

S.70



Please Support Healthy Kids Meals in Vermont

95% of
Vermont parents
said they would
pay more for
healthy kids'
meals and
89%
were concerned
or highly con-
cerned about
sugary drinks.

We are asking Vermont legislators to support the future health of Vermont's children by ensuring all restaurant kids meals marketed to our children meet healthy nutrition standards and offer healthy drinks as the default choice.

What Vermont parents say: When asked why they support a policy to establish nutrition standards for restaurant kids' meals in Vermont, including removing sugary drinks from kids' menus parents said:

"If kids don't learn healthy habits, they are less likely to eat healthy as adults."

"Water, milk, 100% juice is all they should have. We are responsible for what we feed them. So many adults eat poorly and pass it on to their kids."

"I think it is a great idea. They should drink water with their meals. They would be a lot healthier."

Children consume
roughly

25% of
their calories from
eating out, and
they eat nearly
twice as many
calories in a
restaurant com-
pared to a
typical meal at
home.

The only way to help parents make the **'healthy choice the easy choice'** is to make it true everywhere. Otherwise, it is the parents' responsibility to figure it out everywhere they go, and parents are overwhelmed.

For each additional serving of soda or sweetened juice drink a child consumes per day, the child's chances of becoming overweight increases by a whopping 60%. **Nearly a third of Vermont's youth are overweight or obese.**

We worked with **7 restaurants** this fall to serve healthy kids meals. We created a **toolkit**, collected **14 healthy recipes** from the Vermont restaurants that worked with us and created 10 additional recipes that meet the nutrition standards both of traditional and non-traditional kids' meals items.

This legislation actually helps the restaurants that want to do it because it levels the playing field.



**American
Heart
Association**
life is why™

Help make the healthy choice the easy choice

