

# Nestlé Health in Action

Issue 14  
October/November 2008

## Products and Brands

### Current new products



#### **NESTUM Sarapan Berkhasiat (Nutritious Breakfast) – Malaysia**

Launched in November 2007 to support the Ministry of Health's *National Plan of Action for Nutrition of Malaysia II*, this whole grain PPP product is a source of Vitamin A, folic acid, iron, iodine and zinc – nutrients commonly deficient in local diets.



#### **MILO UHT Less sweet – Malaysia**

An improved formulation, with reduced sugar, meets the internal *Nestlé Nutritional Foundation* criteria.



#### **MAGGI Tastylite Noodles – Malaysia**

This new product with lower fat and sodium content meets the internal *Nestlé Nutritional Foundation* criteria.

*More Information on these, and more product news, please contact:  
Productinfo-news@nestle.com*

## Responding to USDA's MyPyramid: OMEGA-3-Rich Fish Dishes Join Whole Grain and Double-Veg LEAN CUISINE® Recipes

A wealth of recent research has indicated the heart-healthy benefits of Omega-3 fatty acids DHA and EPA. These Omega-3s are commonly found in many types of seafood. However, preparing fresh seafood several times a week is not always realistic for busy, health-conscious consumers.

In response LEAN CUISINE® has introduced additional Seafood Selections entrées, all offering an excellent source of the Daily Value of DHA/EPA in each serving<sup>1</sup>. With fewer than 350 calories and 9 grams of fat or less, Seafood Selections are also an excellent source of lean protein. "USDA's MyPyramid encourages Americans to eat fish rich in Omega-3s more often. LEAN CUISINE® Seafood Selections offer a convenient way to do that," said Nestlé USA's Market Nutritionist Chavanne Hanson, MPH, RD, LD. Four new seafood varieties joined the range in Summer 2008: *Parmesan Crusted Fish, Shrimp Alfredo, Szechuan Style Stir Fry with Shrimp and Tortilla Crusted Fish*.



### Double the Vegetables AND Whole Grain

The new seafood range complements earlier responses to USDA MyPyramid guidelines on fruit and vegetable consumption. "According to MyPyramid, Americans should eat two and a half cups of vegetables each day," continued Chavanne Hanson. "But a recent USDA study<sup>2</sup> shows that, on average, less than half consume the recommended daily amount."<sup>3</sup>

Five SPA CUISINE™ entrées offer twice as many vegetables as average LEAN CUISINE® recipes<sup>4</sup>, balancing great taste with clear nutrition benefits in contemporary recipes like Sesame Stir Fry Chicken, Ginger Garlic Chicken Stir Fry with Chicken, Grilled Chicken Primavera, Hunan Stir Fry with Beef and Butternut Squash Ravioli. All provide fewer than 350 calories; the first four varieties are also made from 100% Whole Grains, thereby further responding to USDA recommendations that half of all grain servings come from whole grains.

<sup>1</sup> The serving of fish in these entrées contain between 65 and 220mg of EPA and DHA combined per serving, which is between 40% and 137% of the 160mg Daily Value for a combination of EPA and DHA.

<sup>2</sup> USDA Study. 1994/96 Continuing Survey of Food Intakes by Individuals.

<sup>3</sup> Based on a 2000 calorie-intake diet; USDA Dietary Guideline for Americans, 2005.

<sup>4</sup> Average excludes DINNER TIME SELECTS™ varieties

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## Programmes

### What participants said...



*Gladys Andrade Castillo* is very happy because, since the beginning of *Crecer Bien* programme, her children have been learning about the importance of good nutrition and are sharing it at home. *Gladys* says that due to *Crecer Bien*, she has learned about the importance of some food that she didn't use before because she did not know. She emphasizes that her children's change of attitude is an example that made her happy.

"Now we know more about hygiene and healthy habits and how to combine foods, how to keep it clean, the correct way to wash our hands, and so on".



*Alicia Cabrera Bardales*, mother of a 4 year-old girl, says that she became interested in the *Crecer Bien*'s Parents Guide because she could use it to prepare new and nutritious menus. She discovered that *Crecer Bien* is a very important aid for all her family.

She stated: "It is important for us, as parents, because we can share what we have learned with others".

*More information on these and other developments, please contact:*  
[Programmeinfo-news@nestle.com](mailto:Programmeinfo-news@nestle.com)

## **Crecer Bien:** Growing up Healthy in Peru

Initiated as an innovative educational tool in one of the poorest areas of Peru, *Crecer Bien* introduces learning about nutrition and hygiene through theoretical and practical exercises to improve knowledge of good eating habits in school children. The programme will also contribute to reducing malnutrition among young children; and contributes to physical growth and mental development in children 3 to 8 years of age.

The first phase of the pilot programme began in May 2008 in the district of San Juan de Lurigancho, the largest district in Peru with 1 million inhabitants. This initial phase will reach more than 25 000 people, including 5 000 students and their families, plus 200 teachers in 24 schools and their families.



*Crecer Bien* is encouraging healthy everyday habits in good food choices, as well as personal hygiene, via educational materials like teacher's guides, tailored to the local culture and foods; an impressive array of classroom games, puzzles, workbooks, jackets and banners to reinforce messages; and, importantly, a nutritional guide for fathers and mothers. Involvement of the parents in the project permits joint discovery and responsibility for changed behaviour.

The teacher's guidebook outlines a 10-day series of nutritional topics, including an evaluation for each of 3 grade levels. The topics are: "Local Foods from My Land", "From Market to Cooking to Table" and "When we're clean, we grow healthily".

Involvement and support from local authorities are critical to the programme's success. Baseline measurements for each child's weight and height are part of the evaluation. National and local educational boards, as well as the NGO *Asociacion Taller de los Ninos*, are monitoring and evaluating the success of the goal to help the Peruvian Government in reducing malnutrition from 24% to 19% by 2011, and assessing its viability for nation wide application.

*Crecer Bien* is the result of a broad collaboration of nutritionists, teachers, psychologists, anthropologists and specialists in child development. Participating teachers have expressed confidence in the programme's success and enthusiasm for the involvement of parents. The project complements other Nestlé Peru programmes to enhance improved nutrition, hygiene, health and well-being.



Good Food, Good Life