

WHAT'S EATING YOU KID?



by Fitadelphia

What's Eating You Kid? A mindfulness program for childhood obesity and emotional dysregulation.

This program teaches children how to read food labels by searching for Monsters (toxins and obesogens that contribute to obesity and may contribute to emotional dysregulation).

According to a recent report 38% of minority children in every state in the United States are obese. This includes Hispanic, African American, Native American and Pacific Islander children.

There is also an increase in emotional dysregulation in the form of Oppositional Defiant Disorder which is linked to many foods, and we will address 7 of the Monsters that may be responsible for ODD and emotional overeating in the presentation.

The purpose of What's Eating You Kid? is (1) to teach children (and adults) to learn what the "Monsters" are (by studying the eBook, word puzzle, Monster puzzles and flash cards), (2) to teach the effects on health from overconsumption of these Monsters and (3) journaling (which is a mindful activity that can create awareness and change) to keep track of the Monsters using the interactive Monster Tracker Journal.

Clinical Study

- During two studies (2009 and 2010) at a preschool center and 30 summer day camps, children were taught nutrition using the My Food Pyramid for Kids along with food label recognition that were a precursor to the What's Eating You Kid? program.
- Findings: Children did not want to consume food that contained preservatives, pesticides, etc. if consuming these things were going to make them obese and/or shorten their life span. Children reacted to the information they received by insisting that their parents, "stop feeding them junk and stop killing them." We conducted parent workshops which initially led to the creation of the What's Eating You Kid? eBook and program.
- Conclusions & Significance: (1) Children want to be healthy. (2) Journaling is a mindfulness activity creating awareness and checking impulsivity. (3) Making better choices is awareness that creates change. (4) Parents and/or guardians, schools and organizations can learn and teach this program which is suitable for all ages. (5) In 2009, obesity was reversed 100%* at the preschool proving that teaching label reading and mindfulness intervention like journaling works.
- *Out of 19 children in the 2009 study, one child was obese. Her BMI was lowered and achieved normal weight within 12 months.

Photo of Children in Study.

From Article: [Making their mark ...First Class of Fitadelphia Kids Graduate – La Placita Wellness and Education Center, Inc.](#)



Children (and adults) are consuming preservatives, pesticides, and other additives found in processed foods in high quantities. Although the U.S. Food and Drug Administration and the Dept of Agriculture report that small quantities of these chemicals are safe, safety concerns develop when they are consumed in high quantities. The saying, “a little bit won’t hurt” is only true when the consumer knows how much of the preservatives, pesticides, etc. they are consuming.

In reviewing Figure 1 (shown below), which is a food label for a bakery item, we encounter 9 out of the 16 Monsters discussed in the What's Eating You Kid? Program. Six of the Monsters on the label have been identified as causing anger and violent behavior when consumed in excess. Consuming different foods that contain a list of ingredients like those in the label below throughout the day is more than “just a little bit” and a cause for real concern.

Ingredients

Enriched Bleached Wheat Flour [Flour, Reduced Iron, B Vitamins (Niacin, Thiamine Mononitrate (B1), Riboflavin (B2), Folic Acid)], Corn Syrup, Sugar, High Fructose Corn Syrup, Water, Partially Hydrogenated Vegetable and/or Animal Shortening (Soybean, Cottonseed and/or Canola Oil, Beef Fat), Whole Eggs, Dextrose. Contains 2% or Less of: Modified Corn Starch, Glucose, Leavenings (Sodium Acid Pyrophosphate, Baking Soda, Monocalcium Phosphate), Sweet Dairy Whey, Soy Protein Isolate, Calcium And Sodium Caseinate, Salt, Mono and Diglycerides, Polysorbate 60, Soy Lecithin, Soy Flour, Cornstarch, Cellulose Gum, Sodium Stearoyl Lactylate, Natural and Artificial Flavors, Sorbic Acid (to Retain Freshness), Yellow 5, Red 40.

