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Quality Care For Kids

A newsletter for Scott County Child Care Providers

By Jane Matzen, RN & Heidi Hotvedt, RN

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Dental Health Month



February is National Children's Dental Health month. The Iowa Department of Public Health (IDPH) reminds Iowans the key to a lifelong, healthy smile is early preventive care. Beginning regular dental visits by the age of 1, using fluoridated water, and brushing twice a day can help prevent painful cavities from forming in a child's mouth.

"A child with cavities and a painful mouth can lose focus while learning new skills at school and at home. They may also have difficulty eating food, which helps their bodies to grow," said Stephanie Chickering, RDH, with the IDPH Oral Health Center. "A child with a healthy mouth will have more confidence when speaking, eating, and smiling."

Providing children with an environment that demonstrates **love, compassion, trust, and understanding** will greatly impact them life-long!



www.earlychildhoodiowa.org

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The IDPH I-Smile™ Dental Home Initiative is a program that helps Iowa's children connect with dental services. Using a team approach, dentists provide definitive evaluation and treatment when it is needed. Other health professionals such as dental hygienists, physicians, and nurses are a part of a larger network and can provide oral screenings, education, anticipatory guidance, and preventive services as needed. For more information visit www.idph.iowa.gov/ohds/oral-health-center.

The Power of Food Advertising on Young Children

A recent study showed that food advertising on TV influenced preschoolers to eat unhealthy foods-even after they reported they were not hungry. Those behaviors can lead to children becoming obese.

Sixty preschool children, 2-5 years of age were offered bananas, sliced cheese, crackers and water and most of the children reported they were not hungry after the snack. Then they divided the 60 participants in two groups. Both groups watched a 14-minute TV segment "Elmo's World" from Sesame Street, Sesame Workshop and both groups had Nabisco Teddy Grahams and Bugle Corn Chips placed in front of them. One group watched TV with no food advertising (only advertising about a national department store); one group watched TV with Bugle Corn Chips advertisements (9 advertisements, 15-30 seconds each).

What was the effect of the food advertising on preschool children? The preschool children who watched the food advertising for Bugle Corn Chips ate more Nabisco Teddy Grahams and almost twice as many Bugle Corn Chips compared to the group that had no food advertising.

The American Academy of Pediatrics (AAP) recommends that screen time for preschool children not exceed one-hour per day. Excessive TV viewing has been associated with delays in preschooler's development (cognitive, language and social/emotional delays). Now there is evidence that food advertising on TV may cause eating behaviors that lead to obesity among preschool children. To read the study go to <http://pediatrics.aappublications.org/content/early/2016/11/17/peds.2016-2361..info>.