

Restaurant Kids' Meals

Southern Obesity Summit
October 23, 2018



**Hillary Caron, Senior Policy Associate
Center for Science in the Public Interest**

Center for Science in the Public Interest

Since 1971, CSPI has advocated for a safer, healthier food system.

CSPI has led successful efforts to:

- Secure and update Nutrition Facts panels on packaged foods
- Improve school food
- Ensure calories are labeled on menus at restaurant chains and supermarkets
- Remove trans fat from the food supply

Why Restaurants?

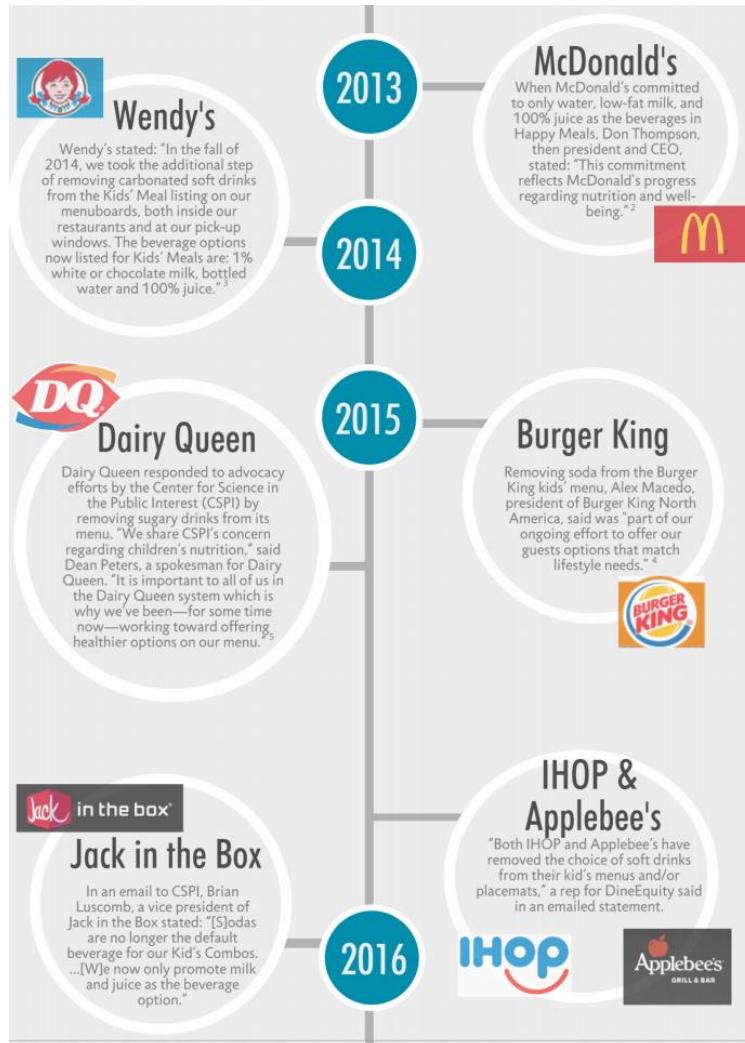
- Children get ~25% of their calories from restaurants
- Eating out by children: higher consumption of calories, soda and other sugary drinks, saturated fat, and total sugars
 - Lower diet quality compared to meals at home
 - +126 calories/day (fast food), +160 calories/day (full-service)
 - Soda and other sugary beverages are often sold as part of restaurant children's meals
- CSPI report: *Obesity on the Menu* (2008 and 2012)
 - Percentage of children's meals that met expert nutrition standards increased from 1 percent to 3 percent; 97 percent of possible meal combinations were still unhealthy
- 85 percent of parents think it's important for restaurants to decrease unhealthy options on children's menus (American Heart Association poll)

Kids' Meals as Marketing

- Restaurant kids' meals play a large role in shaping:
 - Children's preferences
 - What is considered normal and appropriate "kid food"
 - Ideas of what a meal should look like
 - Eating habits that can last a lifetime