Emotional Dysregulation and Nutrition

These “Monsters” have been attributed to anger and violent behavior in children:

The Sugar Monster

The High Fructose Corn Syrup Monster

The Soda Monster

The Artificial Colors and Flavors Monster

The Trans Fats Monster

The GMO Monster

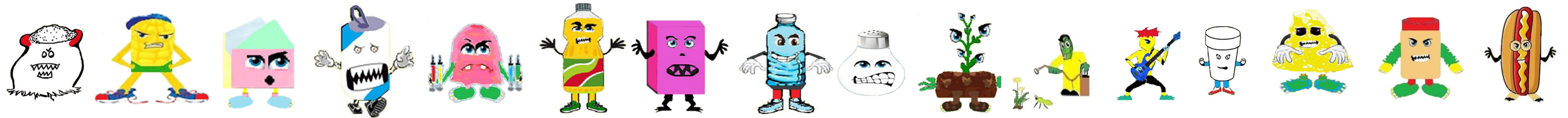
The Heavy Metals Monster

Below is a label consisting of a list of vitamins and minerals. What's Eating You Kid? also teaches children how to find the good stuff on food labels.

What's Eating You Kid? also contains links to websites that provides recipes, gardening and more.

Vitamins and Minerals: Iron (ferrous fumarate), Vitamin C (sodium ascorbate, ascorbic acid) iron ferrous fumarate), Vitamin A (palmitate), Vitamin E (acetate), Zinc (zinc oxide), Niacinamide, Vitamin B1 (thiamine mononitrate), Vitamin B6 (pyridoxine hydrochloride), Vitamin D (cholecalciferol) Vitamin B2 (Riboflavin), Folic Acid, Vitamin B12 (cyanocobalamin)

The Monsters



The Monster Tracker.

On the following pages we will view the Monster Tracker. It's an interactive journal that can be used and saved daily to track progress.

When you choose a Monster, it will growl. You can also keep track of how much water you drink and how many minutes you exercised on any given day.

The water glasses gurgle and the clocks tick.

What's Eating You Kid?

<https://whatseatingyoukid.club>

The FDA says a "little bit" won't hurt, but we are encountering more than just a "little bit" of these 16 Monsters on a daily basis.

What's Eating You Kid? reveals where these Monsters are hiding.

Use this Monster Tracker to keep track of your progress.

Mash those Monsters!

(Enter today's date. Scroll down to stop music.)

TODAY'S DATE :

MONSTER TRACKER (JOURNAL)

<https://whatseatingyoukid.club>

MONSTER TRACKER (JOURNAL)



Breakfast

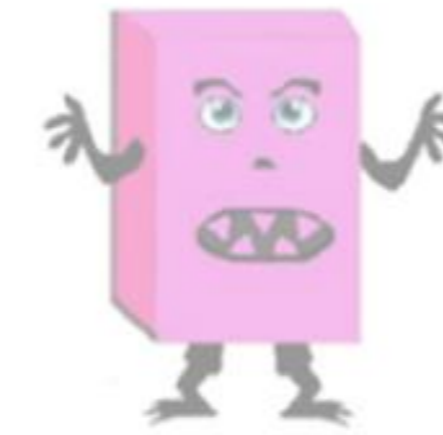
Lunch

Dinner

Snack

Water

Exercise



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MONSTER TRACKER (JOURNAL)



Breakfast

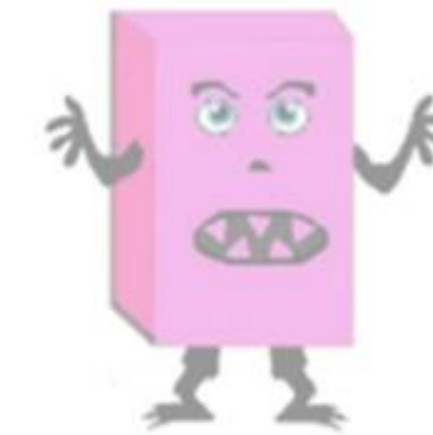
Lunch

Dinner

Snack

Water

Exercise



<https://whatseatingyoukid.club>

MONSTER TRACKER (JOURNAL)



Breakfast

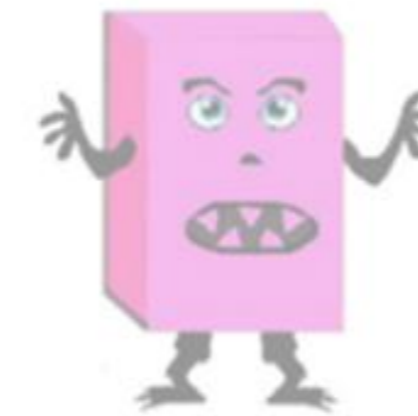
Lunch

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MONSTER TRACKER (JOURNAL)



Breakfast

Lunch

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Water

Exercise



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MONSTER TRACKER (JOURNAL)



