



**Tina Zuk, Senior Director,  
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American Heart Association**

**Statement on S.70 – Healthy  
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.
- Obesity-related health conditions make up 10% of all medical spending. In Vermont, they cost \$291 million annually.
- 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, and they eat almost twice as many calories at restaurants compared to a typical meal at home.
- Restaurants have shaped societal norms that deem fried-chicken nuggets, burgers, pizza, fried and sugary drinks as acceptable kids food.
- 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.

# Vermonters support this effort

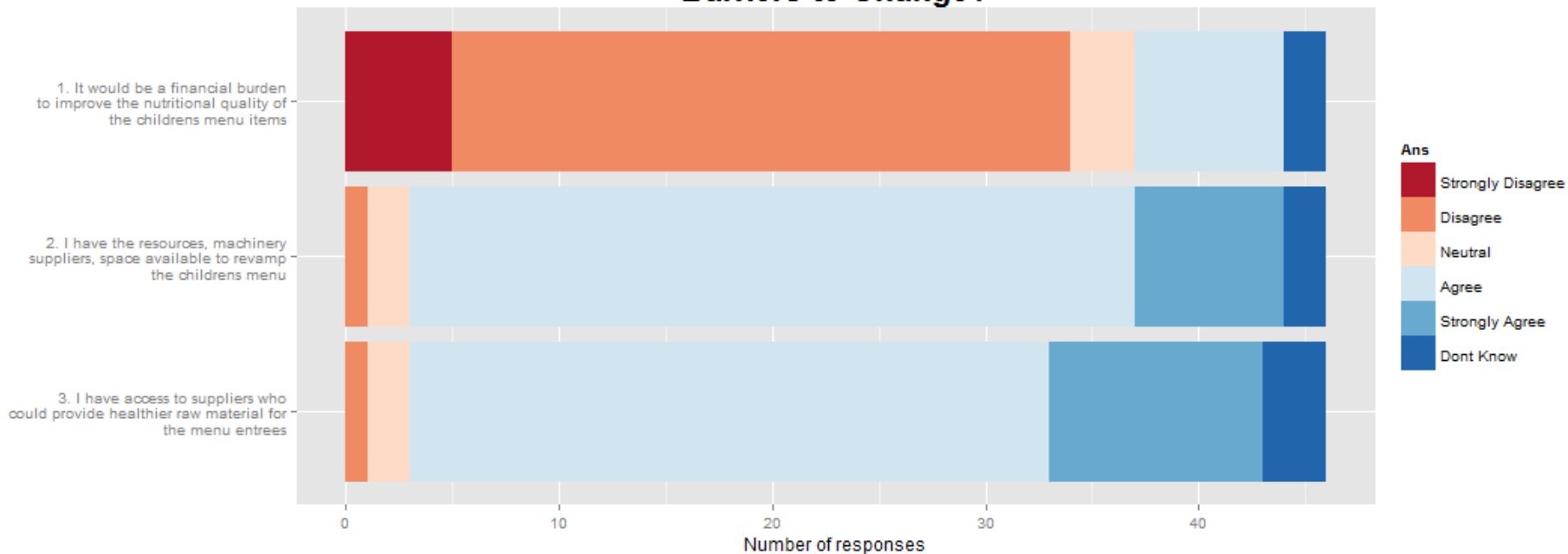
- 64 organizations
- 30 restaurants  
(See handouts of signers)
- Three separate surveys of VT restaurants and parents showed positive results



