

WHOLE GRAIN CONSUMPTION IN MALAYSIAN CHILDREN AMONGST THE LOWEST IN THE WORLD!



NUTRITION SOCIETY OF MALAYSIA UNVEILS ALARMING FINDINGS FROM MYBREAKFAST STUDY, THE COUNTRY'S FIRST COMPREHENSIVE NATIONWIDE STUDY INVESTIGATING THE BREAKFAST HABITS OF PRIMARY AND SECONDARY MALAYSIAN SCHOOL CHILDREN.

The study shows that about 4 in 5 children are not getting any whole grain in their diets and those who do eat whole grain are not getting enough. According to the results, less than 1% of the children met the recommendation for Whole Grains. On average children are eating 9 grams per day, significantly lower than the recommended daily intake (48g/d). Compared to the results of other national dietary intake researches around the world, Malaysian children and teenagers' whole grain consumption was amongst the lowest reported in the world.

It is common knowledge that breakfast is the most important meal of the day, especially for children. Despite this fact, the study revealed that 1 out of 4 school-aged children skip the most important meal of the day. Children who skipped breakfast had a higher BMI and lower physical activity levels.

REGULAR BREAKFAST EATERS ARE PROVEN TO:

- Perform better at school
- Record higher test scores
- Have lower absenteeism and tardiness

1. Cuieto & Chinen, 2. 2008. Rampersaud et al., 3. 2005. O'sullivan et al., 2009

WHY IS IT IMPORTANT TO EAT ENOUGH WHOLE GRAIN IN OUR DIET?

Whole Grains contain the three main parts of the grain, which preserves all the nutrients naturally found in grains such as vitamins, minerals and fibre unlike refined grains which have been stripped out of their natural goodness. Whole Grains and wholegrain foods have

been linked to several health benefits, such as reduced risk of heart diseases, diabetes and weight gain. Embracing better dietary habits including having more Whole Grains is vital given the alarming rise in childhood obesity rates in Malaysia, which can lead to health problems in adulthood.

EATING WHOLE GRAINS HELP TO ACHIEVE A BETTER DIET

Research shows that children and adults who regularly eat Whole Grains have better diet quality and higher intakes of important nutrients including fiber, B-Vitamins and minerals such as Iron and Magnesium.

Holmes et al., 2012



FACT BREAKFAST CEREALS HAVE BEEN PROVEN TO BE MAJOR CONTRIBUTORS OF WHOLE GRAIN INTAKES. IN FACT THE STUDY REVEALED THAT 60 -70% OF MALAYSIAN CHILDREN INTAKES WERE COMING FROM BREAKFAST CEREALS.



HOW CAN WE ADD MORE WHOLE GRAIN IN OUR DIET?

There are misconceptions or misunderstandings as to what Whole Grains are and how to identify them. Labels such as: 100% Organic, Cracked Wheat, 100% Wheat, 7 Grains don't necessarily mean they contain whole Grain. Whole Grain content of different foods can be found in the ingredients list. To make the right choice, look for products that have Whole Grains at the top of the ingredients list.

Simple Ways TO START

YOU CAN HELP YOUR FAMILY LOVE AND EAT MORE WHOLE GRAINS BY FOLLOWING THESE SIMPLE STEPS:

- ♥ Look out for the logos and labelling information which highlight Whole Grains
- ♥ Swap your usual refined bread, rice or pasta for whole wheat varieties
- ♥ Start your day with breakfast cereals that have Whole Grain as main ingredient. That's one easy step, to include Whole Grain in their diet, one bowl at a time.



SOURCES OF WHOLE GRAIN

Cereals made with whole grain

Wholemeal Pita Bread

Bulgur Brown Pasta

Porridge Oats Brown Rice

Crackers made with whole grain

Wholemeal Tortilla

Popcorn Wholemeal Bread

In association with Nestlé Breakfast Cereals

References:

1. Norimah et al 2015
2. Littlecott et al 2015
3. Mann et al 2015
4. O'Neill et al 2010
5. Bellisle et al 2014
6. Sette et al 2015
7. The US recommendation of whole grain intakes
8. Wesnes KA et al. 2003
9. Alexy U, Zorn C, Kersting M (2010)
10. Reicks M et al 2014
11. Holmes et al 2012