Top Chains Have Dropped Soda



Sugary Beverage Changes Over Time

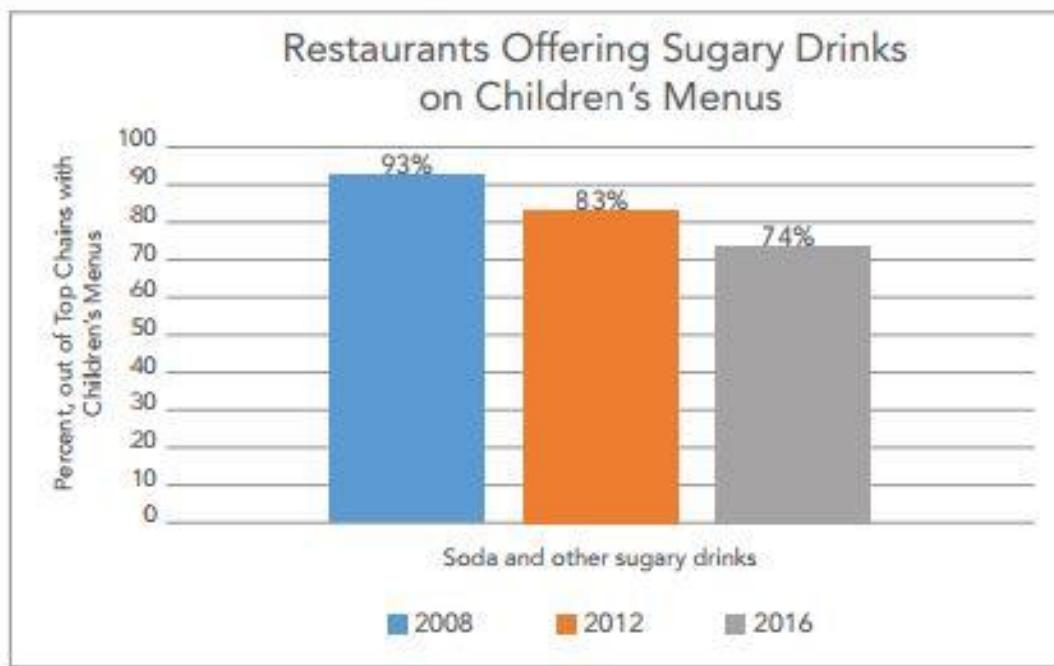


Figure 1. Percentage of Top Restaurants Offering Sugary Drinks on Children's Menus

Healthy Kids' Meal Policies

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



*Santa Clara County and San Francisco have policies setting nutrition standards for kids meals sold with toys. Santa Clara County has also enacted a default beverage policy.

Model Language- Default Beverages

A Restaurant that sells a children's meal that includes a beverage shall make the default beverage offered with the children's meal one of the following:

- (1) Water, sparkling water, or flavored water, with no added natural or artificial sweeteners;
- (2) Nonfat or 1 percent milk or non-dairy milk alternative containing no more than 130 calories per container and/or serving as offered for sale; or
- (3) 100 percent juice, or fruit juice combined with water or carbonated water, with no added sweeteners, in a serving size of no more than 8 ounces.

Nothing in this section prohibits a restaurant's ability to sell, or a customer's ability to purchase, a substitute or alternative beverage instead of the default beverage offered with a children's meal, if requested by the purchaser of the children's meal.

CSPI Assistance

- Fact sheets, reports, other resources
- Model ordinance
- Individualized technical assistance
- Make connections with national partners or other local campaigns
- Public support
 - Action alerts
 - Letters of support
 - Expert testimony
 - Press/social media



More Resources: foodmarketing.org

The screenshot shows the homepage of the Food Marketing Workgroup website. At the top, there's a navigation bar with links for Home, About, Resources (which is the active tab), Wall of Shame, Take Action, and Contact. Below the navigation is a sidebar with a yellow arrow pointing to a list of topics under 'Food marketing 101'. The main content area features a large image of various junk food products and a photo of a desert landscape with a McDonald's sign.

Nickelodeon continues to kids

A new study from the Science in the Public Interest found that two-thirds of Nickelodeon ads are for unhealthy foods.

