

## Mothers want the best for the growth and development of their children

Becoming a mother is a wonderful experience but it may feel like stepping into a 'rollercoaster'. Life suddenly changes enormously, as she needs to take care of her baby who is depending on her, twenty four hours a day, seven days a week. Motherhood is a big responsibility she cannot prepare for, and changes with each life stage of her child. Many mothers feel insecure and wonder whether they are doing the right thing.

### Mothers' concerns about raising children

The bond between a mother and her child is a powerful element for both. A mother feels responsible for a child's growth; both physical, as well as mental. A role that requires care, love, - and attention. Every day she will do her best to make sure that her child is receiving everything that is needed for healthy growth and development. Mothers will actively look for the knowledge that will help her succeed in this quest. What does a child need to grow well and become happy? And at the same time maintain a healthy weight? When are they too light, when are they too heavy? Mothers are also concerned about their children's health and want to protect them from becoming ill. There are so many queries that need credible and accurate answers. How about energy levels? How energetic should a child be? Is it acceptable if a child has no energy to play once in a while? And how about performance at school? Mothers want their children to do well in school to ensure them of a successful future. But at



the same time she wants her children to learn making and keeping friends. Not to mention to be active in sports.

#### **Growing children need a healthy and balanced diet**

At BlueBand\* we believe that one of the greatest responsibilities and, at the same time, satisfactions of a mother is to ensure that her child follows a healthy, delicious and balanced diet with all the right nutrients. It is essential to teach young children healthy eating habits, which are vital to grow into healthy adults. Besides the right nutrition, a stimulating environment is also important for a child to grow and develop well.



#### **Fat plays an important role in the growth and development of children**

Children below 2 years of age need 40% of the total energy intake from fat. After the age of 2 it is recommended to slowly reduce intake of total fat to levels which are recommended for adults as well; 30% of the total energy<sup>1,2</sup>. Especially essential fats in the diet of children are needed for growth and development. The omega-6 fatty acid linoleic acid (LA) and omega-3 fatty acid alpha-linolenic acid (ALA) are called 'essential' fatty

acids (EFA). They are called essential because the body cannot make them. Therefore they should be included in the diet. EFA are vital building blocks of cell membranes and play an important role in processes related to healthy growth and development. Furthermore, EFA have a positive impact on cardiovascular health and are important to lay the foundation for future health.

### **Mothers are confused about the importance of fat**

These guidelines for fat intake should make a mother's life easier. However, the reality is very different. Many mothers worldwide think fat is unhealthy. They try to limit the intake of fat as much as possible. However, mothers do realise that their children need fat because it gives them energy to grow and be active during the day. Some mothers are aware that there is a difference between types of fat. They think good fat doesn't really exist; but some can be 'the least bad'. Making a distinction between different types of fat is relevant for mothers but often there is confusion about the actual differences between them. Clear education about the advantages and disadvantages of types of fat is needed. Especially education about the importance of essential fatty acids. How can mothers otherwise provide the best for their children's growth and development if misperceptions like these continue to exist?

BlueBand wants to be a guide to mothers who are looking for information about essential nutrients for the growth and development of their children. At the same time BlueBand offers the products that provide essential nutrients. BlueBand soft and liquid margarines are a good and affordable source of EFA. On top of this they are virtually trans fat free (VTF) and lower in saturated fatty acids than fats from animal origin. BlueBand margarines are also an important daily source of vitamin A, D and E.

\* BlueBand is an example of a brand name that is synonymous to other brands names, like Rama, Country Crack, Doriana, Dorina, Mikko, Mirasol, Planta, Planta Fin, Astra, Primavera, Sano, Tulipan, Mullivita, Vitam



### Conclusion

- Mothers want to give the best for their children's growth and development. Often they are insecure about doing the right thing
- A healthy diet, providing sufficient levels of good fat, is inextricably bound up with healthy growth and development
- Essential fatty acids are especially important because they have various vital roles in the body
- Many mothers globally think fat is unhealthy and try to limit the intake as much as possible
- BlueBand wants to provide mothers with the information which helps them to give their children the best nutrition for growth and development
- BlueBand soft and liquid margarines are a good and affordable source of essential fatty acids

### References

1. FAO/WHO. FAO/WHO expert consultation. Diet, nutrition and the prevention of chronic diseases: report of a joint FAO/WHO expert consultation. 2003.
2. Uauy R, Castillo C. Lipid requirements of infants: Implications for nutrient composition of fortified complementary foods. Journal of Nutrition 2003; 133:2962S-72S

