

Getting essential nutrients into kids' daily diets

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If you are a parent, or have spent even a small amount of time around children, you may have come across a fussy eater or two! For some children, it might be that they have food sensitivities or allergies, or are just particular about new flavours. For others, it may be their way of 'pushing the boundaries' with you. No matter the reason, it's normal for us to worry about their nutrition!

Supplementation in little people is not always desirable (or easy), so nutrient-dense food options are often a more achievable idea. To help boost a child's nutrition, you can enhance their food with a powerful, nutrient-rich protein powder.

Learning Factors for Juniors is a super-charged pea protein and multi-nutrient supplement designed specifically for children. It is a great way to add protein, important vitamins and minerals and fatty acids into children's daily diets.

Pea protein is fantastic for children, as it has low allergy potential for those with gluten or dairy sensitivities. This form of protein is popular with vegetarians and vegans, but has benefits for everyone as it is easily digested.

This formulation also contains medium chain triglycerides (MCTs) derived from coconut oil, again in a readily-absorbed form. Learning Factors also contains a comprehensive mix of B group vitamins, vitamins C, D3 and E, minerals, antioxidant extracts and digestive enzymes to further enhance absorption.

We may think of protein mainly for muscle growth, but it is also essential for brain development. Pea protein is a complete protein, containing all the amino acids.

Due to their smaller molecules, MCTs are quickly and easily absorbed even in individuals with digestive disorders compared to other fatty acids.¹ This allows MCTs to be used as an efficient and readily available fuel source, instead of being stored in adipocytes.^{2,3}

The B group vitamins are essential for cognition and learning and are involved in the biosynthesis of neurotransmitters. The energy requirements of the brain are high and depend on adequate levels of B vitamins. Deficiencies in B vitamins are often found in children with poor concentration, anxiety, irritability, poor memory and sleep disturbances.^{4,5}

There is also a very strong connection between 'fussy eating' and learning issues. Some reasons why fussy eaters have issues with certain foods might be: food allergies, the sensation/texture of a food, problems with chewing or swallowing (common in some developmental disorders) and also poor intestinal flora.⁷

Ensuring that children get essential nutrients in their daily diet for normal healthy growth, development, digestion, learning and cognition is made easier with Learning Factors for Juniors. It's easy to take (no pills or capsules) and easy to add to foods they already enjoy, like smoothies or yoghurt. In two great tasting flavours – chocolate and strawberry.

Rest easy that some of their nutrition has been fulfilled for the day.

References available on request

Learning Factors for Juniors

- Specially designed to meet the nutritional needs of children.
- Contains a base of low allergy potential pea protein for children with dairy and gluten sensitivities.
- Provides nutritional support for learning and cognition.
- Pleasant tasting, ideal for fussy eaters.
- Free from dairy, gluten, artificial sweeteners, colours and flavours.



Have you got a fussy eater? Ask your healthcare practitioner to recommend a low allergy potential protein formula to help meet your child's nutritional needs.

Harvard Business Review's healthcare model: Is it the missing puzzle piece?

Adam Gibson, Founder, Health Leaders Academy



According to a recent feature article in the Harvard Business Review,¹ the days of "business as usual" are over for health providers worldwide. Apparently, the current model for health service providers is now incapable of delivering the outcomes for patients or practitioners. Whilst this may not come as big news to those of us in the complementary medicines professions, it does have some profound implications for our industry.

The article suggests that the basis of this strategy is that health practitioners and providers must now lead the way in making VALUE the overarching goal, where value is defined as improving patient outcomes relative to the cost of treatment.

To this end, they have proposed a radical set of changes to the health care system that they have dubbed the "Value Agenda". Let's take a look at the first (and arguably the most important) of the five key recommendations put forward in the Value Agenda, "Organising into Integrated Practice Units", and explore what specific implications it has for health practices around the world.

An "integrated practice unit" is defined as a multi-disciplinary facility that is focused around a patient's medical condition. Within it, all clinical staff and practitioners work together to achieve a holistic and integrated outcome for a patient, incorporating all aspects of treatment from symptomatic care right through to rehabilitation, patient education, nutrition, social services and behavior change, where applicable.

The clinical team is jointly accountable for the patient's results, and meet frequently to develop protocols and share information and observations relative to the patient's best outcomes. Thus, the patient benefits from "many heads being better than one" when it comes to receiving specialised treatment and care.

The patient's experience is streamlined and coordinated through one common billing and administration system, allowing the patient to budget for their total treatment cost whilst receiving the best possible care all under one roof.

Compellingly, the longer an integrated practice unit exists, the more highly specialised and effective its protocols and treatments can become due to the exponential benefit of sharing experience and information amongst a singularly focused practitioner team.

Whilst the integrated practice unit concept is being trialled and developed in the mainstream US health system, nowhere is it more applicable than in the complementary therapies space right here in Australia and New Zealand.

Consider the situation a new patient faces – let's say someone who suspects they are suffering chronic fatigue syndrome (CFS) – when they first decide to seek treatment and choose to pursue natural or alternative options. In the current natural health system, this patient is effectively left to figure out the best treatment options suitable for themselves by trial and error.

They often go from practitioner to practitioner, hoping to find someone who is (a) of a modality that can actually help them with their chronic fatigue and (b) has specialised experience in CFS, and can therefore give them the best chance of a speedy recovery. More often than not, this patient can spend years and literally thousands of dollars trying to find the right help.

Compare this scenario to one in which a health practice is branded as a "Chronic Fatigue Solution Centre", or similar, and has a group of practitioners including a naturopath, homeopath, kinesiologist etc, all working together to deliver treatment protocols specific to chronic fatigue and related conditions.

In this situation, the patient's first choice of treatment becomes an obvious one, as the sign above the front door tells them everything they need to know about whether they are in the right place or not, saving them time, money, wasted effort and frustration.

Their chances of achieving good health go up dramatically, as they will benefit from proven treatment protocols and the attention of a team of highly experienced specialist practitioners.

The total expenditure on treatment by the patient is understood and budgeted for in

advance, and likely to be significantly less than the accumulated costs of the "trial and error" approach mentioned previously.

Amongst the small group of health practitioners in Australia who have implemented this integrated practice unit model, the following feedback has been reported:

- significantly improved health outcomes for patients
- an increase in targeted or "niched" patient bookings
- more complete and longer lasting periods of patient care
- massive increases in patient compliance
- more harmonious staffing dynamics and better staff retention
- higher levels of professional satisfaction for all staff members, including non-clinical support staff.

This new service delivery paradigm for practice owners also offers increased profitability and higher turnover, whilst decreasing reliance on a continuous stream of new patients.

And in an industry where the rate of current business failure, financial disillusionment and practitioner burnout is alarmingly and unacceptably high, it would seem that Harvard Business Review has inadvertently succeeded in identifying a business model that will reshape the future of health practice for the benefit of all.

Adam Gibson is a leading business strategist to the complementary health industry and the founder of Health Leaders Academy. Visit www.healthleadersacademy.com

Reference

1. Porter ME, Lee TH. The strategy that will fix health care. Harvard Business Review, October 2013.

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