



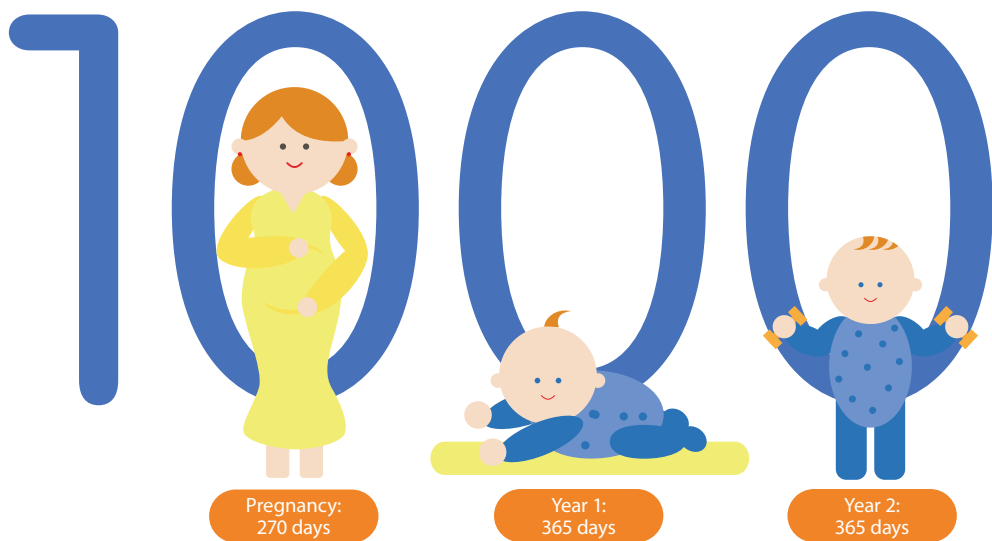
# A taste of what's to come

Navigating the  
First 1000 Days

Nestlé  
**Baby** & me

# Give your baby a head start

The food your baby eats, and how and when you feed them in the First 1000 Days can help set nutritional foundations that can last a lifetime



The moment you discover you're pregnant marks the beginning of an exciting journey, packed full of adventures for you both! You instinctively want to do what's best for your child, but what does that

mean in terms of nutrition? Does what you eat during pregnancy and what and how you feed your baby really matter? The answer is a resounding "YES". And probably more than you might expect.

## Window of opportunity

Scientists have discovered that your baby's nutrition during the First 1000 Days can set up the nutritional foundations for life. This time provides a precious window of opportunity to lay the foundations for a future of good health. From conception until your baby's second birthday, what you eat during pregnancy, and then what they eat as a baby, plays an important role in their physical and mental development. Good nutrition during pregnancy and the first two years of your baby's life will help give them the best nutritional start possible, and hopefully set up healthy habits for a lifetime. This concept is called early nutrition programming and it's all about giving your baby the best start possible.

## Make a difference now

The good news is that anyone can do it. While there's no parenting diploma in being a mum or dad, you'll find lots of nutrition information and more on the Nestlé Baby & me website. Just log on to the First 1000 Days Nutrition Program and we'll give you the facts, based on the latest scientific findings, in a simple, fun way. Learn at your own pace and watch your little one grow up, knowing you're helping them to form healthy habits that could last a lifetime.

And as a thank you for signing up, here's a taste of what's to come...

## Preconception

Did you realise that by eating well and being at a healthy weight you can be in your best shape to conceive your future baby?