Unlike Disney and Qubo, Nickelodeon does not have a comprehensive policy

Food marketing 101

- Food marketing 101
- Target marketing
- Food marketing in schools
- Food marketing in restaurants
- Food marketing in other community settings
- Food marketing online
- Industry self-regulation
- Federal policy recommendations

Food Marketing Workgroup (FMW)

The Food Marketing Workgroup (FMW) is a coalition of more than 225 organizations and academic experts dedicated to eliminating harmful food marketing — particularly marketing aimed at those who are most vulnerable to obesity and other nutrition-related diseases — by actively identifying,

Health equity & junk food marketing:
Talking about targeting kids of color

When advocates communicate about junk food marketing, do they talk about health equity?

In this framing brief, Berkeley Media Studies Group describes findings from a content analysis of materials on food marketing shows why children of color

More Resources: foodmarketing.org

...|F|O|... SERVE KIDS BETTER™.

Local Restaurant Kids' Meal Policies

Jurisdiction	Legislation and Date Enacted	Support	Date Effective	Type of Policy	Policy Details	Substitutions	Enforcement Mechanism
Santa Clara County, CA*	Ordinance NS-300.820 5/11/2010	Board of Supervisors: 3-2	8/11/2010 (90 days)	Toy Bill	Meals with a toy/incentive item may not include a beverage with more than 120 calories, more than 35% of total calories from fat, more than 10% of calories from added sweetener, added non-nutritive sweetener, or caffeine. Also sets nutrition standards for single food items and meals sold with a toy/incentive item.	No: foods and beverages that do not meet the standards are not permitted to be sold with toy/incentive item	Administrative fine of \$250 for first violation, \$500 for second violation. Fines for additional violations not to exceed \$1,000. Regulatory fees for recovery of costs.
Santa Clara County, CA	Ordinance NS-300.908 5/9/2017	Board of Supervisors: 4-0 (1 recusal)	8/7/2017 (90 days)	Default Beverages	Water (can be carbonated or flavored) with no added sweetener, dairy milk (can be flavored) with no added sweetener	No: but may sell other beverages separately from a children's meal	Administrative fine of \$250 for first violation, \$500 for second violation. Fines for additional violations not to exceed \$1,000. Regulatory fees for recovery of costs.
San Francisco, CA*	Ordinance 290-10 11/9/2010 Veto overridden 11/23/2010	Board of Supervisors: 8-3	12/1/2011	Toy Bill	Meals with a toy/incentive item may not include a beverage with more than 35% of total calories from fat or more than 10% of calories from added sweetener. Also sets nutrition standards for single food items and meals sold with a toy/incentive item.	No: foods and beverages that do not meet the standards are not permitted to be sold with toy/incentive item	Administrative citation with fine up to \$100 for first violation, up to \$200 for second violation, and up to \$500 for each additional violation.
Davis, CA	Ordinance 2451 6/2/2015	City Council: 5-0	7/2/2015 (30 days)	Default Beverages	Water (can be sparkling or flavored) with no added sweetener, milk or non-dairy milk alternatives	Allowed upon request	Annual self-certification. Administrative citation with fine up to \$100 for first violation, up to \$200 for second violation, and up to \$500 for each additional violation, plus recovery of costs.

 CENTER FOR
Science in the
Public Interest

   **Voices**
for Healthy Kids
MAKING EACH DAY HEALTHIER FOR ALL CHILDREN™

Questions?

