



FRISO Launches First-Ever 'Good Poop Advisory Panel' in Singapore

Panel a key part of the brand's nationwide campaign to drive awareness of the importance of good gut health in young children

28 May 2020, Singapore – **FRISO** today marked World Digestive Health Day 2020 with the launch of Singapore's first-ever Good Poop Advisory Panel, which aims to draw attention to the importance of good gut health in young children.

The Friso Good Poop Advisory Panel is helmed by David Naidu, General Manager, FrieslandCampina Singapore, with rotating guest experts invited throughout the year to share their insights around good digestion through the panel as part of a nationwide campaign, #GoodPoopMattersBaby, by FRISO to educate and empower parents to help their children achieve good gut health.

Parents can look forward to hearing from guest experts on the panel such as Dr. Christina Ong, Paediatrician and Paediatric Gastroenterologist, SOG - Christina Ong Clinic for Children and Gastroenterology and Ms. Bibi Chia, Principal Dietitian, Raffles Diabetes & Endocrine Centre as they share their insights on digestion through compelling educational materials as well as virtual Q&A sessions in the month of June, as the nation continues to observe the prevailing social distancing recommendations. The panel will continue to expand its commitment to advocate good digestive health in children through a variety of initiatives such as public events in the longer term.

"Many parents don't realise that proactively taking care of their child's gut health can benefit their overall health and well-being," said Dr. Ong. "Some of the common gastrointestinal problems in children include abdominal pain and bad poop like constipation and diarrhoea. As these conditions can impact a child's day-to-day functioning and development, it is important that parents play a proactive role by monitoring the signs and symptoms of their child's digestive health."

After all, close to 70 percent of the immune system lives in the digestive system, and it also contains more neurotransmitters than the brain¹. Furthermore, the gut produces 95% of the body's serotonin, a hormone that regulates emotions², so a good digestive system can result in a healthy and happy child. Keeping track of a child's digestive health can be challenging, but according to Ms. Chia, there is one particularly reliable indicator of a child's gut health that parents should pay attention to.

"Your child's poop is a great, visible indicator of their gut health and can be a source of anxiety for parents especially when there are signs of bad digestion in your child. Instead of addressing bad digestion only when it happens, there are simple preventive measures that parents can take to help their children achieve good poop. This includes consuming a diet comprising a variety of natural foods, paying attention to how the food is made, ensuring food sources are of high quality and avoiding processed foods for good digestive health," said Ms. Chia.

¹ Scientific American. Think Twice: How the Gut's "Second Brain" Influences Mood and Well-Being.
<http://www.scientificamerican.com/article/gut-second-brain/>

² Scientific American. Think Twice: How the Gut's "Second Brain" Influences Mood and Well-Being.
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When setting out to achieve good digestion, it is important to choose naturally wholesome, prebiotic-rich foods that are beneficial for gut health, such as foods high in soluble fibre (e.g. oatmeal, broccoli, beans), foods rich in a natural plant compound called polyphenols (e.g. berries, grapes, dark chocolate), or foods that work as probiotics (e.g. yoghurt).³ Parents should also be aware of the processing methods involved in how food is produced, and the amount of preservatives and additives included as these can impact the nutritional value of the food. Understanding the source of the foods and reading the labels of pre-packaged foods that a child consumes can also help parents make informed food choices, especially when it comes to choosing foods from reliable sources known for their high-quality produce.

“All parents want the best for their child’s health and happiness. Since poop is the most obvious indicator of a child’s digestive health, we hope that Singaporean parents will be empowered with knowledge to help their children achieve good poop via a natural approach to digestion to help them grow strong and healthy at every stage of development,” said David Naidu, General Manager at FrieslandCampina Singapore.

The Scoop on Poop: Insights into your child’s digestive health

- Some common digestion problems among Singaporean children include constipation, infant colic and gastroenteritis.
- Many Singaporean children may experience a phase of being fussy eaters. Here are some tips to help them enjoy mealtimes while maintaining their nutritional needs:
 - Maintain control of what food is available, when and where meals are eaten, but for the child to decide how much he or she wants to eat.
 - Turn off all mobile devices and electronics during mealtimes.
 - For some fussy eaters, using a compartmentalised plate might help.
 - Keep meals to 30 minutes and provide realistic amounts which the child can finish.
 - Limit large quantities of fluid just before meals or during meals.
 - Don’t give up- it may take 8 to 10 tries before the child might accept new foods
- Understanding the different poop colours is key to understand our child’s gut health. Good poop colours range from yellow-brown, brown, green-brown, green-black and green in children. The Bristol Stool Chart⁴ is a great resource to describe the shape of good poop.

For more information, follow the conversation online using #GoodPoopMattersBaby.

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Note to Editor

For the biographies of the individual panelists on the Good Poop Advisory Panel, please refer to **Appendix 1**.

³ <https://www.parents.com/recipes/scoop-on-food/foods-that-are-good-for-your-childs-gut-health/>

⁴ <https://www.nice.org.uk/guidance/cg99/resources/cg99-constipation-in-children-and-young-people-bristol-stool-chart-2>



About FRISO and FrieslandCampina

100% packed and produced in the Netherlands, FRISO is present in over 25 countries and ranked as one of the top 5⁵ formula milk brands in Asia. FRISO is a brand under one of the world's largest dairy company FrieslandCampina, which is also a cooperative jointly owned by over 18,000 dairy farmer members from over 12,000 dairy farms in Netherlands, Germany and Belgium. Founded in 1871, FrieslandCampina has over 140 years of expertise in milk and its application, allowing it to produce a wide range of quality, nutrient-rich foods including dairy-based beverages, toddler nutrition, cheese, functional dairy-based ingredients and more for consumers, businesses and industries worldwide.

