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Academic performance

“There’s many reasons it’s important and that it helps their academic performance. Eating a healthy breakfast, eating your whole grains, fruits and vegetables can help your child get, do better academically in school. It can also help them with their behavior. It can help also help them in their health and especially for prevention of obesity, a huge problem right now, childhood obesity in the United States.”

Fuel for Brains

“To focus and to learn have to fuel your brain. So just like if you were to run a marathon you better take the calories you need to complete that, the same thing with school. So it’s very important that you get the right type of calories and the right type of nutrition both at home before school and then at school, and so those are all important and certainly, for example, having a breakfast at school has been shown to improve performance in those schools compared to before especially with high risk children.”

Real Foods

“The most important thing to feed them is real food, so fruits and vegetables, whole grains, dairy is also important up to a specific level. We don’t want to much but meat’s also important and protein intake, so these are kind of the five main categories that are very important and I think you want to avoid things like saturated fats, the extra sodium, these are the things we want to cut down in most of our American diets.”

Risk of Later Obesity

“We know that if you have unhealthy eating habits and you are, for example, obese as a child, you probably have at least a 50 percent chance of being obese as an adult. If you’re obese as a teenager, that number is probably 70 percent. And it’s growing with time. Literally. So it’s extremely important to have good habits at an early age.”

For Overweight Kids

“You need healthy calories every day to do your schoolwork, to do the activities you want to be involved with and I think the key is making those food choices healthy. So, you know, if you’re going to eat something, and fill your plate, fill it with those fruit and vegetable and whole grains. Don’t fill it with the chips and the cookies and the unhealthy choices. And if you can eat healthy then generally you can have larger amounts of food, and again eating that real food is what we think can really benefit, you know, those kids. Stay away from the foods with the trans fats and the saturated fats and the high sodium. These are things we think can really help children who are obese get to a healthy weight yet still have the calories to perform their functions each day.”