# 2015 Survey of Restaurants

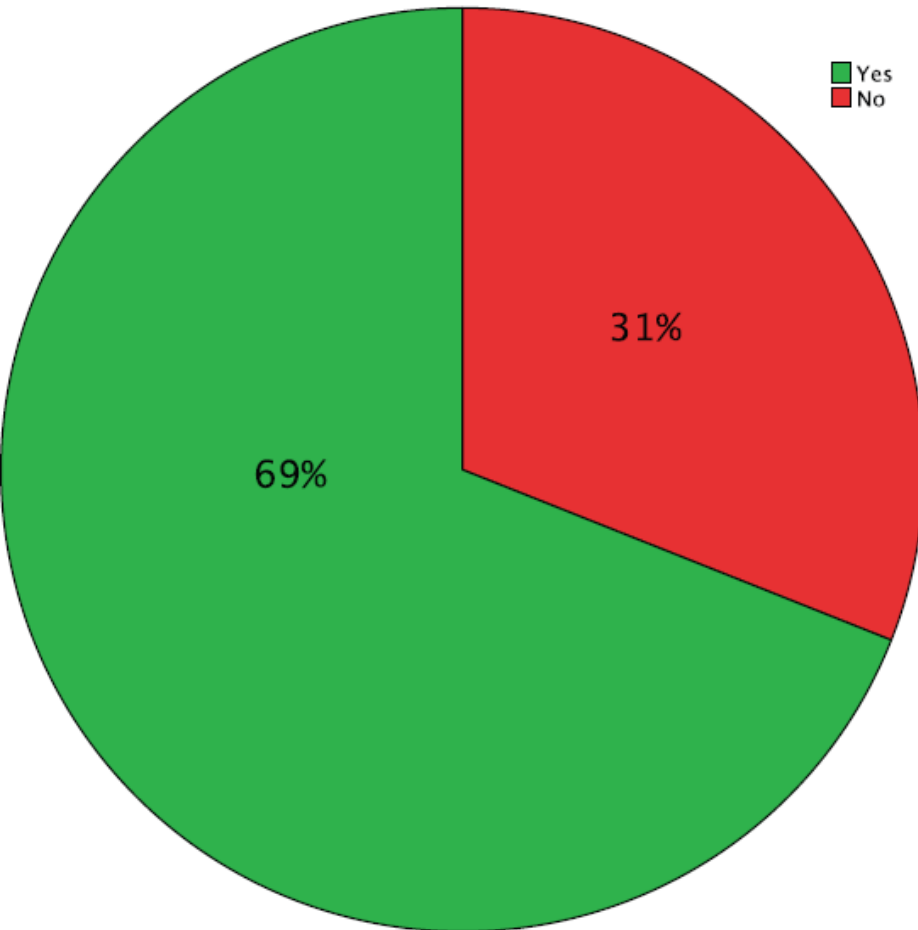


## Barriers to Change?

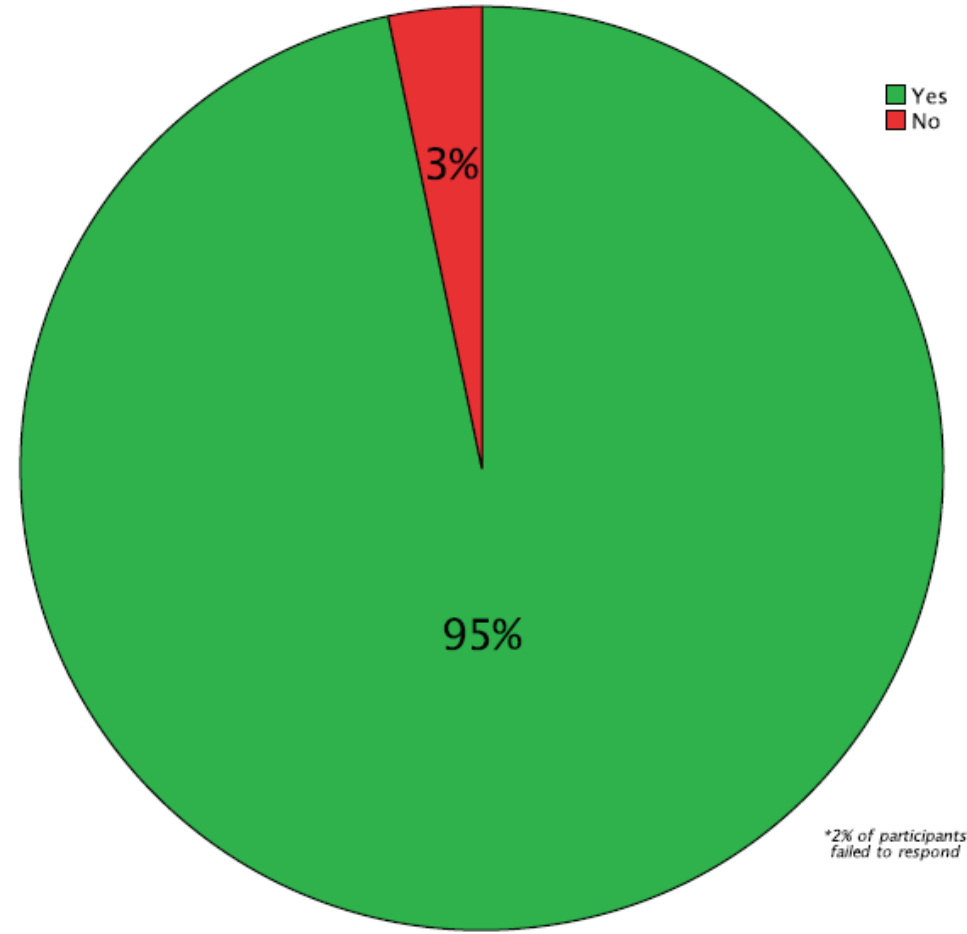


# 2016 Survey of Parents

Do You Think Healthy Kids Meals Would Cost More?



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

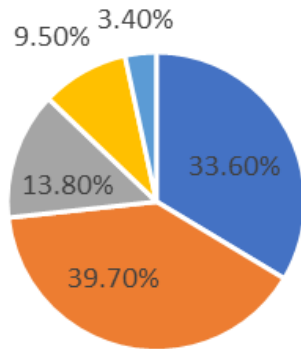


89% of parents were also concerned about sugary drinks

# 2017 Survey of Parents

**73.3%**

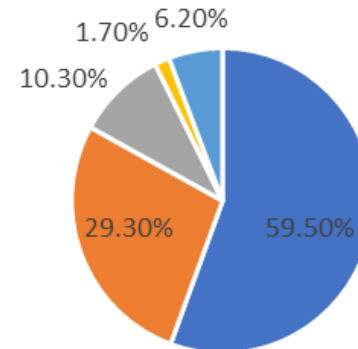
I would support legislation to set nutrition standards proposed by the AHA on children's menu meals in VT



■ 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



# Nine 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

**San Francisco and Santa Clara County set nutrition standards for meals with toys**

# Tufts University Study Shows Healthy Kids Meals are Good for Businesses

- At the Silver Diner restaurant chain in MD, VA and NJ, a menu was implemented in which all kids' meals included a healthy side and beverage. Fries and sugary drinks were removed but could be substituted.
- The proportion of healthy to unhealthy options ordered increased as well as revenue growth for the restaurant for the three years following the implementation of this menu.
- Revenue growth at Silver Diner also exceeded the growth of other leading family dining chains during the period studied. And meal costs increased only 19 cents.

# Nutrition standards for restaurant kids' meals is consistent with recent VT policy actions

- 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



# We worked with Vermont restaurants to offer healthy meals to the public



# Seven Restaurant Events

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)



# This is what we heard

## **Total Fat Content**

**Multiply the Fat Grams by 9 (there are 9 calories per gram of fat)**

**= Total Fat Content (in calories)**

**Divide Total Fat Content by Total Calories and multiply by 100  
= Percentage of Calories from Total Fat**

## **Sugar Content**

**Multiply the Sugar Grams by 4 (4 calories per gram of sugar)**

**= Sugar Content (in calories)**

**Divide Sugar Content by Total Calories and multiply by 100 =  
Percentage of Calories from Sugar**

# Learned What Resources Were Needed and Created Them

- 14 recipes from VT restaurants
- 18 recipes from CSPI
- Restaurant toolkit

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

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

