



# Our Family Newsletter;

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**Our goal is to inspire you, to provide you with the latest health care options available, make you smile, and help you to help us fulfill our mission – to help as many people as humanly possible, especially kids!**

## **Least Healthy Cereals are Aimed at Children:**

**Brands marketed to kids have 85% more sugar, 65% less fiber and 60% more sodium, study finds**

The cereal your child wants for breakfast might be as unhealthy as a chocolate doughnut. You're kidding, right? "A doughnut probably has a little less fiber but it's not much less healthy than the sugared cereals," said Jennifer Harris, the lead author of a new Yale University report aimed at the big players in the cereal industry.



Research from Yales Rudd Center for Food Policy and Obesity, confirms what most parents already know: the least healthy cereals for kids are the ones being marketed to them most aggressively. There's a shock!

Listen.....It might taste good and come with a toy, but cereals like Reese's Puffs, Corn Puffs and Lucky Charms are chock-full of sugar and sodium, and low in fiber. Compared to cereals marketed to adults, the cereals aimed at kids have 85 percent more sugar, 65 percent less fiber and 60 percent more sodium, according to the report. Can't be good!



And cereal companies are spending huge sums to draw in their target demographic. In the U.S., cereal companies spend \$156 million each year marketing to children on television alone, and attract thousands of children to company-sponsored websites full of games and virtual worlds. "We knew

that these unhealthy products were being marketed most to kids, but we didn't realize just how much marketing there was," said Harris.

One of the most surprising findings was the cereals companies' robust online presence, Harris said. General Mills draws 767,000 kids per month to its colorful virtual world at [www.millsberry.com](http://www.millsberry.com), where kids can create an avatar and play arcade games featuring Lucky Charms, Reese's Puffs and Honey Nut Cheerios. And you didn't have a clue, and neither did I until now!



Another surprise: the average U.S. preschooler sees 642 cereal ads per year, almost all of them for cereals with the worst nutrition rankings.

In Quebec, Canada, companies cannot target children under age 13 with television advertising, but Alan Middleton, a professor of marketing at York University, says such regulations are difficult to enforce. He puts the responsibility on food companies to respond to 21<sup>st</sup>-century health concerns by changing their products and informing their customers – and says that despite what kids might want to eat, it is still the parents who are buying.

"In most cases, even where the kids have money themselves...mostly they don't go out and buy cereals. That's not the top of their buying list," he says.

The report also suggests that children will eat healthy cereals if that's what is available. When given sugary cereal instead, kids were likely to eat two servings instead of one. It is like having dessert for breakfast.

Katherine Morrison, an associate professor of pediatrics at McMaster University in Hamilton, ON, says obesity is a huge concern in

Canada (and in the US) where 28 percent of children are overweight. But she says a sugary breakfast might be better than no breakfast at all. "I am happy that they're at least getting some milk with it," she says.

### Ranking kids cereals:

Advertised cereals with the poorest nutritional ratings are among those most frequently marketed to children on TV and the Internet. Nutritional ranking includes sugar, sodium and fiber content.

#### TOP 10 WORST

Rank	Cereal	Percent sugar	Television Marketing Rank
1	Reese's Puffs	41%	8
2	Corn Pops	41%	9
3	Lucky Charms	41%	3
4	Cinnamon Toast Crunch	33%	1
4	Cap'n Crunch (tied)	44%	-
6	Trix	38%	5
6	Froot Loops (tied)	41%	10
7	Fruity and Cocoa Pebbles (tied)	37%	7
9	Cocoa Puffs	44%	4
10	Cookie Crisp	32%	-

#### TOP 10 MOST NUTRITIOUS

Rank	Cereal
1	Kashi Puffs – 7 Whole Grain Puffs
2	Post Shredded Wheat – Spoon Size Wheat'n Bran
3	Barbara's Bakery Shredded Wheat
4	Post Shredded Wheat - Original
5	Post Shredded Wheat – Spoon Size Original
6	Kellogg Mini-Wheats – Unfrosted/Bite Size
7	General Mills Fibre One - Original
8	Nature's Path Synergy 8 Whole Grains
9	Uncle Sam – Uncle Sam
10	Kashi GoLean

So....be careful out there!

### Ways to get a Good Night's Sleep:

Most adults, need seven to nine hours of sleep each night, says Kotler, medical director of the Pennsylvania Hospital Sleep Disorders Center, a sleep expert and co-author of a new book called: "365 Ways to Get a Good Night's Sleep Regardless of Age". Not getting it can lead to poor work performance, traffic and industrial accidents, depression and irritability. To help get the sleep you need, here are a few of Kotler's tips:

**ALLOW YOURSELF TIME** to prepare for bed. You do it for your children – bath,

pajamas, snack, story, sleep – you should do it for yourself. Design a bedtime schedule. It can be as perfunctory as locking the house, checking on the kids, brushing and flossing your teeth, or as elaborate as perfumed candles and a bath.

**ABANDON YOUR GADGETS**, unless you're playing a boring podcast or easy listening music. The one exception is the phone beside your bed, for emergencies only.

