



**Tina Zuk, Senior Director,  
Government Relations, VT  
American Heart Association**

**Statement on S.70 – Healthy  
default beverages for  
restaurant kids' meals**

# The Need: diet-related diseases are costing the state and will continue to grow

- Over 60% of adults in Vermont, and 29% of Vermont youth are overweight or obese; obese children are at least twice as likely to become obese adults
- The obesity rate of adults in Vermont has been steadily climbing from 10% in 1990 to 25.1% currently. 14.1% of 2-4 year olds in the WIC program and 12.4% of high school students in Vermont are obese.
- Vermont spends \$291 million annually treating diet and obesity-related health conditions.
- Vermont's current 38,031 cases of heart disease are expected to grow to 190,617 and its current 10,273 cases of obesity-related cancer are expected to grow to 27,751 by 2030 if Vermont continues on its current path

# **The Need: obese children and adults are at greater risk for CVD**

“Last year, more than 1200 people underwent stent procedures for severe heart disease at UVMMC. 44% of these patients were clinically obese, and 81% were overweight. The majority had weight-related conditions, including diabetes in 33%, and hypertension and hyperlipidemia in 3 out of 4,”

-- Burlington Cardiologist Prospero Gogo

# **The Need: Restaurants are shaping norms as families go out and marketing increases**

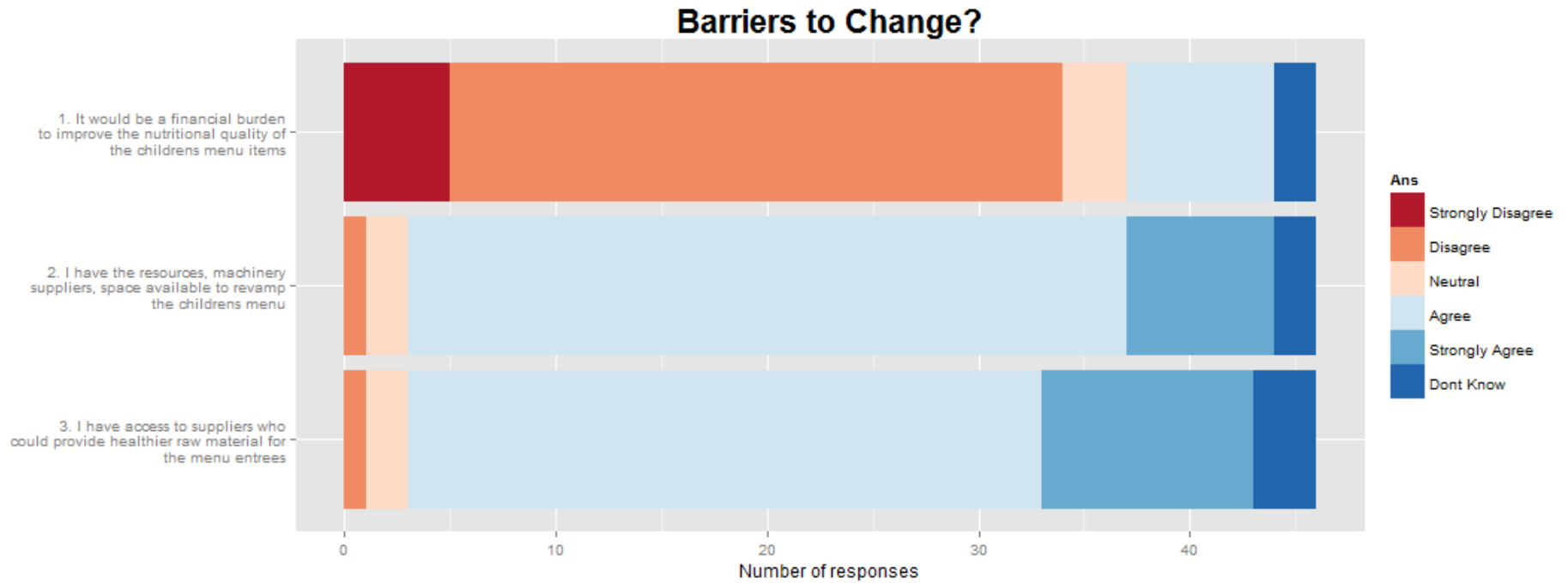
- Americans now spend more of their food budget on foods prepared away from home than on foods at home.
- Children consume roughly 25% of their calories from eating out. They eat almost twice as many calories at restaurants and drink more sugary drinks compared to a typical meal at home.
- Studies show that repeated exposure to fast food and soda, through marketing, and consumption, cultivates a pattern for future consumption and a preference for those foods.