Rethinking Retail: Transforming Store Environments to Support Healthy Eating

Southern Obesity Summit
October 23, 2018



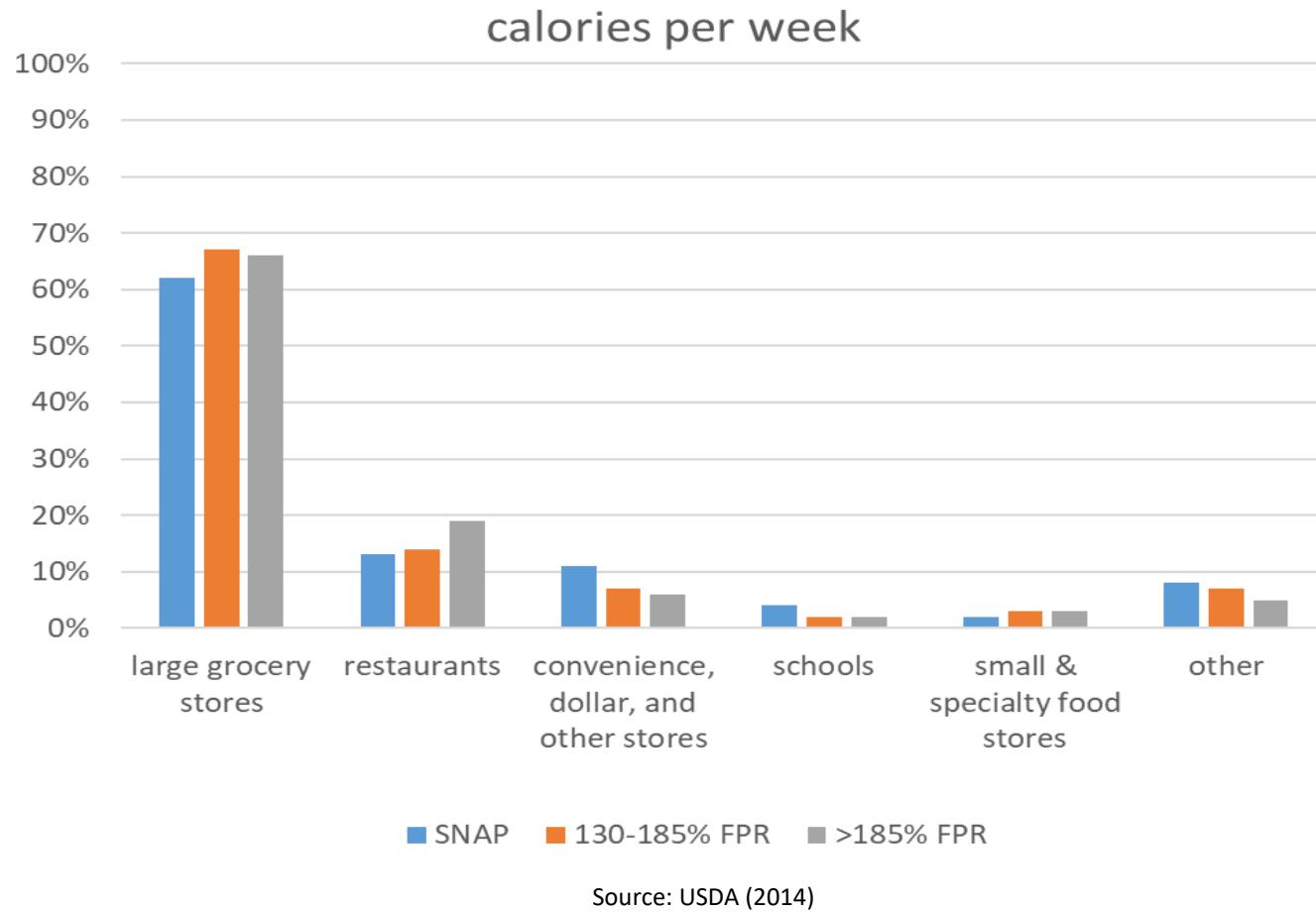
**Hillary Caron, Senior Policy Associate
Center for Science in the Public Interest**

