Mum, Dad I prefer water!

Educational programme promoting water drinking among children
Objective

Educational programme „Mum, Dad I Prefer Water!” was created to raise the importance of water in children’s diet regarding growing obesity in Poland.
Creating the idea of an educational programme

Context:
• in 2006, only 13% of 3-15 y.o. children’s fluid intake is plain water
• A growing incidence of overweight & obesity among Polish children

Tools: “Mam, Dad I prefer water!” educational programme
• „Water Lessons” and educational materials dedicated to children, parents and teachers
• Activation of the general public

Timing: Three editions so far, started in 2009 with plans to be continued
Mean value of water consumption per head in Poland: 91 litters/year. It is still 28% under average value compared to Western Europe.

Source: ZenithInternational, 2010
Partners - strong support and important role

Educational campaign created in partnership with main Health Authorities in Poland

Ministry of Health

Programme run under the auspices of Ministry of Health

Food & Nourishment Institute

Nutritional guidelines for parents prepared by nutrition experts, in partnership with Food and Nutrition Institute and Mother & Child Institute

MEN

Education materials prepared by experts and reviewed by Ministry of Education
Why water should be first fluid for hydration in children?

- It is the most natural fluid for human hydration
- It has zero calories – it can help maintain proper energy balance
- It has no sugars or other additives – do not affects child’s appetite for balanced meal
- It can help in preventing dental caries (esp. during night-time)
# Educational Programme Building Blocks

## Lessons Topics
- Why water is the best fluid to hydrate?
- How to make water attractive to children?
- How to change habits in children through play and fun?

## Materials
- for children: Exercise books, posters, games
- for parents and teachers: didactic tables

## Process
- Prepared by specialists: physicians, dieticians, ecologists, psychologists
- Approved by programme partners and reviewed by Ministry of Education
Activation of the Programme for General Public

- Trade activities
- Product
- Edu packs for kindergartens
- Media relations
- TV
- Internet

Activation of the Programme for General Public
Reach

Fluid Intake Recommendation

Evaluation by Parents and Teachers

Media responses

Water Consumption
Programme outputs: REACH

- **2009**: approx. 220,000 children in 1,591 educational institutions.
- **2010**: approx. 200,000 children in 1,669 educational institutions.
- **2011**: approx. 150,000 children in 1,140 educational institutions.

*Campaign is still ongoing, the numbers are estimated.*

**2009 – 2011**: approx. 570,000 children in 4,400 educational institutions.
Programme Outcomes: Publication of Fluid Intake Recommendation for Children

Group of experts under the leadership of the Polish Paediatric Association supported the initiative of “Recommendation for healthy hydration in children”

Published in: Polish Paediatrics & Medical Standards – Paediatric

<table>
<thead>
<tr>
<th>Group</th>
<th>Age (y)</th>
<th>Volume (ml/day)</th>
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<tbody>
<tr>
<td>Infants</td>
<td>0-0,5</td>
<td>700</td>
</tr>
<tr>
<td></td>
<td>0,5-1</td>
<td>800</td>
</tr>
<tr>
<td>Children</td>
<td>1-3</td>
<td>1300</td>
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<tr>
<td></td>
<td>4-6</td>
<td>1700</td>
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<td>7-9</td>
<td>1900</td>
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Recommended water intake for children from food & fluids, where food gives 20% of fluids
Programme outcomes: evaluation by parents & teachers (1/2)

- Programme had very positive opinion and was very willingly implemented by teachers

- High level of substantiveness – mean score of all questions in the questionnaire was above 5 (in scale 1 – 6)*

- Teachers claimed high need for continuation of the programme

- About 40% of Polish mothers of children aged 3-6 y. o. know the programme and it’s idea** & 92% of Polish mothers evaluated the programme as interesting and important, mainly due to the healthy hydration messages**

*(Quantitative-qualitative evaluation questionnaire for teachers involved in the action, November 2009, N=794; November 2010, N=735).

**(Quantitative study, CATI, N=100, November 2010)
Programme outcomes: evaluation by parents & teachers (2/2)

Teachers, Headmasters:
- Congratulation the idea! It's great you do it!
- Can our pre-school take part in the campaign?
- We are really keen on the topics covered by your campaign!

Parents:
- I read about your campaign. Thanks you do it!
- Is there a chance to sign up the school of my children to your campaign?
- Inspired by your programme we set parents committee and we buy water so that children can drink it while being at school.
Programme outcomes: media response

- The media has taken up the topic of liquid consumption and information regarding this issue appears on a regular basis in the internet, press, radio and TV.

- Within the first two editions of the campaign over 400 media clippings were collected. Media often and willingly used the statements of experts involved in the campaign.
Programme impact

Daily fluid intake in litres

- Other drinks (Ice tea, Isotonic, Energy drinks..)
- Compote
- Fruit non carbonated drinks
- CSD
- Milk and milk drinks
- Hot beverages
- Bottled water
- Tap water

2006

- Other drinks: 4%
- Compote: 21%
- Fruit non carbonated drinks: 7%
- CSD: 13%
- Milk and milk drinks: 36%
- Hot beverages: 11%
- Bottled water: 2%
- Tap water: 0%

2010

- Other drinks: 2%
- Compote: 18%
- Fruit non carbonated drinks: 7%
- CSD: 5%
- Milk and milk drinks: 35%
- Hot beverages: 3%
- Bottled water: 12%
- Tap water: 4%

Children 4-14 yo 2006 N=383
Children 3-15 yo 2010 N=343

significant increase of the % of water in total fluid intake among 3-15 yo children

Usage & Attitude Study, 2010 vs. Usage & Attitude Study 2006
Obesity among Polish children

OLAF study shows the highest BMI for:
1. primary schools
2. the „only child”
3. regions of big cities

http://olaf.czd.pl/
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