

M • E • A • N • S TO GROW RIGHT



GUIDELINES
TO HELP PARENTS
FOSTER HOLISTIC GROWTH
• IN CHILDREN •

As we return to a normal life, Abbott introduces M-E-A-N-S to Grow Right, which is Measure growth, Eat, Active Play, Nurture and Sleep to encourage healthy and holistic growth in children. These guidelines include recommendations from a guild of leading experts.



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 and necessary action.

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



Solutions ▼

- 1 Frequently monitor growth.
- 2 Children between 2-5years should have height & weight measured every three months.
- 3 Children 5years+ should have their height, weight, body mass index (BMI) measured every six months till the age of nine and annually thereafter.
- 4 Parents can use simple tools like growth diary/tracker to measure and monitor height and weight regularly.



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% felt that their child has become fussier with food choices preferring junk food. Thus, nutrition is key for optimal growth and development.

Solutions ▶



- 1 Make mealtime fun and collaborative.
- 2 Include five food groups of cereals, pulses, milk, egg, meat, vegetables & fruits and fats and sugar.
- 3 Diet should also include Arginine rich food: dairy products, non-veg foods, nuts & Vitamin K2 foods: fermented foods, dairy, eggs, and meat to help in bone growth.
- 4 Include triple immune blends in food such as protein, prebiotics and micronutrients (iron, zinc, selenium, and vitamins A, C, and E).



Active Play To Grow More

91% moms feel that screen time in children has increased because of pandemic, and it could hamper children's physical growth in the long run.

Solutions ▼

- 1 Create a Healthy Play Diet for kids involving reduced screentime and adopting a family-wide, 'no-gadget' day on holidays
- 2 Ensure children get at least 3 hours of physical activity per day such as swimming, running, skipping, walking or dancing.



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 To help children become independent and accountable, parents need to be approachable making their child feel cared and loved for
- 2 Involve kids in the problem-solving process.
- 3 Allow kids time to reflect and understand their behavior and how they can fix it.
- 4 Avoid frequent reprimanding or aggressive forms of punishment.



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, overweight, and obesity in children.



Solutions ▶

- 1 No screen time before bed for screentime stimulates kid's mind instead of calming them down.
- 2 Build healthy sleep patterns through bedtime activities like having pillow talks and reading books, stories together.

The foundations of lifelong physical and mental health are laid in early childhood. Children need to be taught to have a routine and parents will have to play a strong role and lead by example.

Hence, 'M-E-A-N-S to Grow Right' by Abbott, in consultation with experts, was developed to empower parents to ensure their child is growing correctly and holistically.