**PREPARE FOR THE NEXT DAY** before going to bed. That way you don't have to toss and turn over whether you're going to make it out the front door on time – those winter boots, mitts, hats and lunches are lined up and ready to go.

**PAY YOUR SLEEP DEBTS.** Most people don't want to give up their weekend to sleep, but if you've had a week of five-hour nights, you need to catch up.



**EAT A LIGHT SNACK** before bed. Carbohydrates seem to promote sleepiness more than other types of food, while some people get the same response from a cup of soup, writes Kotler. But keep it light.

**FOCUS ON THE unimportant.** Now's the time to start making lists in you head, boring ones, like all the shoes in your closet, the names of all your teachers since kindergarten.

**DON'T DRIVE.** Late at night, you should be sleeping, not driving. The decreased visibility related to darkness, in combination with the inevitable drowsiness that occurs late at night, can be a fatal combination.

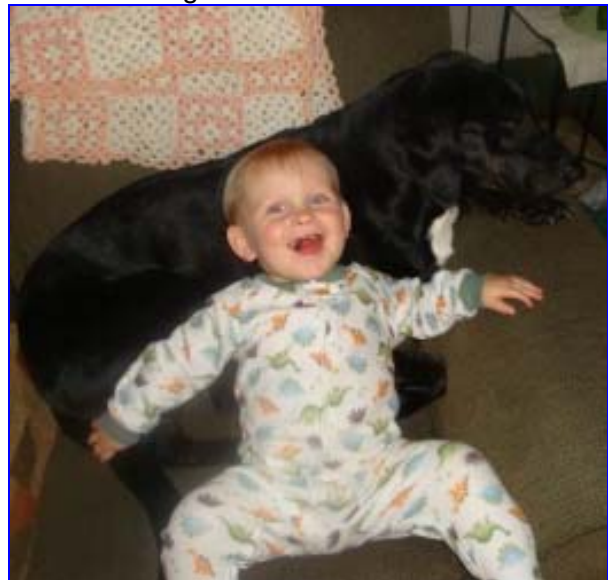
**BUY A DECENT MATTRESS.** If the mattress has lumps, tears, sages or smells funky, it's time to shop for a new one. (Air beds are my recommendation)

**SEPARATE BEDS?** Some new homes are built with two master bedrooms to accommodate people who want to stay together but sleep better apart, writes Kotler. For people with totally incompatible sleep schedules and habits, that may be the only way to stay together.

**DON'T WORRY** if it's harder to stay up late as you age. It is common for people to want to go bed earlier as they get older, says Kotler.

**HAVE SNORING** medically evaluated. It could save your life if you are suffering from undiagnosed obstructive sleep apnea.

**COPY YOUR CAT AND DOG.** Gentle stretching before bed strengthens your abdominal muscles and spine to create a relaxed feeling.



**BEND LIKE GUMBY.** Bending towards the floor from the waist is another helpful exercise.

**GET YOUR B12 VITAMINS.** Lack of B12 is associated with depression, bad temper, apathy, and psychiatric and cognitive disturbances.

**THINK POSITIVE.** Take time every day to make a list of the things you are grateful for – and cuddle with your personal Snuggle bunny regularly!

**ONE THAT** I have found to work great for other patients is if your mind is wondering because of all the things you have to get done the next day, take a note card, write all the things you are thinking of, all the tasks you need to do, everything. When you write them down, your mind can let some of that go realizing that you won't forget it because it is written right in front of you. When you get up, review the card and take it with you. Cross off things you get done and at the end of the day, transfer what you did not get done to a new card and write any new tasks on it.



**WHEN YOU THOUGHT I WASN'T LOOKING**  
*A message every adult should read because children are watching you and doing as you do, not as you say:*

When you thought I wasn't looking I saw you hang my first painting on the refrigerator, and I immediately wanted to paint another one.

When you thought I wasn't looking I saw you feed a stray cat, and I learned that it was good to be kind to animals.

When you thought I wasn't looking I saw you make my favorite cake for me, and I learned that the little things can be the special things in life.

When you thought I wasn't looking I heard you say a prayer, and I knew that there is a God I could always talk to, and I learned to trust in Him.

When you thought I wasn't looking I saw you make a meal and take it to a friend who was sick, and I learned that we all have to help take care of each other.

When you thought I wasn't looking I saw you take care of our house and everyone in it, and I learned we have to take care of what we are given.

When you thought I wasn't looking I saw how you handled your responsibilities, even when you didn't feel good, and I learned that I would have to be responsible when I grow up.

When you thought I wasn't looking I saw tears come from your eyes, and I learned that sometimes things hurt, but it's all right to cry.



When you thought I wasn't looking I saw that you cared, and I wanted to be everything that I could be.

When you thought I wasn't looking I learned most of life's lessons that I need to know to be a good and productive person when I grow up.

When you thought I wasn't looking I looked at you and wanted to say, 'Thanks' for all the things I saw when you thought I wasn't looking. (Thanks Mom & Dad for everything!)

**Please...if you have any questions, or would like any information on any health topic, it would be my pleasure to help you! Talk with you next month.....**