



Facts About Childhood Obesity

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- According to C & R's Youth Beat, kids eat at a restaurant 2.5 times a month.
- In an average 30-day month, there are 150 meal occasions:
 - 30 Breakfasts
 - 30 Lunches
 - 30 Dinners
 - 60 Snacks (at twice a day)

If kids are only going to restaurants 2-3 times a month, they account for only 2 percent of all meal occasions.

- According to a June 2010 published elementary school lunch menu from the Cupertino school district, the average school lunch for elementary school kids has approximately 700 calories.
- According to a New England Journal of Medicine article, children who have obese parents have more than twice the chance of becoming obese as an adult compared with children born to leaner parents. Part of this is genetics, but numerous studies have shown that children's diet and exercise habits take their cue from their parents.
- According to the Mayo Clinic, there are six environmental factors that contribute to childhood obesity:
 - Diet
 - Lack of exercise
 - Family history
 - Psychological factors
 - Family factors
 - Socioeconomic factors





- According to the 2009 C3/Technomic Kid and Mom Consumer Trend Eating Report, the top attributes for a fast food dining decision for a mom are:
 - Food quality is consistently good (90 percent)
 - Something my kids will eat (90 percent)
 - Restaurant is clean (89 percent)
 - Good value for the money (89 percent)
 - Service is consistently good (86 percent)
 - Kid's food tastes great (84 percent)
 - Restrooms are stocked and clean (83 percent)
 - Older kids can find a meal they like (82 percent)
 - Younger kids can find a meal they like (82 percent)
- According to the 2009 C3/Technomic Kid and Mom Consumer Trend Eating Report, 76 percent of moms say their family decides together which fast food restaurant to go to.
- According to the 2009 C3/Technomic Kid and Mom Consumer Trend Eating Report, only 26 percent of moms say they are ordering from the kids' menu for their children at fast food restaurants because of the toy. And according to the same report, only a third or fewer moms on average said the toy given out is an important factor in deciding which restaurant to visit.
- According to the 2009 C3/Technomic Kid and Mom Consumer Trend Eating Report, the number one attribute that makes a fast food toy "good" is playability (67 percent), while only 37 percent of moms said a tie-in with a movie.
- According to the Journal of the American Dietetic Association (JADA), November 2003 study:
 - 43 percent of kids say they eat when they are bored
 - 23.3 percent of kids say they eat after dinner in the evening
 - 15.8 percent of kids say they eat while doing homework
 - 23.3 percent of kids say they eat while playing video or computer games





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- Obesity occurs when there is an imbalance between calories consumed and calories used. This imbalance occurs due to a variety of different elements. These factors interact with each other and it is not possible to specify one behavior as the “cause” of obesity. The CDC lists contributing factors for obesity in three buckets—genetic, behavioral and environmental.

- Genetic factors
 - Studies indicate that certain genetic characteristics may increase an individual’s susceptibility to excess body weight.
- Behavioral
 - Energy Intake
 - Physical Activity
 - Sedentary Behavior
- Environmental
 - Within the home
 - Parents are role models for children; children often develop habits similar to their parents.
 - Within child care
 - Almost 80 percent of children aged 5 years and younger with working mothers are in child care for 40 hours a week on average.
 - Within Schools
 - A majority of children aged 5-17 years old are enrolled in school and spend a significant amount of time in these locations.
 - Within the community
 - In some neighborhoods, there is a lack of access to affordable, healthy food choices and opportunities to exercise.

- According to the Mintel/Simmons Kids Survey Fall 2005, the following are children’s reasons for choosing/eating at a favorite fast food restaurant:

Best Tasting Food	74 percent
Best Toys/Prizes	35 percent
Best Meal Packs	23 percent
Best Playground	16 percent





- The Santa Clara county ordinance bans toys if a meal has more than 485 calories, but according to the USDA, the minimum nutrient and calorie levels for school lunches is 517 for preschool and 664 for grades K – 6. Below is the entire listing from the USDA.

Minimum Nutrient and Calorie Levels for School Lunches Enhanced Food Based Menu Planning Approach (School Week Averages)				
Minimum Requirements				Optional
Nutrient and Energy Allowances	Preschool	Grades K - 6	Grades 7 - 12	Grades K - 3
Energy Allowances (calories)	517	664	825	633
Total fat (as a percentage of actual food energy)	1	1, 2	2	1, 2
Saturated fat (as a percentage of actual total food energy)	1	1, 3	3	1, 3
RDA for Protein (g)	7	10	16	9
RDA for Calcium (mg)	267	286	400	267
RDA for Iron (mg)	3.3	3.5	4.5	3.3
RDA for Vitamin A (RE)	150	224	300	200
RDA for Vitamin C (mg)	14	15	18	15

Source: USDA

1 The Dietary Guidelines recommend that after 2 years of age "...children should gradually adopt a diet that, by about 5 years of age, contains no more than 30 percent of calories from fat."

2 Not to exceed 30 percent over a school week

3 Less than 10 percent over a school week