# Healthy default beverages are not a big lift, there is support for going even further

- 64 organizations and 30 restaurants support nutrition standards for the full kids meal including healthy beverages  
(See handouts of signers)
- Three separate surveys of VT restaurants and parents showed positive results

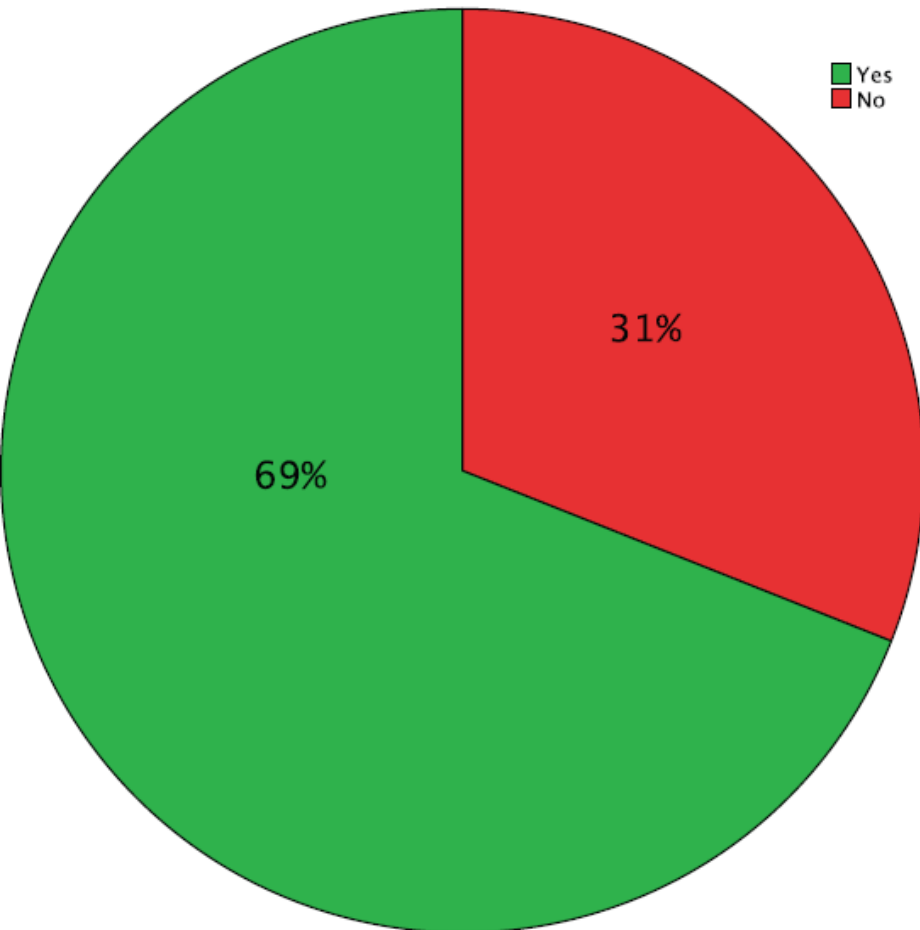


# 2015 Survey of Restaurants

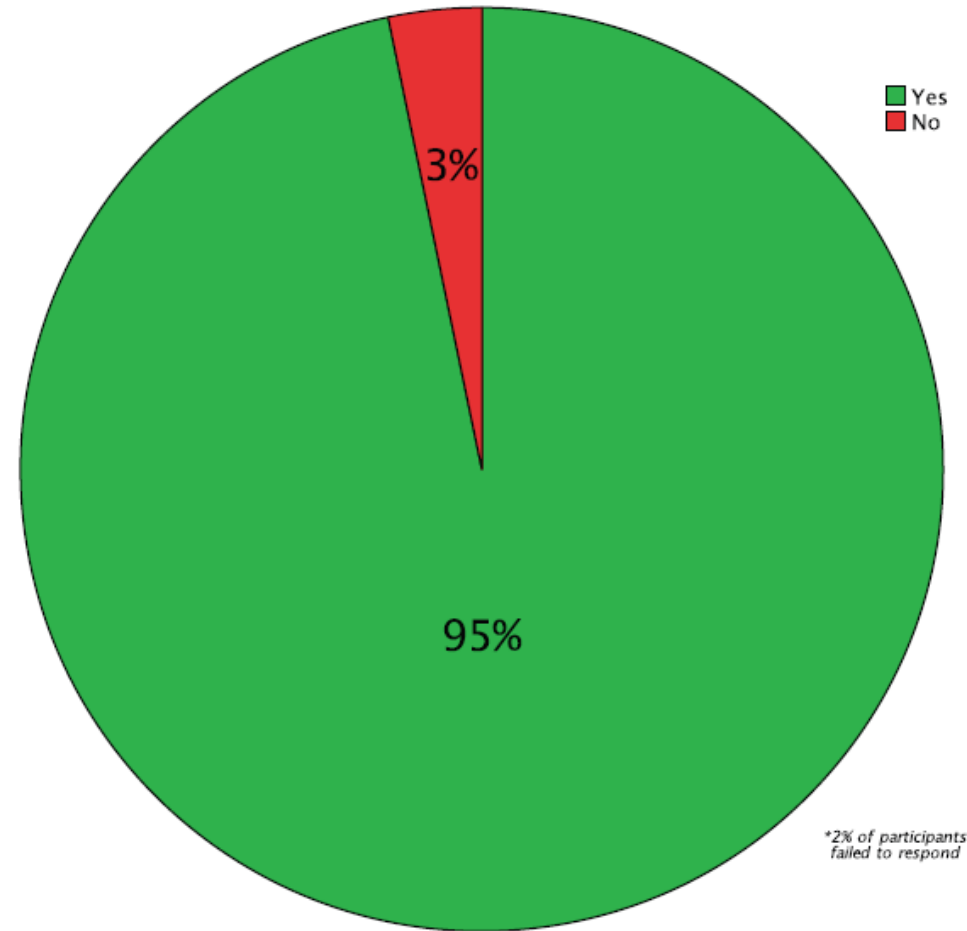


# 2016 Survey of Parents

Do You Think Healthy Kids Meals Would Cost More?



Would You be Willing to Pay More for Healthy Kids Meals?

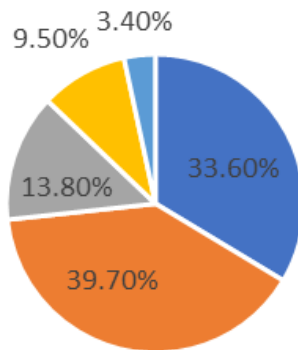


**89% of parents were also concerned about sugary drinks**

# 2017 Survey of Parents

**73.3%**

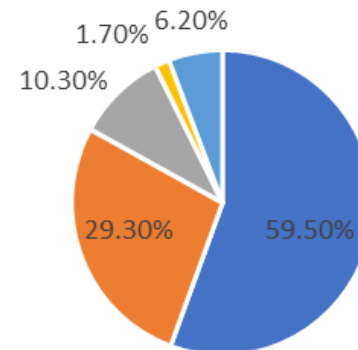
I would support legislation to set nutrition standards proposed by the AHA on children's menu meals in VT



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

**88.8%**

I would support legislation ensuring that healthy beverages are the default option on kid's menus



■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

50% of parents also felt that there are not enough restaurants with healthy options in their area



# We worked with 7 Vermont restaurants to offer healthy meals and drinks to families



Please join the American Heart Association at a restaurant near you to try a **Healthy Kids Meal!**

First 50 Healthy Kids Meals at each location are **FREE!**

Raffles at each location for restaurant gift certificates!