Marketing Influences Food Preferences and Choices





Grocery stores provide a majority of Americans' calories

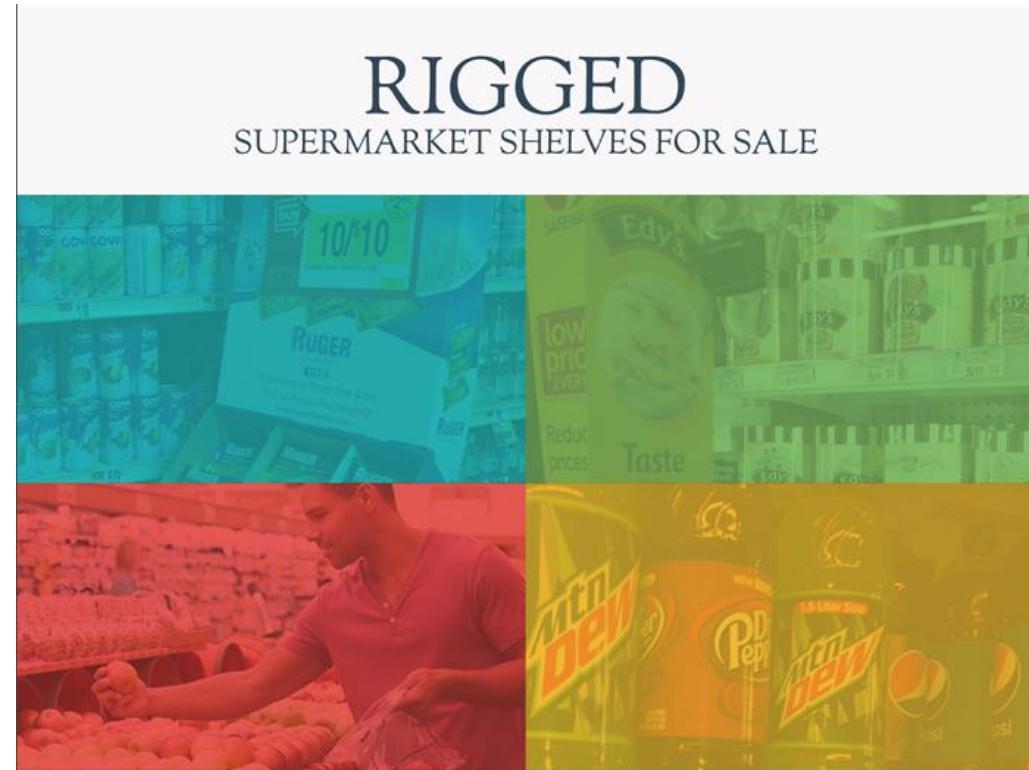


You Can't Miss the Chips



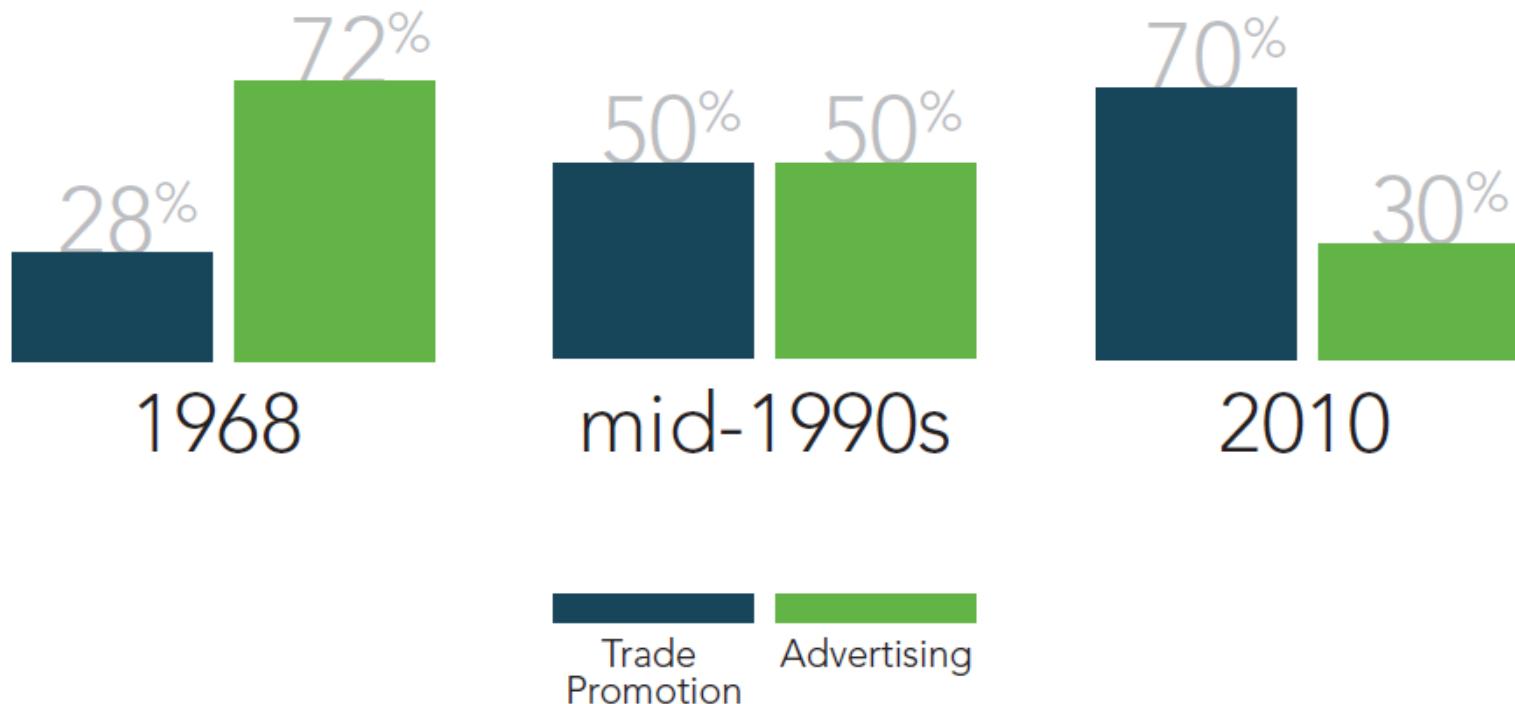
Backroom Deals Drive Retail Marketing

- Food manufacturers pay ~\$50 billion a year in trade fees



Full report online:
cspinet.org/rigged

MARKETING BUDGETS OF FOOD MANUFACTURERS



Food Manufacturers are Retailers' Primary Customers

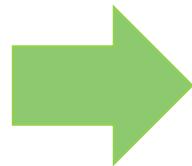


Fees/contracts drive:

- what's available
- how products displayed
- promotions
- pricing, specials

What can we do?

Rethink Retail: shift marketing to support— not undermine— healthy eating



CSPI's Approach

Corporate Engagement

Technical Assistance for community-led efforts

Public Policy



Corporate Outreach

The screenshot shows the Aldi UK website homepage. At the top, there's a dark blue header bar with links for 'Careers', 'Help', 'Store Finder', and 'Log in / Register'. Below the header is the Aldi logo and a search bar with the placeholder 'Search Aldi...'. To the right of the search bar is a shopping cart icon showing '0' items and a total of '£0.00', with a 'CHECKOUT >' button. A navigation menu below the search bar includes 'Wines', 'Specialbuys', 'Garden Shop', 'Everyday Collections', 'In Store Groceries', and 'Recipes'. The main content area features a large blue box on the left with white text: 'OUR CUSTOMERS', 'Healthier