CLAIMS

The invention is claimed as follows:

1. A computer-implemented method for reducing childhood obesity, the method comprising:

delivering a plurality of messages to a caregiver in an anticipatory and a sequential manner with respect to a child's developmental stage, the messages being related to modifiable factors associated with childhood obesity, and the delivering being performed using a non face-to-face method of communication, wherein the non face-to-face method of communication is a computer implemented program; and,

the messages being personalized for the child based on ~~the~~ a child's ~~risk~~ percent chance of becoming overweight/obese within the first two years of age and the child's specific risk from each of the modifiable factors, as calculated using an obesity risk calculator,

wherein the obesity risk calculator comprises at least two sub-components, comprising a questionnaire and a science based algorithm for calculating obesity risk;

wherein the delivering starts in the mother's third trimester and lasts at least two years~~.~~, wherein the child's risk of becoming obese is calculated using an obesity risk calculator based on information collected and stored in a database regarding the modifiable factors associated with childhood obesity, wherein one to all of the modifiable risk factors are assessed in the obesity risk calculator depending on the child's age,

wherein responses from the questionnaire items are inputted into a computer implemented program and processed using the science based algorithm, to calculate the child's percent chance of becoming overweight/obese within the first two years of age, and the child's percent chance of becoming overweight/obese within the first two years of age is output,

wherein the computer implemented program further calculates, using the science based algorithm, and outputs the child's specific risk from each of the modifiable factors

wherein the modifiable risk factors assessed in the obesity risk

calculator include more than one of:

1) whether the caregiver feeds the child breast milk;

2) whether the caregiver feeds the child using responsive feeding practices;

3) whether the caregiver provides nutritious complementary foods and beverages at the appropriate developmental stage;

4) whether the caregiver ensures that the child has adequate sleep;

5) to what degree the caregiver excludes sugar sweetened beverages for infants and limits them for toddlers;

6) whether the caregiver fosters healthy eating behaviors through shared family meals and mealtime routines;

7) how much time the caregiver allows the child to spend watching TV or having other screen viewing time;

8) and to what degree the caregiver provides opportunities for physical activity for the child.

~~2. The method according to Claims 1, wherein the child's risk of becoming obese is calculated using an obesity risk calculator based on information collected regarding the modifiable factors associated with childhood obesity, wherein one to all of the modifiable risk factors are assessed in the obesity risk calculator depending on the child's age.~~

~~3~~2. The method according to Claim~~s~~ ~~2~~1, wherein the questionnaire includes questions about the caregiver's current level of performing the modifiable risk factors along with basic biographical or demographic information for the mother and the child.

~~4. The method according to Claims 2, wherein at least one of the modifiable risk factors assessed in the obesity risk calculator is at least one of:~~

~~1) whether the caregiver feeds the child breast milk;~~

~~2) whether the caregiver feeds the child using responsive feeding practices;~~

~~3) whether the caregiver provides nutritious complementary foods and beverages at the appropriate developmental stage;~~

~~4) whether the caregiver ensures that the child has adequate sleep;~~

~~5) to what degree the caregiver excludes sugar sweetened beverages for infants and limits them for toddlers;~~

~~6) whether the caregiver fosters healthy eating behaviors through shared family meals and mealtime routines;~~

~~7) how much time the caregiver allows the child to spend watching TV or having other screen viewing time;~~

~~8) and to what degree the caregiver provides opportunities for physical activity for the child;~~

~~or combinations thereof.~~

~~5. The method according to Claims 2, wherein responses from the questionnaire items are inputted into the algorithm, and the output is the child's percent chance of becoming overweight/obese within the first two years of age.~~

~~6. The method according to Claims 2, wherein the obesity risk calculator calculates specific risk levels for each pertinent modifiable factor associated with childhood obesity.~~

~~7~~3. The method according to Claim~~s~~ 1, wherein the caregiver is pushed into the obesity risk calculator at regular intervals.

~~8~~4. The method according to Claim~~s~~ 1, wherein the information from the obesity risk calculator is used to make personalized modifications to the method of reducing childhood obesity.

~~9~~5. The method according to Claim 1 further comprising providing the caregiver with at least one education tool selected from the group consisting of a menu planner, visuals of serving sizes, breastfeeding tracker, growth tracking tools, and combinations thereof.

~~106~~. The method according to Claim ~~95~~, wherein the at least one education tool is provided to the caregiver by a media source selected from the group consisting of mailers, email, video, telephone, printed sources, web-related applications, mobile phone applications, computer implemented programs, and combinations thereof.

~~117~~. The method according to Claim 1, further comprising generating the specific risk for the child from each modifiable risk factor; and displaying the child's percent chance of becoming obese and the specific risks from each factor through a source selected from the group consisting of electronic message; printed report; printed graphic; text message; phone call; web related application; computer implemented program;~~,~~ mobile phone application; and combinations thereof.

~~128~~. The method according to Claim 1 further including providing the caregiver with at least one support source selected from the group consisting of a registered dietitian, a certified lactation specialist, and combinations thereof.

~~139~~. The method according to Claim 1, wherein the developmental stage is selected from the group consisting of birth+, supported sitter, sitter, crawler, toddler, preschooler, and combinations thereof.

~~1410~~. The method according to Claim 1 wherein the reducing childhood obesity is reducing a body mass index of a child.

~~1511~~. The method according to Claim 1, wherein at least one of the plurality of messages is: to the feeding and nutrition factors and is selected from the group consisting of "breastfeed your baby," "introduce your baby to solids foods and drinking from a cup at the appropriate developmental stage," "provide nutritious complementary foods and beverages at the appropriate developmental stage," "exclude sugar sweetened beverages for infants and

limit them for toddlers," "limit your baby's intake of juice and sweetened beverages," "minimize frequency of food and meals away from home," and combinations thereof.

~~16~~12. The method according to Claim 1, wherein at least one of the plurality of messages is related to the feeding related behavior factors and is selected from the group consisting of "feed your baby based on hunger and satiety cues," "include your baby at family meals," "limit television and screen viewing time," "your baby should have adequate sleep," "provide the opportunity for your baby to be physically active," "utilize responsive feeding practices," "ensure that the child has adequate sleep," "foster healthy eating behaviors through shared family meals and mealtime routines," "limit TV and screen viewing time," "provide opportunities for physical activity," and combinations thereof; or combinations thereof.

~~17~~13. The method according to Claim 1, wherein the delivering to a caregiver a plurality of messages comprises instructing the caregiver to do at least one action related to feeding a child.

~~18~~14. The method according to Claim 1, further comprising distributing the report to the child's caregiver and health care providers involved in the care of the child.

~~19~~15. The method according to Claim 1, further comprising reducing the risk of developing type 2 diabetes, hypertension, heart disease, chronic diseases or Syndrome X.

~~20. A computer implemented method of reducing childhood obesity, the method comprising those selected from the group consisting of Claims 1 to Claim 19.~~