Breakfast

Lunch

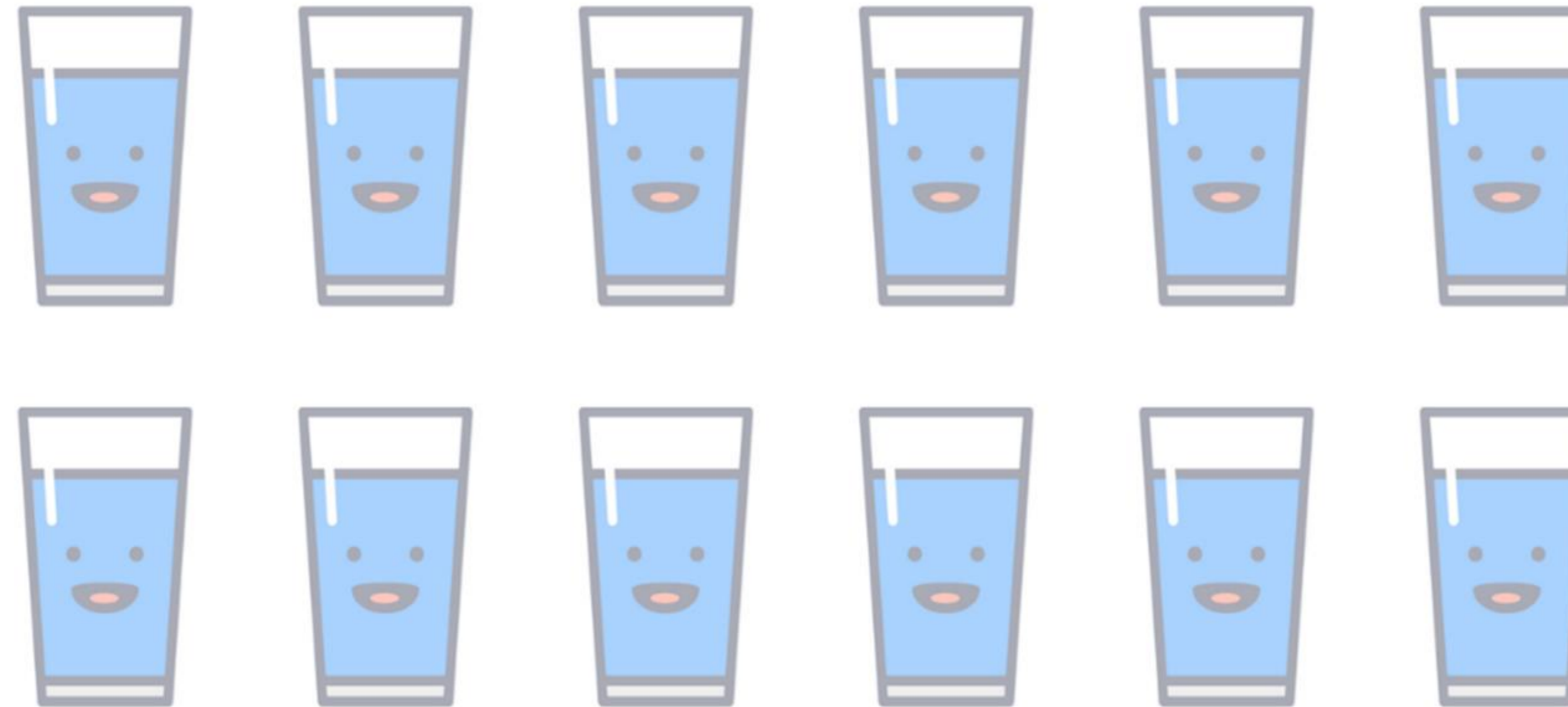
Dinner

Snack

Water

Exercise

HOW MANY 8 OZ GLASSES OF WATER DID YOU DRINK TODAY?





Breakfast

Lunch

Dinner

Snack

Water

Exercise

HOW MANY MINUTES DID YOU EXERCISE TODAY?



How are you feeling today?



AFRAID



SAD



WORRIED



HAPPY



ASHAMED



DISTRACTED



EMBARRASSED



NERVOUS



CONFIDENT



FRUSTRATED



GUILTY



LONELY



EXHAUSTED



SURPRISED



SHY



CONFUSED



PROUD



SHOCKED



ANGRY



OVERWHELMED

This chart will be added to the Monster Tracker and to the Phone App

Monster Tracker Journal Phone App

. On the next slide is the Monster Tracker Journal Phone App which will be produced in the future as a substitute for the PDF journal. This app will make it easier for parents and children to keep track of the Monsters they are consuming daily. It will also have a feature that will allow parents and children to track the Monsters before purchasing products at the supermarket. The app will also have an emotions feature for children to indicate how they are feeling daily. We are currently seeking a funding partnership for this app.