Checkouts.', 'Encouraging healthy, balanced lifestyles.', and 'Everyday Amazing.' To the right of this box is a white background featuring several whole and partially shelled nuts (almonds, walnuts, hazelnuts) arranged artistically.

OUR CUSTOMERS
Healthier Checkouts.
Encouraging healthy, balanced lifestyles.
Everyday Amazing.

Helping customers make healthier shopping choices.

You'll only find good stuff at the tills when you shop at Aldi UK, like delicious dried fruits and nuts or nutritious snack bars. In fact, we've been helping customers make healthier shopping choices at the tills since January 2015. Two years later and we're still committed to supporting customers in making healthy food choices. We even have specific Aldi health criteria to help us do just that.

Technical Assistance



Now What?

- Advocate
 - Consider starting a healthy checkout campaign in your community
 - Spread the word to other community advocates and form a coalition (local food policy council, health departments, nonprofits, parents)
- Policy
 - Consider drafting a resolution or ordinance for your community
- CSPI can help!
 - www.cspinet.org/healthyretail
 - Technical assistance
 - Policy development
 - Designing, implementing, and evaluating pilots
 - Nutrition standards
 - Corporate outreach
 - Healthy Checkout Subcommittee of the Food Marketing Workgroup

Thank You!

For more information, please contact Hillary
Caron at:
hcaron@cspinet.org

