent eater

1 Cut up soft foods so they're easy to eat. Pieces should be no larger than 1.5cm (1/2 inch) to avoid choking risks.

2 Sometimes toddlers need to try a new food up to eight times before they like it, so don't give up!

3 Hold the salt and sugar. Introducing these at a young age

means she may develop a taste for them.

4 Ensure she's seated, supervised, and safe. Serve meals at the table and never leave her unattended.

5 Don't give favorite foods to tempt her to eat something, or as a reward for trying something she doesn't like.

Toddler nutrition in numbers

30%

of the calories your 12-18-month-old requires each day should come from breast milk, cow's milk, or growing-up milk. Offer milk with meals and snacks

25%

of calories in some toddlers' diets come from snacks. Think of them as mini meals and offer a wide variety of foods, in appropriate textures

10-14g

of fiber per day is the target for one to three-year-olds. Approximately three florets (30g/1oz) of cooked broccoli or 1.5 tablespoons (25g/just under 1oz) of uncooked brown rice each provide around 1g of fiber

300 million

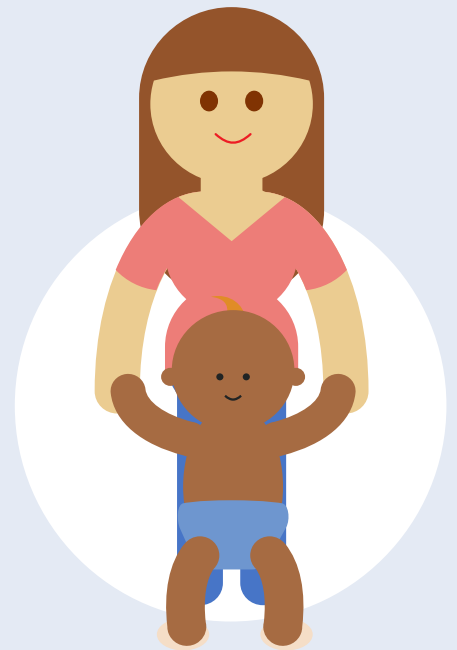
children globally have anemia, a condition primarily caused by iron deficiency. Offer your baby iron-rich foods such as beef, lentils, kale, and fortified cereals

2 years

is the age that eating patterns begin to be set. So offer your little one a variety of healthy foods and flavors to encourage healthy eating habits now, and in the future. After this age, children are more likely to reject new foods, so now is the time to experiment!

12-24 months

Magical milestone!



12 months: taking her first steps


What you can do: Hold her hand until she's confident enough to go it alone. Make it more fun and build a mini obstacle course, with cushions to walk over, and chairs to walk around.

Expert opinion



“Responsive feeding means offering toddlers a variety of foods in a warm, nurturing environment, and having structured mealtimes with consistent expectations (such as children eating at the table)”

Lisa Fries,
Behavioral Science Specialist at Nestlé
Research in Switzerland

A close-up photograph of a woman with dark hair, wearing a white top, leaning over a baby. She is gently holding the baby's hands and kissing them. The baby is lying on a white surface, possibly a bed or blanket. The background is softly blurred, showing a window with light coming through.

Get all your questions answered
about the power of nutrition and
more with the First 1000 Days
Nutrition Program

www.momandme.nestle.com.ph

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