

FOR
PARENTS

www.aicr.org/healthykids

Join the HEALTHY KIDS TODAY

PREVENT CANCER TOMORROW Campaign



When you and your kids eat healthy foods and get physically active, you teach them healthy habits that protect them from cancer and other diseases in their adult lives.

Teaching your child healthy habits is as important as teaching them to cross the street safely.

The *Healthy Kids Today — Prevent Cancer Tomorrow* Campaign will show you how to make **simple changes every day** that add up to lower cancer risk for you and your children.

AICR research shows that if we all ate smarter, moved more and stayed lean, about 1/3 of the cancers that occur in the U.S. could be avoided — that's nearly 400,000 cases every year.

Shield your kids against cancer now — it's never too early!

During childhood and adolescence, kids are growing fast! Their cells turn over rapidly, making them especially vulnerable to the effects of food, physical activity and weight.

- A healthy diet and regular activity help ensure those cells turn over normally, decreasing the chances of future cancer.

- A poor diet and inactivity can cause damage that may lead to a higher risk of cancer as they age.

Poor Diet + Being Inactive = Increased Cancer Risk

○ Poor Diet

Toss the high fat, high sugar foods! The *Healthy Kids Today — Prevent Cancer Tomorrow* Campaign gives you step-by-step tools to explore a colorful variety of the healthy "superhero" foods: vegetables, fruits, whole grains and beans.

○ Being Inactive

Are you helping your kids move more? Our *Healthy Kids Today — Prevent Cancer Tomorrow* toolkit provides ideas on how to be more physically active.

○ Excess Weight

Even in childhood, extra body fat causes internal inflammation, which damages your children's cells and tissues. Over time, this kind of damage makes cancer more likely.

With childhood obesity so common, you may not realize your child is overweight. Or you may think your child will experience an adolescent growth spurt that will solve the issue. But growth spurts don't change unhealthy habits.

Statistically, overweight kids become overweight adults.

(Read about our Toolkit and Pledge on side 2.)

What if you could protect your child from developing cancer later in life? YOU CAN — starting with their next meal!

Did you know?

Plant foods fight cancer! Vegetables, fruits, whole grains and beans have *phytochemicals* — natural compounds that protect our bodies' cells against cancer. Plus, plant foods provide other cancer fighters, vitamins, minerals and fiber. Plant foods are naturally low in calories, too.



In the U.S., at least 1 in 3 youths is overweight or obese.

Healthy Kids Today — Prevent Cancer Tomorrow Toolkit

Preventing Cancer Begins with YOU

Healthy Kids Today — Prevent Cancer Tomorrow helps you teach your children how to choose the healthiest foods and move toward a lifetime of good health. The best way is to make it a family activity.

When you model healthy behavior you:

- Motivate your children
- Give them confidence to make healthy choices
- Strengthen the healthy habits they already have.



Give Them the Best Protection

Healthy Kids Today — Prevent Cancer Tomorrow gives you step-by-step tools for **healthy eating**, including:

- Quick, easy, tasty and kid-approved food combos and snacks for **busy schedules**
- Ways to make healthy foods **appealing** using colors, activities and yummy healthy recipes
- **Budget-wise** tips for shopping and meals

Healthy Kids Today — Prevent Cancer Tomorrow provides practical ideas on how to be more **physically active** such as:

- Playing with your child instead of watching from the sidelines
- Turning off the TV and doing fun projects and games
- Healthy, non-food activities to reward your children
- Free printable activities and crafts for the kitchen and garden
- Fun facts, online games and cartoon characters—coming soon!

About Healthy Kids Today— Prevent Cancer Tomorrow Partners:



The American Institute for Cancer Research (AICR) is the cancer charity that fosters cancer prevention and survivorship through healthy diets, physical activity and body weight. The education and research programs of AICR are funded almost entirely by donations from the public. We fund cutting edge cancer research and help people make choices that reduce their chances of developing cancer.



SuperKids
Nutrition Inc.

was founded in August 2006 to “save the world one healthy food at a time™”. We provide nutrition content, learning activities and curriculum featuring the Super Crew® on our website and to over 3,000 schools in 43 states. SuperKids Nutrition empowers children and families to reach their full potential and accomplish their goals through good health. We are the ultimate resource for parents, educators and health care professionals to become more knowledgeable about nutrition and enable families and children to make healthy choices every day.



Take the Cancer Prevention Pledge Today!

When you make simple lifestyle changes today, you create a future where both you and your children can help avoid cancer, type 2 diabetes and heart disease. The choices you make and teach your children now will help them live to their full potential and feel great, too!

Sign up by visiting www.aicr.org/healthykids.