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— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

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(54) Title: METHODS FOR REDUCING CHILDHOOD OBESITY AND FOR CALCULATING CHILDHOOD OBESITY RISK

(57) Abstract: The present disclosure provides personalized methods for preventing and/or reducing early childhood obesity that are based upon identifying a child's individual risk of obesity and tailoring methods to prevent or reduce obesity. The methods are based on early inception, anticipatory guidance, sequential guidance, and nutritionally and developmentally appropriate dietary and parental feeding behaviors guidance, all specifically targeting factors that have been associated with childhood obesity. The methods use an obesity risk calculator to tailor the methods to address an individual child's risk with regard to specific modifiable factors associated with obesity. The present methods may help instill early healthy eating habits and nutritious food preferences for infants and young children, promote an appropriate early growth trajectory, and a long term weight status that is consistent with public policy recommendations and associated with long term health.