



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

**Statement on S.141 – Healthy  
restaurant kids’ meals**



**American  
Heart  
Association.**

# 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 27.6% currently.
- A 2018 study in the New England Journal of Medicine predicted the majority of today's toddlers will be obese by the age of 25.
- 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.
- Poor diet, lack of physical activity & tobacco use are three unhealthy behaviors identified by VDH in its 3-4-50 campaign to reduce chronic diseases and health care costs in Vermont. These diseases have continually increased from \$1.52 billion in 2010 to \$2,042,000,000 in 2015.

# 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



healthy choices

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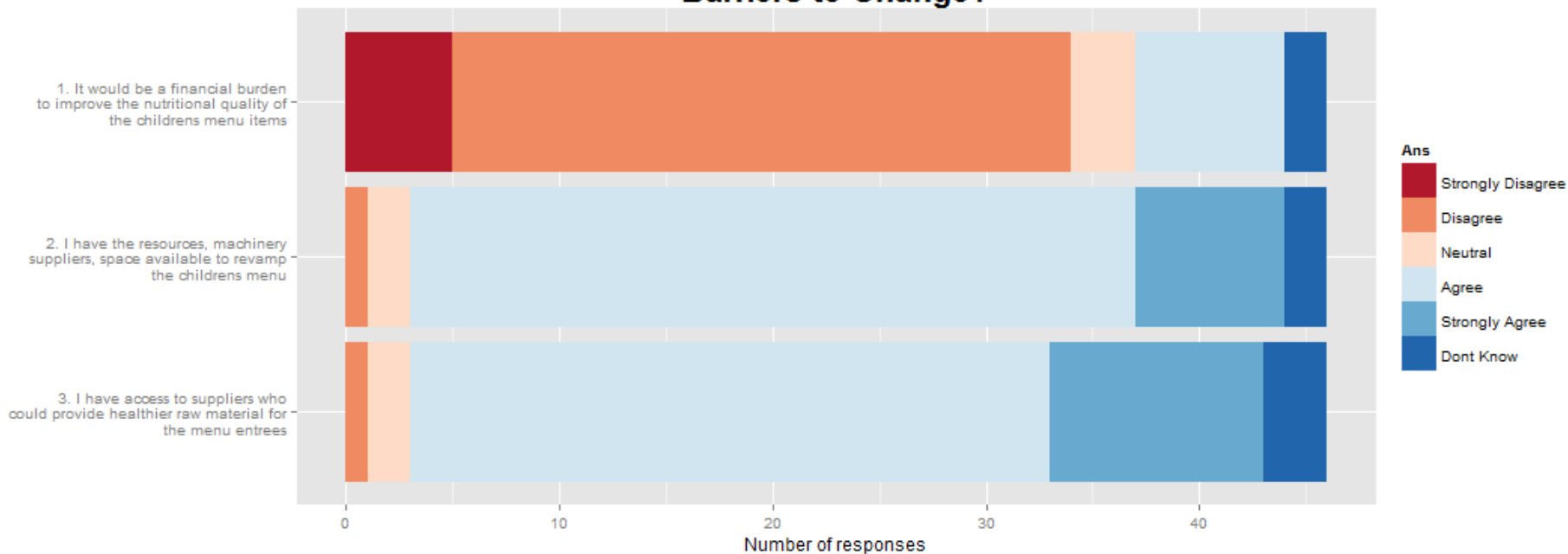
VERMONT COALITION

- 64 organizations
- 30 restaurants
- Three separate surveys of VT restaurants and parents showed positive results

