



Frequently Asked Questions

1. FROM PROFESSIONALS

1.1 Where did you get your portion sizes from?

All of the information we provide is NHS and UNICEF guidelines. We have taken the recommended portion sizes by weight, and translated these into cup sizes.

1.2 Where did you get your Top Tips information from on the Toddler Food Record?

All of the information we provide is NHS and UNICEF guidelines. The information in the Top Tips section is all information Health Visitors would give to parents.

1.3 What prompted you to design this system?

Our system been developed by Health Visitors currently working in the community in response to questions parents consistently ask with regards to healthy eating for toddlers, including what food can I give and how much should I give. This is how we know the system is needed because it has been born out of a need in the community identified by our Health Visitors which spurred them on to develop this system.

1.4 What is the main aim of your system?

To teach parents about healthy eating in the simplest way possible by providing consistent expert information without them having to read numerous books and leaflets. Our system generally only works with non-processed foods thereby steering parents away from processed foods and takeaways. Through the course of our work we come across parents who feed their toddlers up to 5 times their daily recommended requirements, 4-5 takeaway dinners a week and some toddlers who don't eat anything other than processed foods. By getting our system out there to the parents who need our help the most, we hope to make a positive difference to the well being of toddlers and help give them the best possible start in life.

1.5 Do many mothers approach you to buy these systems?

They do in some instances. We advertise to mothers and have done private healthy eating talks for toddler groups where our systems are available to buy. Our system is popular with au pairs and people with childcare as they can see what their toddler has been eating whilst they have not been home. However we generally find that parents who approach us really don't need the system, other than to reassure them that they are working along the right lines. It tends to be the parents who aren't aware that they are doing anything wrong who need our help most, because if no one has ever taught them about healthy eating or how to cook, then they don't know. These tend to be the harder to reach parents, which is why we work mainly with councils, PCT's and Sure Start / Flying Start projects as they have access to the parents who need our help the most.

1.6 What is the most common complaint you receive from parents using your system?

Parents who have fussy eaters can say our system makes them feel inadequate, like they are doing a bad job as a parent, because they can never tick all the boxes. But our system is not about fussy eating, it is about healthy eating. We don't expect parents to be able to tick all the boxes every day as toddlers will change daily in what and how much they like to eat, which can be affected by many factors such as teething and growth spurts. We are not here to punish parents or tell them where they are going wrong. We are here to

steer them in the right direction, help them gain confidence in the kitchen and help them ensure that they feed their toddler nutritionally prepared food in the right portion sizes. We provide tips on dealing with fussy eaters on the systems instruction leaflet, and also provide continued support by email from a qualified Health Visitor. So if a parent does have a fussy eater we provide them with as much support as possible in order to help combat it.

1.7 What is the most common feedback you receive from parent using your system?

Our system benefits the whole family. It teaches parents about what a healthy diet should consist of, and definitely has a knock on effect for the rest of the family. Generally if whoever is cooking is making sure their toddler is eating well, they will start to do the same for the rest of the family and move away from takeaways and processed foods.

1.8 Who is this system used by most effectively?

It works really well for teenage parents. Parents still in school or who have recently left school respond well to using charts. They work well with visual guides and the scoops are also colour coordinated with the Toddler Food Record for ease of use. Also parents who have never been taught about healthy eating. This is the easiest way to explain to them about all the food groups and what their toddler should be eating without them having to read numerous books and leaflets. It really is a 'one stop shop'.

1.9 Do you offer your system in any other languages?

No. Currently our system is only in written English. However due to high ethnic populations in the UK we are currently in the process of translating our instruction leaflet into several languages in order to reach a wider demographic. We will also eventually do an audio CD of our instruction leaflet in order to help those with low literacy skills.

1.10 Do you advocate baby lead weaning?

We do not advocate any specific form of weaning. We advocate healthy eating with the commencement of weaning being based on the infant's needs and government guidelines. We accept that each individual case is different so what is right for one parent may not be right for another.

1.11 We are unable to purchase commercial products. Can parents buy your system directly?

Parents can buy us directly on eBay or by contacting us at sales@feedyeasy.com, or telephone + 44 (0) 844 561 0997. However we are able to sell our non-branded Toddler Food Scoops separately from the rest of the feeding system. Children's centres may buy just 1 set of scoops and use them as a visual representation when talking to parents about correct portion sizes. However many centres buy them and use them as a give away to parents who attend their healthy eating talks.

1.12 Our children's centre has limited funding. How would you suggest we best utilise the funds we have if we were to purchase your system?

