



The Effects of Fast Food Advertising on Children

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Solution

Mandate that toys are only given out with meals that meet specific nutritional criteria.

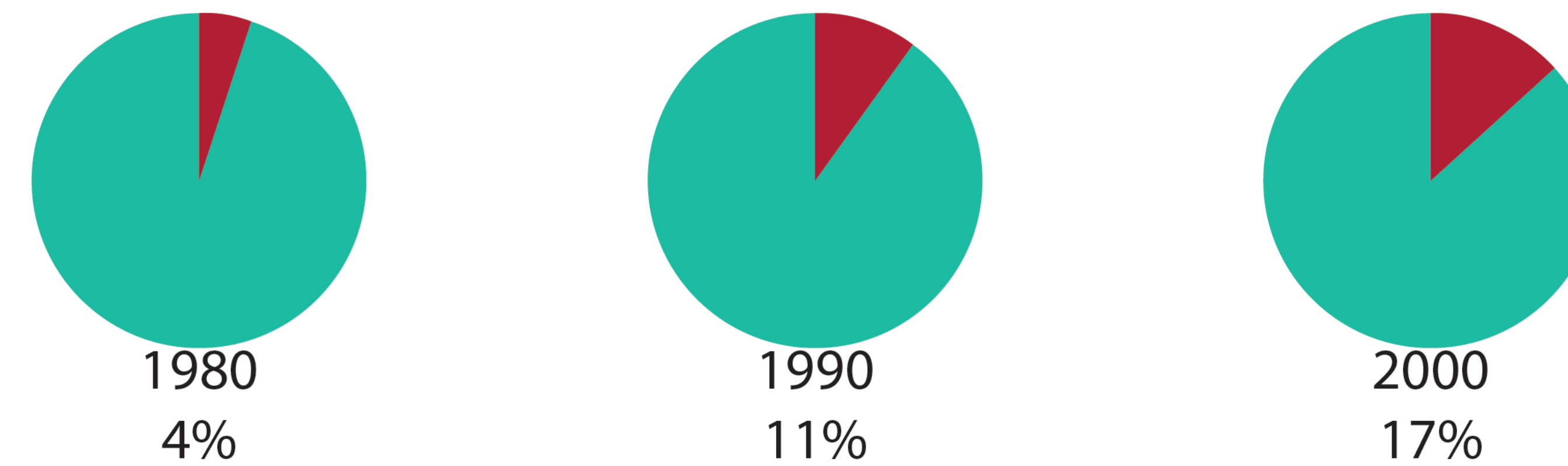
Meals advertised with cartoons must also meet these nutritional requirements.

Force fast food companies to advertise their healthy options.



Problem

The number of overweight and obese children in this country is already too high, and quickly increasing
Percent of Children that are Obese



Fast food companies take advantage of impressionable children by hooking them early with toys and cartoons.

Costs

Volunteer time:
Getting government support
Lobbying
Fighting the cooperations

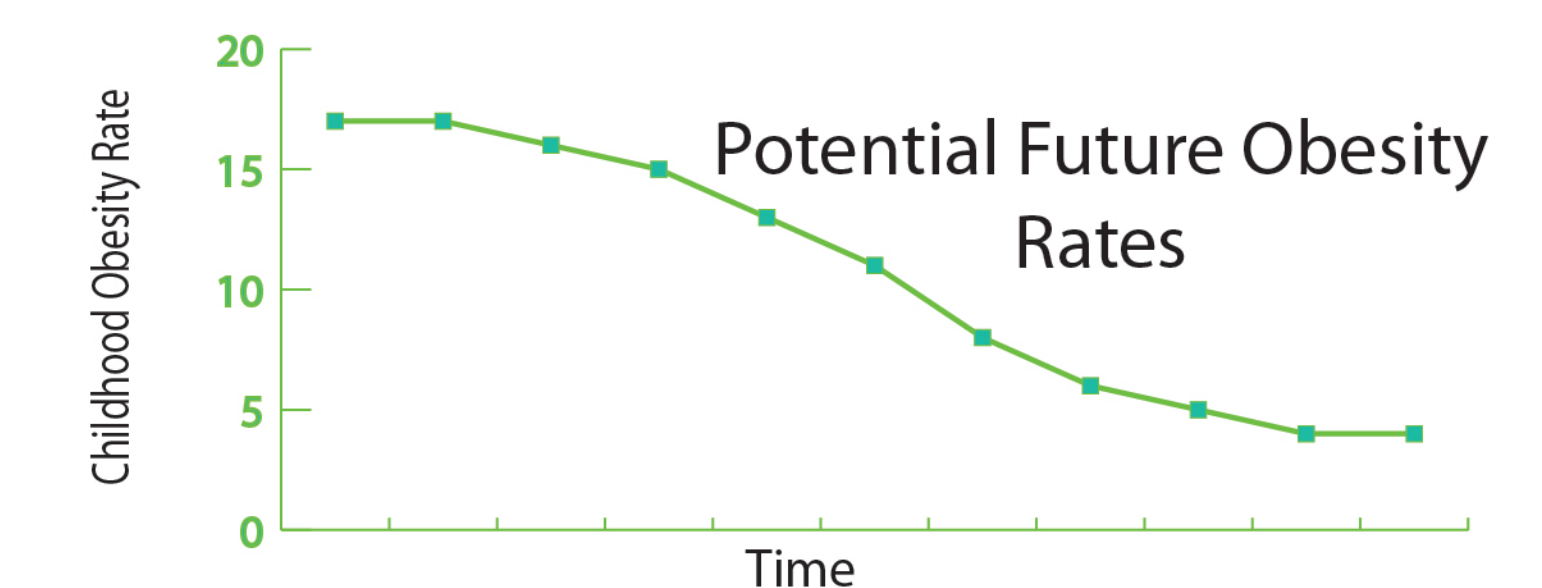
Virtually no monetary cost

Benefits

Decline in childhood obesity and overweight rates

Lifelong healthy eating habits for children

less reliance on health care



Mechanism

Draft a policy: Toys and cartoons can not be used to advertise meals with:

500 or less Calories

35% or less Calories from fat

TABLE 3 Daily Estimated Calories and Recommended Servings for Grains, Fruits, Vegetables, and Milk/Dairy by Age and Gender

	1y	2-3y	4-8y	9-13y	14-18y
Kilocalories*	500	1000			
Female			1200	1600	1800
Male			1400	1800	2200
Fat, % of total kcal	30-40	30-35	25-35	25-35	25-35
Milk/dairy, cups*	2*	2	2	3	3
Lean meat/beans, oz	1.5	2	3	5	5
Female			4	6	6
Male			4	6	6
Fruits, cups*	1	1	1.5	1.5	1.5
Female			1.5	1.5	1.5
Male			2	2	2
Vegetables, cups*	3/4	1			
Female			1	2	2.5
Male			1.5	2.5	3
Grains, oz*	2	3			
Female			4	5	6
Male			5	6	7

Assessment

Compare current sales of kids meals

Look for new healthy options

Change in sales of current healthy options

Increase in advertisement of healthy options

The long term assessment, and end goal, would be to look for a measurable decrease in childhood obesity.

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