# 2015 Survey of Restaurants

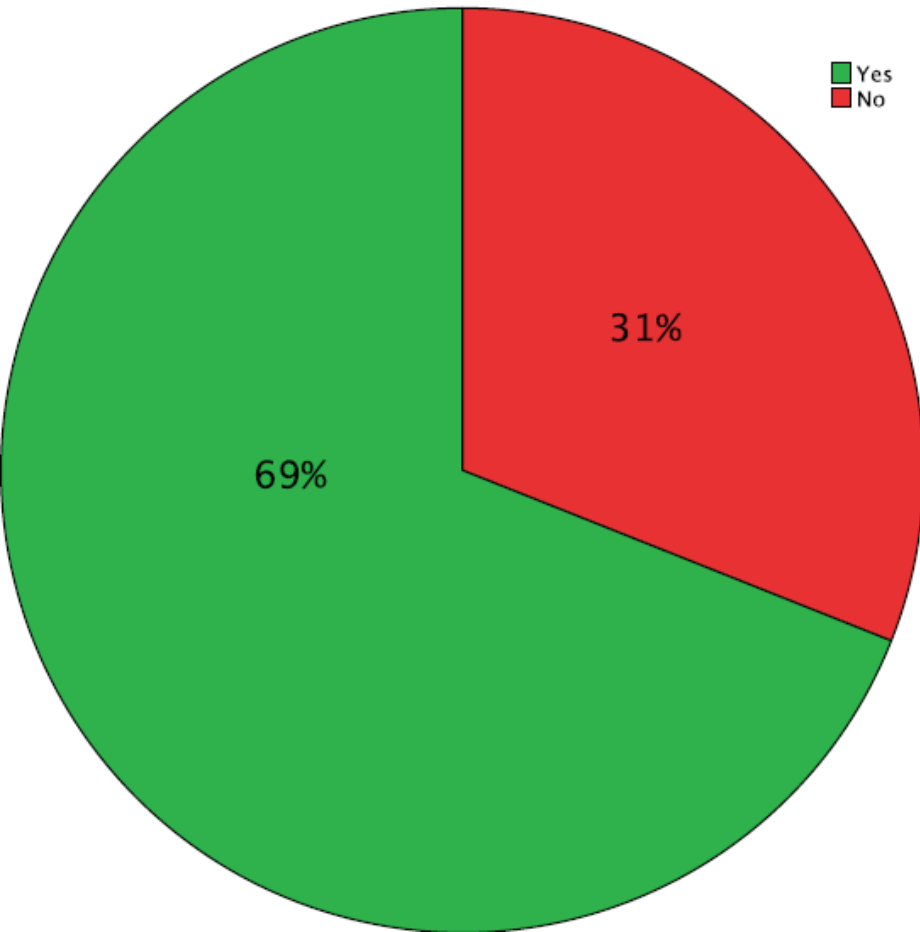


## Barriers to Change?

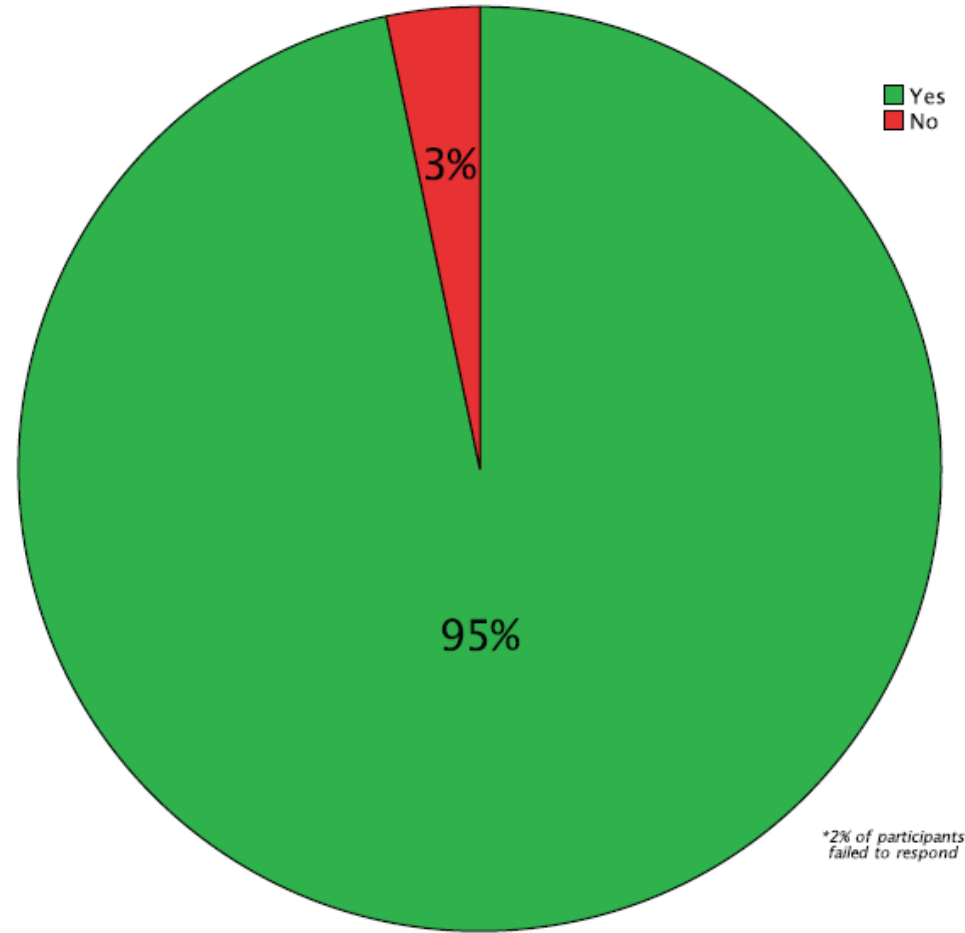


# 2016 Survey of Parents

Do You Think Healthy Kids Meals Would Cost More?



