



HELPS
Kids

Childhood Obesity in the Middle East

Childhood obesity is becoming a huge issue in United Arab Emirates. The figures are increasing year after year. Currently, 30 percent of children between 6 and 16 years are obese or are suffering from overweight, according to the survey 'Teachers, Parents and Students Perceptions of Childhood Obesity in the Middle East', by Marci Kelly Scott, Vice President for Health Programs at Michigan Fitness Foundation. Furthermore, UAE is the fifth fattest country globally, according to a BMC study.



Sedentary lifestyle, unhealthy eating habits and diets based on 3000+ average calorie consumption explain why obesity is on the rise. On top of that, a YouGov survey says that over 70 percent of the respondents admitted that their families feasted on fast foods at least twice a week.

Health authorities try to tackle this epidemic with an increased risk of Type 2 diabetes through different anti-obesity campaigns in schools including obesity control programs.

Nevertheless, adults themselves play an important role. Parents are in charge of teaching healthy habits to their kids. It is well known that the best way to create a healthy habit is to learn it as a child, because what is learnt from an early age is rarely forgotten. As parents, we should encourage our children to exercise and enjoy physical activities, while minimizing the amount of time spent watching TV or playing computer games. Being physically active every day is important for healthy growth and development of babies, toddlers and kids.

In terms of food, healthy diet based on vegetables, fruit, cereals, meat and fish is highly recommended in place of refined carbohydrates, high sugar and high fat diets.

Also, healthy herbal teas can be used as a substitute of caloric beverage including high-in-sugar juices or drinks loaded with corn syrup or artificial sweeteners, most common of which are sodas.

Helps Teas recommends its line Helps Kids as an organic drink and an excellent choice of phytotherapy. According to experts, herbals like mint, rooibos, honey bush or chamomile are good for children because they are free of caffeine. Helps Kids for Little Tummies, one of the teas from the range, is made of chamomile and it is a safe and effective blend to encourage healthy digestion. Another example is Helps Kids for rehydration diets, it is perfect for replacing fluids, and also very tasty!

Dismiss the unhealthy drinks and add the benefits of herbal teas to your children's healthy diet!