[Get your body baby-ready! Page 4](#)



## Pregnancy

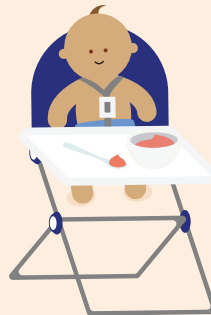
The foods you eat, and how you look after yourself, during these nine months are more important than ever

[Taking care of your growing baby Page 6](#)

## 0-6 months

Good nutrition will help you to produce quality breast milk for your growing baby

[Welcoming a new arrival! Page 8](#)



## 6-12 months

Incredibly, the first spoonfuls of food you offer can influence the variety of foods your baby will eat in the future

[Adventures in food Page 10](#)

## 12-24 months

Helping your toddler to be active helps build muscle strength and motor skills as well as kick starting healthy habits for life

[Toddlerhood, here we come! Page 12](#)



# Get your body baby-ready!

Thinking about starting a family? Make small changes to your diet and lifestyle now for a healthier you, ready for your baby-to-be

## Preparing for pregnancy

Once you've made the exciting decision to start trying for a baby, the next step is to think about your own health. If you need to, there are lots of small changes you can make to your daily life to help make a positive impact on your pregnancy, and set the foundations of your future baby's health. These include quitting smoking and striving for a healthy weight. It's also important to talk to your healthcare professional about any health problems and medications you're taking, and any family history of illness, in case you need to make further changes.



## Don't forget Dad!

The quality of dad's diet matters too

## 5 ways... to improve your health for fertility

- 1 Strive for a healthy weight.
- 2 Eat a healthy, well-balanced diet that's rich in nutrients.
- 3 Stop smoking and drinking alcohol. There are no safe limits when it comes to drinking alcohol.
- 4 There are some nutrients that are particularly important for preconception and pregnancy like folic acid and iodine - time to talk to your doctor or dietitian about supplements you may need.
- 5 Limit caffeine by drinking less than 3 cups of coffee a day (< 200-300mg)<sup>1,2</sup>.

## Babymaking in numbers

18.5–24.9

is considered a “healthy” body mass index (a measure of your height and weight known as BMI) for a woman before pregnancy<sup>3</sup>

400mcg

is the daily recommended dietary intake of folic acid BEFORE conception<sup>4</sup>

51%

is the estimated rate of women in Australia who have experienced an unplanned pregnancy<sup>5</sup>

20%

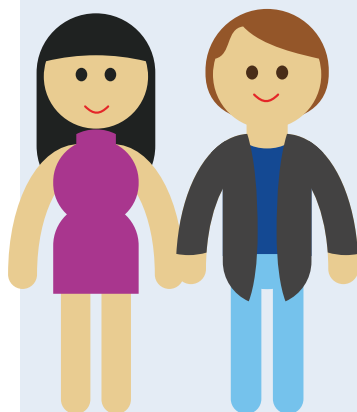
of pregnant women, and ~10% of non-pregnant women of reproductive age in Australia have anaemia. If you are anaemic, it's a good idea to correct it before you conceive<sup>6</sup>

20%

of the world's population is affected by allergies. If you have an existing medical condition—including diabetes or asthma—get it under control now<sup>7</sup>

## Preconception

Magical milestone!



3 months  
before trying  
for a baby:  
improving your  
diet and lifestyle

What you can do: Change your habits for the better at least three months before becoming pregnant, or even earlier if you're quitting smoking

## Expert opinion



“Making diet and lifestyle choices before you conceive can promote your health in readiness for pregnancy, as well as influence the growth, and development of your future baby”

Dr. Sanjeev Ganguly, pediatrician  
and Head of Medical Affairs at  
Nestlé Nutrition



# Taking care of your growing baby

Your growing baby is reliant on you for everything they need to develop. That's why your health during these nine months is crucial

## The benefits of exercise

Being active can help keep you fit during your pregnancy. Regular activity can also help prevent you gaining too much weight during pregnancy, which can impact both you and your baby. Active before pregnancy? Carry on with your usual regime (after checking with your healthcare professional). If you weren't active before you conceived, talk to your healthcare professional about starting gently with a goal of reaching 30 minutes of low-impact activity five days a week<sup>8</sup>.