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



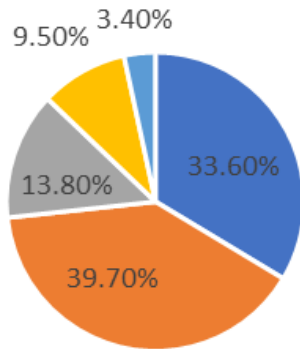
*\*2% of participants failed to respond*

89% of parents were also concerned about sugary drinks

# 2017 Survey of Parents

**73.3%**

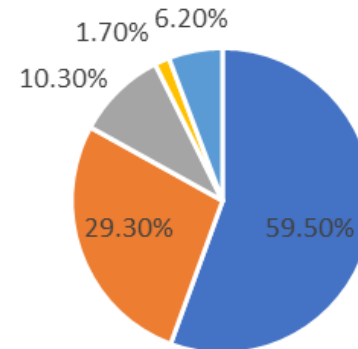
I would support legislation to set nutrition standards proposed by the AHA on children's menu meals in VT



■ 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



# One state and thirteen communities passed ordinances making default beverage healthy

- Wilmington, DE
- California
- Louisville, KY
- Baltimore, MD
- Daly City, CA
- Long Beach, CA
- Cathedral City, CA
- Lafayette, CO
- Santa Clara County, CA
- Berkeley, CA
- Perris, CA
- Stockton, CA
- Davis, CA
- San Francisco, CA

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

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

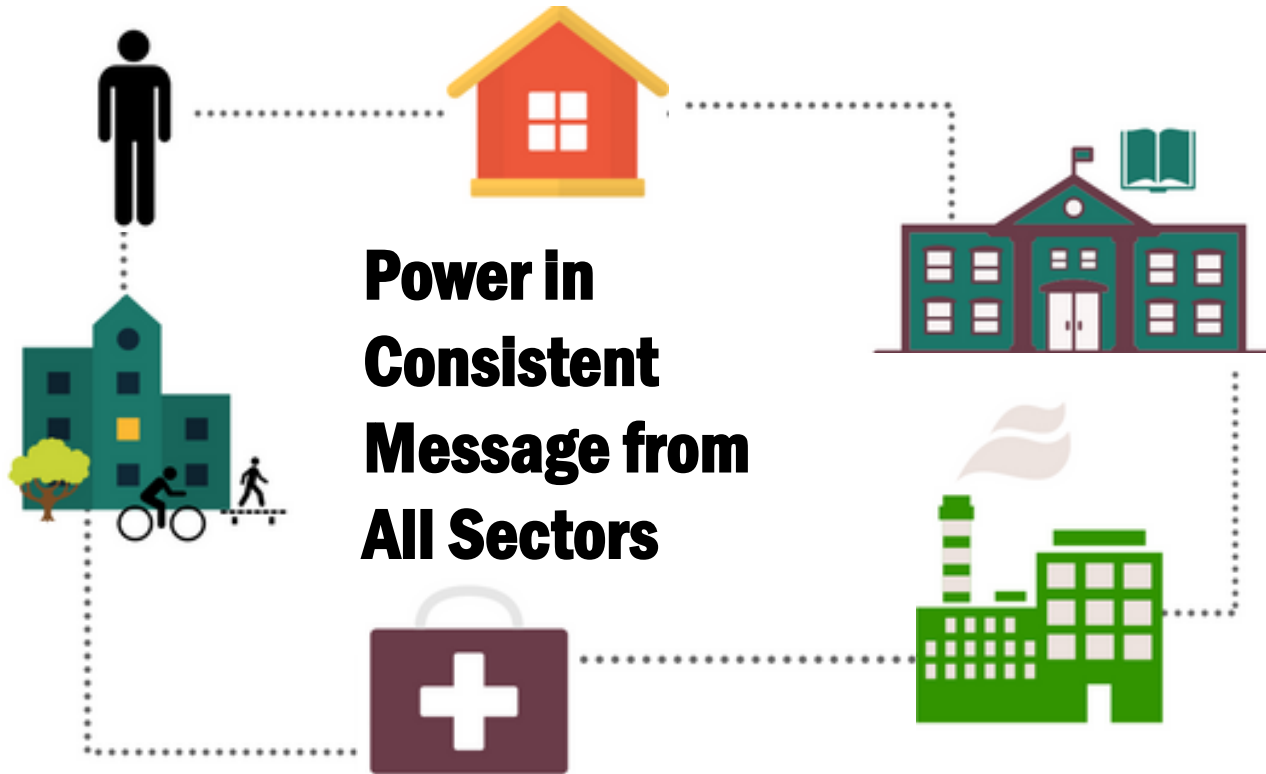
- At the Silver Diner restaurant chain in MD, VA and NJ, a menu was implemented in which all kids' meals included a healthy side and beverage. Fries and sugary drinks were removed but could be substituted.
- The proportion of healthy to unhealthy options ordered increased as well as revenue growth for 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

**Restaurants wanted help calculating the percentages of calories from fat and sugar so we created a toolkit with the following:**

## **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)

You can learn more about our coalition at:

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

