

PediaSure®

M • E • A • N • S  
TO GROW RIGHT



Guidelines  
to help parents foster  
holistic growth in children  
as they get

#BackTo  
Growth\*



Get Free Nutrition Counselling  
from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure®





## Measure & Monitor To Help Your Child Grow Right

**60%** of adult height is achieved within 6 years\*. Consistently measuring growth is important for early detection of any growth shortfalls.

\*% of median HFA for girls & boys at 19 yrs vs 6 yrs as per WHO growth charts.



### Solutions ▶

- 1** It's important to **frequently measure** the height and monitor if the child is growing right as per their age.
- 2** Children **between 2-5 years** should have their height & weight measured every 3 months.
- 3** Children aged **5 years+** should have their height, weight, and body mass index (BMI) measured every 6 months till the age of 9, and annually thereafter.
- 4** Parents can use the **growth diary/tracker** (shared below) to measure and monitor height and weight regularly to ensure that their kids don't miss out on the growth opportunity window.



Get Free Nutrition Counselling  
from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure



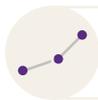
### KEEP TRACK OF YOUR CHILD'S HEIGHT



### KEEP TRACK OF YOUR CHILD'S WEIGHT



After marking for all months, connect the dots, and you'll get a height/weight chart for your child<sup>8</sup>



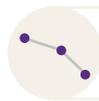
Good - growing well.



Caution - Not gaining weight. Find out why.



Caution - Gaining weight faster than usual. Find out why.



Dangerous - Losing weight, may be ill. Needs to see a doctor.

DOWNLOAD AND PRINT THIS GUIDELINE TO TRACK YOUR CHILD'S GROWTH

In case of any query/concern please reach out to your pediatrician



Get Free Nutrition Counselling from experts for your child.

1800-266-0448 (Toll Free Number)  
wecare.anindia@abbott.com

PediaSure





## Eating Right To Grow Right

**74%** of moms felt that the food consumed by their kids may not provide complete nutrition for optimum growth.

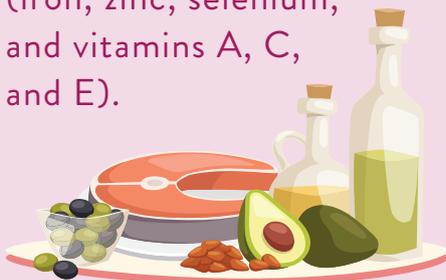
**68%** of mothers felt that their child has become fussier with food choices, preferring junk food. This makes giving the right nutrition important for optimal growth and development.

### Solutions ▶

**1** Include the 5 food groups:



**2** Include Enhanced Immunity Nutrients in food such as protein, prebiotics and micronutrients (iron, zinc, selenium, and vitamins A, C, and E).



**3** Make mealtime fun and collaborative.



**4** Diet should include both **Arginine** (dairy products, non-veg food, nuts) & **Vitamin K2** (fermented food, dairy, eggs, meat) rich foods to help in bone growth, 60% of which is achieved by the age of 6.



**5** Never allow junk as a replacement for a full meal. Limit the consumption of junk food to just one serving per week not exceeding 50% of daily calorie intake.



Get Free Nutrition Counselling from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure



# USE THE POWER OF ENHANCED IMMUNITY NUTRIENTS TO HELP YOUR KIDS MAINTAIN THEIR IMMUNITY

## 1 Protein (High-Quality)

Milk, eggs and non-veg foods.



## 2

## Fiber

Whole grains, fruits, vegetables, nuts, etc.



# ENHANCED IMMUNITY NUTRIENTS

## 3 Essential Micronutrients

### Zinc

Lean meat, poultry, seafood, milk, whole grain products, beans, seeds, and nuts.



### Iron

Eggs, meat, and dark green leafy vegetables (spinach, legumes, pumpkin seeds).



### Vitamin E

Vegetable oil, nuts, seeds, and green leafy vegetables.

### Selenium

Beans, mushrooms, sunflower seeds, and seafood.



### Vitamin C

Fruits like oranges, lemons, pineapples and vegetables like broccoli, cauliflower & peppers.



Get Free Nutrition Counselling from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure





## Active Play To Grow More

**91%** of moms feel that screentime in children has increased due to the pandemic, which could hamper their physical growth in the long run.

### Solutions ▶

**1** No more than 1 hour of screen time is advised for kids between 2-5 years.

**2** Ensure children get at least 3 hours of daily physical activity such as swimming, running, skipping, walking, or dancing. It strengthens bones and muscles to make kids grow stronger & taller and also boost inner confidence.



**3** Adopt a 'no-gadget' day on holidays and do fun activities like yoga, cooking food, indoor games, etc.



Get Free Nutrition Counselling  
from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure





## What is immunity debt and how is it affecting your kids?

Children naturally build immunity to microbes, especially viruses, when they get exposed to them in an external environment. Kids staying indoors for long prevents exposure to common bacteria causing immunity debt.



Now these kids are experiencing an increase in infections and are getting sicker with more exposure to viruses. Hence it is crucial to **strengthen your child's immunity** and ensure overall development to aid holistic growth.