About World Digestive Health Day

Every 29th May, the World Gastroenterology Organisation (WGO), in collaboration with the WGO Foundation (WGOF), celebrates World Digestive Health Day (WDHD) and initiates a yearlong, worldwide, public health campaign through more than 110 WGO Member Societies which reach over 50,000 individuals worldwide, WGO Training Centres, Regional Affiliate Associations and other WGO global partners. Each year focuses upon a particular digestive disease and/or disorder in order to increase general public awareness of prevention, prevalence, diagnosis, management and treatment of the disease and/or disorder. [Learn more about WDHD here.](#)

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APPENDIX 1

	<p>David Naidu <i>General Manager, FrieslandCampina Singapore</i></p> <p>Mr. David Naidu is the General Manager for FrieslandCampina Singapore. He is responsible for the overall strategy, direction and management of FrieslandCampina's B2C business in Singapore.</p> <p>Prior to his current role, David was the Director of Marketing and Strategy for FrieslandCampina China, based in Shanghai.</p> <p>With extensive experience in the food and nutrition industry, he has held various leadership positions in Indonesia, Spain, Thailand and China prior to joining FrieslandCampina in 2015.</p>
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⁵ Source: Euromonitor, 2018

	<p>Bibi Chia <i>Principal Dietitian, Raffles Diabetes & Endocrine Centre</i></p> <p>Ms Bibi Chia graduated in Australia with a degree in Nutrition and Dietetics, and specialises in healthy ageing, weight management and paediatric nutrition. She is an APD member of SNDA (Singapore Nutrition and Dietetics Association) and former member of World Anti-ageing Association, and Study of Obesity Association. Bibi is also a qualified Workplace Health Consultant and is certified in Intravenous Nutrition and Advanced Food Hygiene.</p> <p>Bibi has developed weight management programmes for both adults and children. Since 2003, Bibi has been providing her expertise to Singapore's government agencies and headed various healthy lifestyle projects such as the Model School Tuckshop Programme, Healthy Eating in Childcare Centre Programme, HealthZone Education Sessions, Preschool Health Grant, Healthy Bones Begins with You, and Lose to Win.</p> <p>Bibi has conducted numerous health talks and seminars for the public, workplaces, families and schools. She has been featured on various TV and radio shows offering her professional advice on nutrition. She is also a regular contributor in many magazines and newspapers.</p>
	<p>Dr. Christina Ong <i>Senior Consultant Paediatrician and Paediatric Gastroenterologist, SOG – Christina Ong Clinic for Children and Gastroenterology</i></p> <p>Dr. Christina Ong graduated from the Imperial College School of Medicine, London in 1997. She has been a member of the Royal College of Paediatrics and Child Health (UK) since 2001, and was elected as Fellow of the Royal College of Paediatric and Child Health in 2012. She is dually accredited by the Singapore Medical Council as a specialist in Paediatric Medicine and Paediatric Gastroenterology.</p> <p>Following her graduation from Imperial College, Dr. Ong entered the prestigious NW Thames London Deanery Paediatric training scheme. She worked in the major teaching hospitals in London, including St. Mary's Hospital and Chelsea & Westminster Hospitals. After completing her general paediatric and neonatology training, she further sub-specialised in Paediatric Gastroenterology, Hepatology and Nutrition working at Great Ormond Street Hospital for Children, Royal Free Hospital and King's College Hospital in London.</p> <p>Dr. Ong is currently on the Specialist Register for General Paediatric and Paediatric Gastroenterology both in the United Kingdom and Singapore. In 2011, Dr. Ong relocated back to Singapore to work at KK Women's and Children's Hospital. She was the Head and Senior consultant at the</p>

	<p>Gastroenterology service, Paediatric Medicine until 2018. During her time at KKH, she pioneered several clinical services including Nutrition support service, paediatric inflammatory bowel disease clinics, 24/7 endoscopy on-call service and transition care for Adolescents. Today, she still contributes to the care of patients in KKH as a visiting consultant. She is one of few accredited paediatric doctors in Singapore who can perform gastroscopy and colonoscopy in children and adolescents.</p> <p>Aside from her clinical duties, Dr. Christina Ong has been heavily involved in medical education. She held positions as Adjunct Assistant Professor at Yong Loo Lin School of Medicine, Duke-NUS Medical School and Lee Kong Chian Medical School.</p> <p>She conducts regular teaching sessions for medical students and junior doctors. As a key opinion leader in the field of paediatric gastroenterology in the region, she is frequently invited to give lectures in local and regional conferences. In 2018, she was the organising chairman of the inaugural paediatric Singapore Clinical Nutrition Conference.</p> <p>Dr. Ong is also actively involved in clinical research. She has won several research grants including the Great Ormond Street scientific initiation award, SingHealth Foundation grant and Tan Cheng Lim Grant. She has several publications in reputable peer-reviewed international journals. In recognition of her clinical excellence and patient care, she has received numerous awards over the years. These include two Service of the Heart Awards (2013, 2015) and the SingHealth Quality Service Award: Silver (2012), Gold (2013) and Star (2014, 2015). Dr. Ong is currently practising as a senior consultant Paediatrician and Paediatric Gastroenterologist at SOG – Christina Ong Clinic for Children and Gastroenterology, located at Mount Elizabeth Novena Specialist Medical Centre.</p>
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