Options include;

1. Keep the system as a library resource. By having a few systems to hand you can loan them out to parents who really need help. They only need to use the system for a couple of weeks to get them on the right track, then they can hand them back for other parents to use.
2. Purchase 1 system as a sample. Use it to show parents about healthy eating for toddlers. Then if they wish to purchase one they can buy us directly on eBay or by contacting us at sales@feedyeasy.com, or telephone + 44 (0) 844 561 0997.
3. The more systems you buy the cheaper they become. So some children's centres group together with other centres in their areas to buy in bulk.

4. Some centres buy our system and give them out to parents who they feel really need help. Then if they come across a parent who wishes to also use the system they request a donation towards it in order to recoup some of the costs.
5. We are able to sell our non-branded Toddler Food Scoops separately from the rest of the feeding system. Children's centres may buy just 1 set of scoops and use them as a visual representation when talking to parents about correct portion sizes. However many centres buy them and use them as a give away to parents who attend their healthy eating talks.

1.13 How does your feeding system fit in with combating the current childhood obesity epidemic?

We are not here to combat the current obesity problem, but prevent children from becoming overweight in the first place. And that is done by educating and supporting their parents as it is their responsibility to feed their toddler a healthy diet and ensure that they receive plenty of exercise.

2. FROM PARENTS

2.1 What if I can't tick all the boxes on the Toddler Food Record every day?

You don't need to. We give you from and to daily portion numbers as toddlers will always vary in what and how much they like to eat, which can be affected by many factors such as teething and growth spurts. Use the record to help you feed your toddler healthy balanced meals and give you an understanding of what they are eating on a daily basis. And in doing so you know that you are working in the right direction towards feeding your toddler the best possible diet.

2.2 Do I need to fill in the Toddler Food Planner at the start of every week?

Absolutely not. We recommend that every time you feed your toddler you write in the relevant box what you have fed them. You can then use the planner to track across the week what you have been feeding your toddler, ensuring a good variety of food is being given. And if you are going out and someone is babysitting, get them to complete the chart too so you can see what your toddler has been eating whilst you've been out.

2.3 Do I really need to complete both charts every day?

We only ever suggest that you need to use these charts for the first 6 – 8 weeks when you get them. This gives you enough time to fully understand about healthy eating, the balance of the food groups, what your individual toddlers daily requirements are and how that can vary over the course of time depending on whether they are teething, having a growth spurt etc. By the end of 6 – 8 weeks you should be feeling a lot more confident when feeding your toddler, have a better understanding of their eating habits so you can continue to ensure that they get fed a really good balanced diet, and get a good variety of food across a week.

2.4 I have a fussy eater so can never tick all the boxes. It's making me feel bad! What can I do?

Don't panic! On the back of the systems instruction leaflet we have some great tips on what to do about fussy eating. If you give these a try but still continue to have problems then email us at questions@feedyeasy.com and one of our Health Visitors will get back to you with some further advice. All fussy eating habits can be changed. They just take the right approach, patience, consistency in dealing with the situation and time!

2.5 Measuring out all the food I give my toddler is time consuming. Do I really have to measure out everything?

No. Once you've used the scoops a couple of times you will become more familiar with correct portion sizes then should soon be able to gauge things for yourself.

2.6 The scoops aren't always practical to use to measure out certain foods. What should I do?

On the Toddler Food Record in the notes section we give you alternative portion sizes for each of the food groups in case the scoops don't seem practical. However even if you don't use the scoops they still do give you a visual representation of a standard portion size, so just by having a quick look at the correct scoop you should still be able to gauge if you are giving enough / too much food.

2.7 I feed my toddler a vegetarian diet. Can I still use this system?

We do not recommend that you use our system if you are feeding your toddler a vegetarian diet as we have not yet done research into whether the system would help your toddler maintain a healthy weight over a period of time. We are in the process of developing a system more suited to a vegetarian diet which we hope will be out later this year.

2.8 I don't have time to use this feeding system. Is it really worth my time?

You don't HAVE to use this system every day. Use it as a guide / template / platform to work from. Just have it in the kitchen as a reference point, so if you are unsure of something you can use it then. Some parents do like using the system everyday as they feel more confident when using it. But if you feel that you don't have time then don't. But do remember that it is more important for you to focus on feeding your toddler nutritious food, and not the time it takes you to prepare it. And if you go back to basics by giving the basic food groups and not overcomplicating your food, it will take no time at all to prepare or keep track of.

2.9 Your system said it is for toddlers aged 10 – 24 months. Can I use it for my toddler who is older/younger?

We give the age from 10 months as if you follow the government guidelines of weaning from 6 months this should be about when your toddler goes onto 3 main meals a day, with 2 – 3 snacks between meals. The system would be appropriate to use for any child up until around 36 months. However we do recognise that most parents would only use us in the early days, until they are confident they can feed their toddlers a good diet without our support.

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