Bring your whole family!

## Bennington

Ramuntos Pizza

Monday, September 12

5:00 - 7:00 pm

Contact Matt Willey

## Barre

Soup n' Greens

Tuesday, September 13

5:00 - 7:00 pm

Contact Doug Doenges

## Rutland

Little Harry's

Wednesday, September 21

5:00 - 7:00 pm

Contact Jack Mangan

## St. Albans

Twigg's American Gastropub

Sunday, September 25

5:30 - 7:30 pm

Contact Tom Murphy

## Springfield

Sheri's Place

Monday, September 26

5:00 - 7:00 pm

Contact Sheri Keefe/Robin

## South Burlington

Lakeview House Restaurant

Tuesday, September 27

5:30 - 7:30 pm

Contact Judd Kaufman

## St. Johnsbury

Kingdom Taproom

Wednesday, September 28

5:00 - 7:00 pm

Contact Anne LaChance

[www.servingkidsbettervt.org](http://www.servingkidsbettervt.org)



# **Their only difficulty was determining total fat and sugar content, so we created resources.**

- **14 recipes from VT restaurants**
- **18 recipes from CSPI**
- **Restaurant toolkit which included formulas**

**You can view videos of the chefs talking about the effort on our Website:**

**[www.servingkidsbettervt.org](http://www.servingkidsbettervt.org)**



# **The AHA supports the Senate-passed version of S.70 as sugary drinks are a major driver of obesity**

- **It addresses the largest source of daily calories in the diets of American children -- sugary drinks.**
- **Sugary drinks provide nearly half of children's added sugars intake. Despite the calories, they are not filling.**
- **Each extra serving of a sugar sweetened beverage consumed a day increases a child's chance of becoming obese by 60 percent.**
- **Children who drink sugary drinks have greater odds of being at an unhealthy weight than those who consume little or no sugary drinks**



# **Sugary drink consumption is far surpassing AHA recommended guidelines on sugar**

- The AHA recommends no more than 6 teaspoons of added sugar a day for children over the age of 2. Americans consume 10 teaspoons of added sugar just from just sugary drinks alone every day.**
- While the AHA recommends no more than one 8-oz. serving of sugary drinks a week for children, kids are drinking ten times that amount.**
- On average, Americans consume 42.7 grams of sugar through beverages daily. This is a out 34 pounds of added sugar annually.**