## Wow!

Your diet during pregnancy can influence your baby's future taste preferences, so choose healthy foods now

## 5 ways... to give your baby essential nutrients

- 1 400mcg of folic acid a day is important for preventing spinal cord defects<sup>9</sup>. Talk to your healthcare professional about your supplementation needs.
- 2 Protein builds your baby's body tissues. Meat, milk, cheese, eggs, and soy beans are all good sources.
- 3 Zinc, found in eggs, red meat, lentils, and whole grains, will help to support your baby's immune system.
- 4 DHA, an omega-3 fat that helps your baby's brain and eyes develop, is found in egg yolks and oily fish.
- 5 Talk to your healthcare professional about any other vitamin or mineral supplementation you may need.

## Pregnancy in numbers

## Zero

extra kilojoules are needed during the first three months of pregnancy if you're a healthy weight to start with. In the last six months, you'll only require 1400-1900 extra kilojoules per day, so you really don't need to eat for two!<sup>10</sup>

## 5 food groups

make up a healthy diet: fruits, grains, vegetables, meat/fish/protein foods, and dairy. Eat foods from these groups each day to provide the nutrients you need during pregnancy and try to cut back on refined sugars and saturated fats<sup>11</sup>

## 1 in 10

people worldwide fall ill every year from eating contaminated food. Avoid foods that are unsafe during pregnancy, such as raw meat, raw fish & seafood, and any cheeses made from unpasteurized milk (such as brie and camembert) as they might contain harmful bacteria<sup>12</sup>

## 30

minutes of physical activity, most days of the week, is all that's recommended to stay active, fit and healthy during your pregnancy<sup>8</sup>

## Expert opinion



"During these nine months, the nutrition and environment your baby experiences influences how your baby grows and develops before birth, and can program their growth and health for years to come"

Dr. Marco Turini, PhD, Head of Global Scientific Affairs at Nestlé Nutrition, Switzerland



## Second trimester: feeling your baby kick

What you can do: Your baby is moving throughout your pregnancy but you might not feel your little one kick until now. As well as being reassuring and exciting, this is a great reminder to get out there and get active yourself to help keep your fitness & energy levels up!

# Welcoming a new arrival!

Find out about the amazing power of breast milk and how you can give your growing newborn the best start in life

## Magical milk

Australia's National Health & Medical Research Centre (NHMRC) recommends babies start breastfeeding within the first hour of being born, and are exclusively breastfed until around 6 months of age<sup>13</sup>. Breast milk contains the perfect balance of proteins, carbohydrates, fats, vitamins and minerals, friendly bacteria, and human milk oligosaccharides (HMOs) for healthy growth. HMOs are special bioactive components that support the growth of "friendly" bacteria in their gut while making it more difficult for harmful bacteria to grow.



## Wow!

Breastfeeding your baby provides all the nutrition your baby will need up to around 6 months, then solid foods will help to complement breast milk

## 5 ways... breastfeeding benefits your baby

- 1 Breast milk contains good bacteria that helps stimulate your baby's immune system.
- 2 Your breast milk adapts to meet the changing nutritional needs of your baby as they get older.
- 3 Breastfeeding can help protect your baby from infections and some illnesses.
- 4 Breastfeeding has been linked to higher intelligence during childhood and adolescence.
- 5 Breast milk contains the perfect mix and amount of high-quality proteins for your growing baby.



## Breastfeeding in numbers

90%

of mothers in Australia initiate breastfeeding after their baby is born<sup>14</sup>

2.5

serves of meat, fish, poultry, or eggs a day is recommended while breastfeeding. This food group is rich in iron, which helps maintain your energy levels<sup>15</sup>

2000

additional kilojoules are required per day while breastfeeding<sup>16</sup>

3000

kilojoules per litre is the approximate energy density of human breast milk<sup>17</sup>

8

is the average number of times to breastfeed your newborn within 24 hours, paying attention to hunger and fullness signals<sup>18</sup>

2

Is the number of hours it approximately takes for a standard drink of alcohol to clear from the body. While breastfeeding, abstaining from alcohol is the safest choice<sup>19</sup>

"Breastfed babies are less likely to develop diarrhea, serious colds, or ear and throat infections. And there is growing evidence to suggest that breastfeeding is linked to a baby's healthy growth, including brain development, and later speech, intelligence, and academic performance"

Dr. Evelyn Spivey-Krobath, PhD,  
Nutrition Scientist at Nestlé Nutrition

Expert opinion

0-6 months

Magical milestone!