WHAT'S
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YOU
KID?



MONSTER TRACKER
JOURNAL

- Breakfast
- Lunch
- Dinner
- Snack



What's Eating You Kid? Nursery Rhymes is a group of 16 interactive flashcards used to teach younger kids. Each Monster has a cute rhyme teaching kids how the Monsters are bad for them when overconsumed.



Below is the Word Puzzle. We removed the names of the Monsters because we want you to read the eBook and learn what they are. However, on the actual puzzle included in the eBook the Monsters names are included. Can you find some Monsters just by looking at the puzzle? Give it a try.

WHAT'S EATING YOU KID?
(INTERACTIVE WORD FINDING PUZZLE BY FITADELPHIA)

R	Y	M	V	Q	B	M	N	G	S	L	Z	E	Q	P	O	W	S	O	D	A	S
L	A	B	I	W	R	J	G	V	W	E	Z	U	Q	F	D	G	I	V	P	W	E
X	W	G	A	R	T	I	F	I	C	I	A	L	F	L	A	V	O	R	S	O	O
H	E	D	U	P	I	R	X	L	R	A	O	H	R	T	C	K	U	O	G	C	A
P	U	R	Y	S	N	R	O	C	E	S	O	T	C	U	R	F	H	G	I	H	S
N	Z	S	R	O	L	O	C	L	A	I	C	I	F	I	T	R	A	H	Q	E	E
I	W	S	I	M	O	A	Q	S	O	L	C	K	N	G	Z	G	E	P	S	F	V
T	S	L	A	T	E	M	I	V	T	S	L	D	E	Z	M	R	N	E	L	Y	I
R	F	G	W	J	R	N	Y	C	K	A	V	E	N	S	B	O	E	S	A	L	T
O	T	A	M	K	G	I	L	N	I	E	F	T	U	I	Q	H	R	T	L	L	A
S	U	G	A	R	J	Z	I	U	X	F	E	S	C	D	C	I	Y	I	S	N	V
A	Y	Y	S	Z	U	R	N	T	E	O	I	N	E	G	L	T	C	T	E	R	
M	D	G	E	U	D	Z	U	Y	V	F	D	T	K	A	I	O	S	I	N	W	E
I	P	R	P	T	M	U	N	B	G	E	E	A	R	N	R	H	Y	D	R	L	S
N	B	Y	F	E	Q	D	U	X	S	C	F	A	Q	A	R	T	L	E	A	Y	E
E	T	O	G	D	P	V	R	D	N	E	P	H	L	T	D	B	O	S	G	H	R
S	S	J	P	V	Z	E	Z	C	M	B	A	X	J	I	U	U	P	U	W	G	P
P	E	A	N	U	T	B	U	T	T	E	R	S	P	R	E	A	D	L	V	J	R

WORDS TO FIND:  



16 INTERACTIVE MONSTER PUZZLES. ONE FOR EACH MONSTER.



**MASH AND TRASH THE MONSTERS GAME.
THE MONSTERS FLY AROUND, CATCH
THEM WITH YOUR MOUSE AND THROW
THEM IN THE TRASH.**



Thank you so very much for watching this presentation. Below is my bio. It has truly been a pleasure presenting What's Eating You Kid? to you today.

Please inquire at the email below with any questions.

fitadelphia@gmail.com

Cynthia T. Ortiz has over 15 years expertise as a personal trainer, fitness instructor and childhood obesity educator. She was a member of Michelle Obama's Let's Move project and has been a leader in the Philadelphia and South Jersey community teaching children through the Fitadelphia Kids program since 2006. She has taught over 8,000 children at different organizations and schools and has trained high school and college students for employment teaching the program. She is the president of the non-profit La Placita Wellness and Education Center, Inc., which was established in 2006 and provides obesity programs to the community. She was recognized by Mamas Latinas in 2012 as one of the top 25 influential mothers in the nation. She is the owner of the trademark Fitadelphia and author and illustrator of the copyrighted program What's Eating You Kid?

WEBSITES:

Fitadelphia.com

Whatseatingyoukid.club

Laplacitawellness.com