

## 5 ways to reduce junk in your kid's lives - A recap

1. Remove points of exposure. That can mean less shopping with them at the supermarket, less advertising exposure via television, arriving at movies just before the show starts so you have no queue and therefore no contemplation time at the lolly area.
2. Remove it from the home. If we all reduced junk from the day to day environment - processed snacks, lollies, fake coloured ice blocks or pre mixed jellies, processed chocolate bars and additive laden breakfast cereals - and made it something we didn't stress about when it popped up from time to time, then it's really not going to harm the average healthy kid. It's the every day, day in day out situation that's not great, so simply stop buying it.
3. Educate. "No you can't" isn't enough for a child. It results in tantrums, huffs, or badgering to wear you down until you give in. Every child, even before they can talk, can be educated with simple "No sweetie, that company makes things that might look pretty but they're not good for our tummies and we want to be strong and healthy and clever, right?" through to more technical explanations when they're of pre school age as I explained in the tutorial around petroleum and colours, through to getting the CHEMICAL MAZE app for children of reading age, and having them shop with you and assess whether something's real or fake. Remove "treat" as an associated or replacement word for junk. Call it what it is.
4. It's not you against them. You're not trying to stop them from having something awesome. You're trying to give them the skills to choose better and diffuse desire for junk, with the already above 3 steps. Instead of 'no!' ask them questions, "What do WE think of this?". Explore together. Decide together.
5. Celebrate the good stuff. Research and try delicious treat recipes. Get good at a few great recipes so that you find it effortless to whip something up, instead of trying new recipes ALL the time which means you never get good at things.

Check out my ["It's time to define treats"](#) article.

Check out my [Real Treats E book](#)

[Choose your own adventure cake](#) and [GF DF banana bread recipe](#)

Join me for my e course [THRIVE: Raising kids who love real food, March 22](#).

Hope this tutorial video & summary sheet are both useful for you, to build strong, healthy and energetic kids who have a great food attitude, understanding that while a little bit won't hurt, junk is not something we choose as a day to day option because to be our best, it just doesn't stack up and we're smarter than marketing! Alexx x