# Ten communities passed ordinances making default beverage healthy

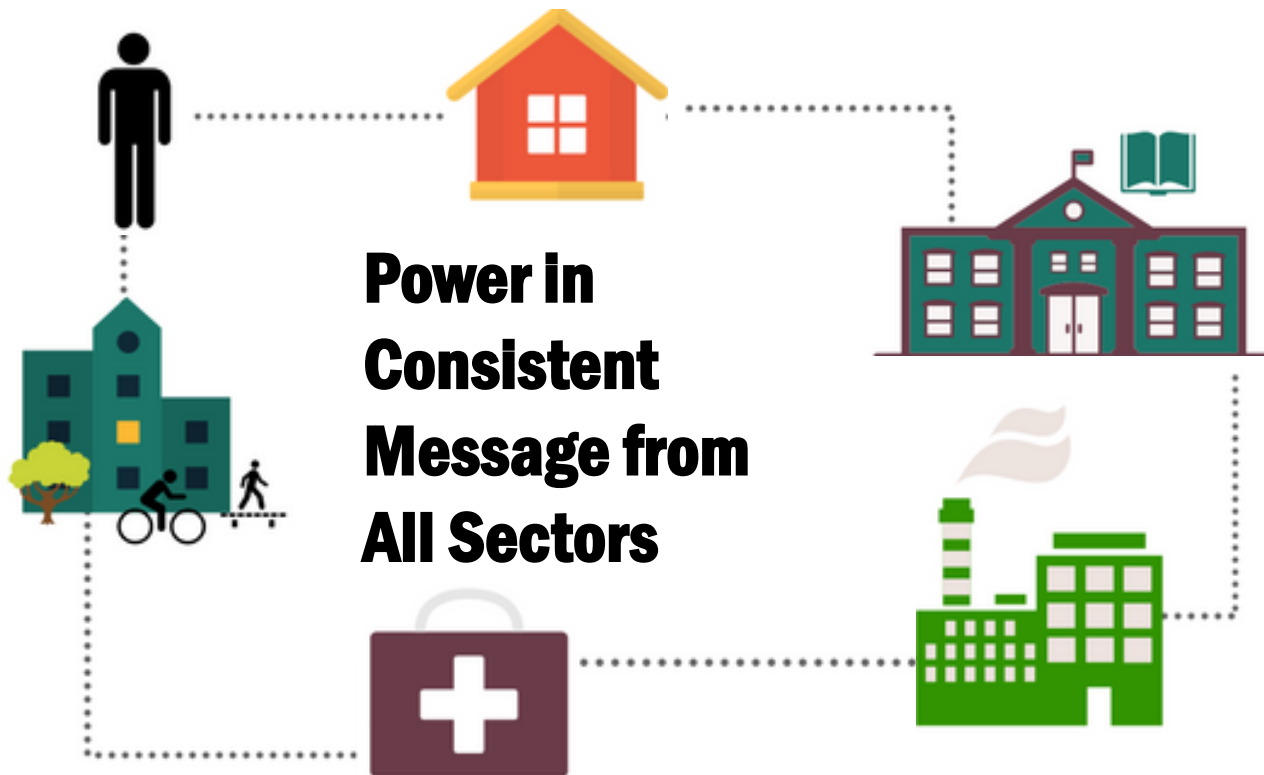
Locality	Date of Passage	Default Beverages
Davis, CA	June 2, 2015	Milk, Milk Alternatives, and Water
Stockton, CA	June 7, 2016	Milk, Milk Alternatives, and Water
Perris, CA	March 14, 2017	Milk, Milk Alternatives, Water, and 100% Juice (no larger than 8 oz.)
Santa Clara County, CA	May 9, 2017	Milk and Water
Berkeley, CA	June 27, 2017	Milk, Milk Alternatives, and Water
Lafayette, CO	October 17, 2017	Milk, Milk Alternatives, and Water
Cathedral City, CA	November 8, 2017	Milk, Milk Alternatives, and Water
Long Beach, CA	November 14, 2017	Milk, Milk Alternatives, Water, and 100% Juice ( no more than 40 calories)
Daly City, CA	January 8, 2018	Milk, Milk Alternatives, and Water
Baltimore, MD	March 12, 2018	Milk, Milk Alternatives, Water, and 100% juice or juice combined with water, with no added sweeteners

# Healthy default beverages for restaurant kids' meals is consistent with recent VT policy

- Nutrition standards for food sold and served by state government
- Nutrition standards in early childcare
- Nutrition standards in schools
- Follows Vermont Department of Health's 3-4-50 campaign goals of making the healthy choice the easy choice

# 3 › 4 › 50

VERMONT



# Healthy beverage defaults work!

- The Silver Diner restaurant chain in MD, VA and NJ, implemented a healthier menu in which sugary drinks were removed but could be substituted.
- More than two years after the healthier menu was introduced, kids continued to order healthier beverages (76% of orders.)
- When Walt Disney theme parks switched to healthier beverage defaults, parents stuck with the healthier option 66% of the time, even though trips to theme parks are typically special occasions.