## 1-4 months: lifting head

What you can do: Try some tummy time almost as soon as your baby is born! Start with a few seconds, a few times a day, and gradually increase. Holding a toy above her head will encourage her to push up to get a closer look. Always be there to supervise.

# Adventures in food

When your baby has their first taste of food, they will embark on a journey of discovery that may influence their food preferences as an adult

## Be a healthy role model

Family mealtimes—no matter the size of your family—provide benefits for your baby beyond the joy of simply eating dinner together. Sharing family meals frequently teaches your baby what they will be eating when they're older. If you choose to eat a variety of healthy foods, it sets an example for your baby to follow. Encouraging these healthy habits not only benefits your child now, but also sets the stage for their future healthy development.



## Wow!

Even though your young baby won't yet use words to tell you when they are hungry or full, they will show you signs

## 5 ways... to recognize when your baby is full

**1** The spoon snub: They turn their head away when you offer a spoonful. This means: "I've had enough."

**2** The clamped mouth: Closing or covering their mouth with their hands. What they're telling you: "I'm full!"

**3** The spoon shove: They push it away before it gets close, meaning:

"This mealtime is over."

**4** The ejection: They spit food out, showing you: "I'm finished."

**5** The distracted gaze: Looking around and ignoring the spoon. What they're trying to say: "I'm not interested in food anymore."

## First foods in numbers

# at around 6

months is when your baby needs to start eating solid foods as breast milk alone is not enough anymore. Babies need significantly more iron per body weight than adults to support cognitive development, so offer foods such as iron fortified infant cereal & pureed meat<sup>20</sup>

## 6-9

months is when teeth begin to erupt through your baby's gums, usually in pairs, to help with chewing solid foods<sup>21</sup>

## 1 in 3

is a good approach when you start solid foods—one new food every three days. Watch for signs of intolerance and see your healthcare professional if you have questions

## until 12

months of age, breast milk is the main source of nutrition for your baby, breastfeeding should continue as they start eating solid foods<sup>20</sup>

## 5.5 times

more calcium is needed by babies (per body weight) than adults for bone growth. Your little one can now have yoghurt and cheese, both great sources of calcium<sup>22</sup>

## Expert opinion



"Some mums stop breastfeeding when they start complementary feeding. However, breast milk is still important. The flavours in breastmilk, which come in part from the foods mum eats, can help baby adapt to, and enjoy new solid foods."

Birgit Becker,  
Nutritionist at Nestlé Nutrition  
in Switzerland

## 6-12 months

Magical  
milestone!



## 8-10 months: learning to self-feed

What you can do: As your baby gets more confident with eating solid foods, offer a variety of healthy foods that your little one can pick up and eat by themselves. Holding finger foods, such as small pieces of ripe banana or soft, cooked carrot, helps develop their pincer grip.

# Toddlerhood, here we come!

From crawling to walking, your little one is becoming more mobile all the time. Keep their energy levels up by offering a variety of nutritious foods

## Playtime, downtime

Activity plays an important role in healthy growth and development. For toddlers one to two years of age, Australian guidelines recommend at least three hours doing a variety of physical activities per day<sup>23</sup>. This includes both structured play (when an adult is directing) and unstructured play (when the child is free to be active however they choose). Sleep is also essential for healthy development. Experts recommend that toddlers get between 11 and 14 hours of total sleep each day.



## Wow!

Pushing your toddler to eat more food, even when it's nutritious, can make it harder to recognise their own hunger and fullness

## 5 ways... to support your independent eater

- 1 Cut up soft foods so they're easy to eat. Pieces should not be too large, or too small, to avoid choking risks.
- 2 Sometimes toddlers need to try a new food eight to ten times before they like it, so don't give up!
- 3 Hold the salt and sugar. Adding these at a young age means your little one may develop a taste for them.
- 4 Ensure they're seated, supervised, and safe. Serve meals at the table and never leave your little one unattended.
- 5 Don't give favourite foods as a reward for trying something they don't like, or to tempt them to eat something they don't like.