### Solutions ▶



- 1 Two scoops a day of PediaSure is recommended to help build your kids' immunity
- 2 Daily serving of PediaSure leads to 1 cm additional height increase in 90 days compared to peers.



Get Free Nutrition Counselling  
from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure





## Nurture to Grow Emotionally Right

**63%** moms felt that their kid has a less than ideal routine which is making them more cranky and not curious to learn new things.



### Solutions ▶

**1** Help children become independent and accountable by **being more approachable**. This makes kids feel cared and loved.

**3** Allow kids time to reflect and understand their behaviour, and how they can rectify it.

**2** Involve kids in the **problem-solving process** so they can make better decisions.



**4** Avoid frequent reprimanding or aggressive forms of **punishment**.



Get Free Nutrition Counselling from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure





## Sleep Tight To Grow Right

**51%** moms felt that their kid is dull and lethargic at home and worry if their growth is stagnating. Shorter sleep duration is related to the risk of growth faltering, becoming overweight, and obesity in children.

### Solutions ▶

**1** **No screen time before bed**  
Keep away their gadgets at least 2 hours before bedtime. Screens stimulate their minds instead of calming them.

**2** **Sleep routine**  
Make a habit of sleeping and waking up at the same time daily. Aim for a minimum sleep of 8 to 10 hours for kids aged 2 to 12. This will set their body clock and lower any risk of health problems.

**3** **Build healthy sleep patterns**  
Through exclusive bedtime activities like switching on fairy lights or a night light, using a special cup for milk at bedtime, storytelling, etc.

**4** **Pillow talks with children**  
Dim the lights and snuggle close, it'll relax their muscles and help them sleep better. Whisper or talk softly about your day. The aim is to calm their mind before sleep.



The foundations of lifelong physical and mental health are laid in early childhood. Hence, '**M-E-A-N-S to Grow Right**' by Abbott, developed with expert recommendations, helps parents foster holistic growth in their children.



Get Free Nutrition Counselling  
from experts for your child.

☎ 1800-266-0448 (Toll Free Number)  
✉ [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

PediaSure



# #BackTo Growth\*

with



## Follow us

 @pediasureindia  @pediasureindia

 Get Free Nutrition Counselling from experts for your child.  1800-266-0448 (Toll Free Number)  [wecare.anindia@abbott.com](mailto:wecare.anindia@abbott.com)

**PediaSure** | 

Source/Suggested reading:

IN-PDS-AUG-2022-1659414551

Data on file : Survey conducted by Momspreso for Abbott, dated 23rd March 2022

Data on file: Survey conducted by Ipsos for Abbott, dated 2nd April 2019

Additional 1 CM Height Gain in 90 Days vs peers

Alarcon P. Clin Pediatr.2003;42:209-217; In children at nutritional risk, when given in conjunction with dietary counselling

\*Araújo LA. J Pediatr (Rio J). 2021 ; Regular sleep, supervised screen time, Healthy & balanced diet, immunity to infections, adequate physical activity & social interaction for optimal growth

Data on file: Grow Right Adboard minutes of the meeting, dated 13th March 2022

R. Cohen, M. Ashman, M.-K. Taha et al. Infectious Diseases Now 51 (2021) 418–423 Ramesh A. et al. In Chapter 2: Growth. OP Ghai Essential Pediatrics. 9th Edition 2019;7:37

<https://www.who.int/childgrowth/standards/en/> Disclaimer: Percentage of median HFA achieved as per WHO growth charts for girls & boys comparing height at 19 years versus height at 6 years\*.

Górska-Warsewicz H, Nutrients. 2018. Van Vught AJ et al. Dietary arginine and linear growth: the Copenhagen school child intervention study. Br J Nutr (2013), 109, 1031-1039

Van Summeren MJ et al. Vitamin K status is associated with childhood bone mineral content. Br J Nutr (2008), 100, 852-858

Maresz K. Proper Calcium Use: Vitamin K2 as a Promoter of Bone and Cardiovascular Health. Integr Med (Encinitas). 2015;14(1):34-39 IAP JUNCS Guidelines. Indian Pediatrics 2019

John Tregoning et al. Clinical Microbiology Reviews, Jan. 2010, p. 74–98

Julie Hess et al. Defining protein foods. Nutrition today June 2016

Maggini S, et al. Immune Function and Micronutrient Requirements Change over the Life Course. Nutrients. 2018;10(10): 1531

Vieira A, et al. The role of probiotics and prebiotics in inducing gut immunity. Front Immunol. 2013;4:445 EFSA Panel on Dietetic Products, Nutrition, and Allergies (NDA). EFSA Journal. 2016;14(1):4369.

Antioxidants [Internet]. Kansas State University; 2021 [cited 2021 May 16]. Available from: <https://med.libretexts.org/@go/page/40975>. Accessed on: 19 November 2021

Ref: El Halal CS, Nunes ML. Sleep and weight-height development. J Pediatr (Rio J). 2019;95:S2--S9. IAP Guidelines for Normal Sleep and Physical Activity. IAP Action Plan 2020–2021.