## Toddler nutrition in numbers

17%

of the kilojoules your 12-18-month-old requires each day still comes from breast milk, cow's milk, or a toddler milk drink<sup>24</sup>

4 in 10

Australian children are reported to consume sweeten drinks<sup>25</sup>, which are not a recommended part of your toddler's healthy diet

14g

of fibre per day is the target for one to three-year-olds. Approximately three florets (30g/1oz) of cooked broccoli or 1.5 tablespoons (25g/just under 1oz) of uncooked brown rice each provide around 1g of fibre<sup>26</sup>

9mg

is the recommended daily intake of iron for 1-3 year olds. Offer your toddler iron-rich foods such as beef, lentils, kale, and fortified cereals<sup>27</sup>

2 years

is the age that eating patterns begin to be set. So offer your little one a variety of healthy foods and flavours to encourage healthy eating habits now, and in the future.

After this age, children are more likely to reject new foods, so now is the time to experiment!

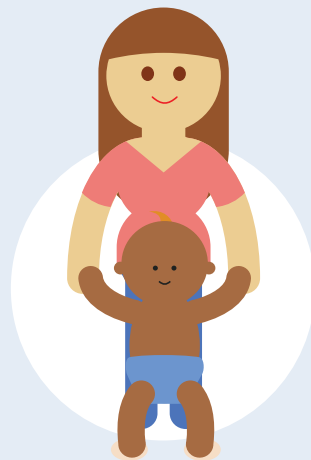
## Expert opinion

"Responsive feeding means offering toddlers a variety of foods in a warm, nurturing environment, and having structured mealtimes with consistent expectations (such as children eating at the table)"

Lisa Fries,  
Behavioral Science Specialist at Nestlé  
Research in Switzerland

## 12-24 months

Magical milestone!



## 12 months: taking first steps

What you can do: Hold your little ones hand until they're confident enough to go it alone. Make it more fun and build a mini obstacle course, with cushions to walk over, and chairs to walk around.

12 months & beyond

# Cooking up a storm!

Good nutrition is learned - cooking together is fun and a great way to teach your little star about different foods and help develop healthy habits for life.



## Ricotta, Banana and Honey Fingers



SERVES  
1



TIME PREPARATION  
10min

TIME COOKING  
0min

TIME TOTAL  
10min

### Ingredients

1 tsp honey  
2 slices bread

1 tbsp ricotta  
1/4 banana, thinly sliced

Spread honey and ricotta on one slice of bread, top with banana and remaining bread, using a serrated knife, remove crusts from bread and cut sandwich into 3 fingers.



## Pasta Chicken Bake



SERVES  
4



TIME PREPARATION  
20min

TIME COOKING  
30min

TIME TOTAL  
50min

### Ingredients

300g pasta shells  
1 barbecued chicken  
1 tbsp olive oil

2 cloves garlic, crushed  
1 leek, chopped  
500g jar pasta sauce

1½ cups (180g) frozen peas  
250g ricotta  
1 cup (120g) grated cheddar cheese

### Instructions

1. Cook pasta according to packet directions; drain; place in a large bowl.
2. Meanwhile, remove chicken meat from bones and chop into small pieces. Add to pasta.
3. Heat oil in a medium saucepan over medium heat; add garlic and leek; cook 2-3 minutes or until leek is tender; pour in pasta sauce, and frozen peas; bring to the boil; add to pasta; toss gently to combine; spoon into a baking dish; dot with ricotta and sprinkle with cheese. Bake 20-25 minutes or until golden and heated through.

TIP: For younger babies, simply place some of the Pasta Chicken Bake in a food processor or blender, thinning down with boiled water for a thinner consistency or mash with a fork for older babies.



## Further reading and references

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