



CLEVELAND HEALTHY KIDS' MEALS CAMPAIGN

EAHS Presentation
January 10, 2020

About Us

For nearly 100 years, the American Heart Association has been fighting heart disease and stroke, striving to save and improve lives.

Our Mission

To be a relentless force for a world of longer, healthier lives.

Coalition Partners – Formal Supporters

- American Heart Association – Cleveland
- American Cancer Society – Cancer Action Network
- Alliance for a Healthier Generation
- American Academy of Pediatrics
- Care Alliance
- Center for Science in the Public Interest
- Children's Hunger Alliance
- Congenital Heart Collaborative at Rainbow Babies And Children's Hospital
- Cuyahoga County Board of Health
- Greater Cleveland Food Bank
- Make Them Know Your Name Foundation (Denzel Ward Family)
- M.O.T.I.V.A.T.E
- Neighborhood Leadership Institute
- Northeast Ohio Neighborhood Health Services Inc. (NEON)
- Old Brooklyn CDC
- Oral Health Ohio
- The Ohio State University Extension - Cuyahoga



The Problem I

SUGARY DRINKS contribute to high rates of



Unhealthy
Weight



Diabetes



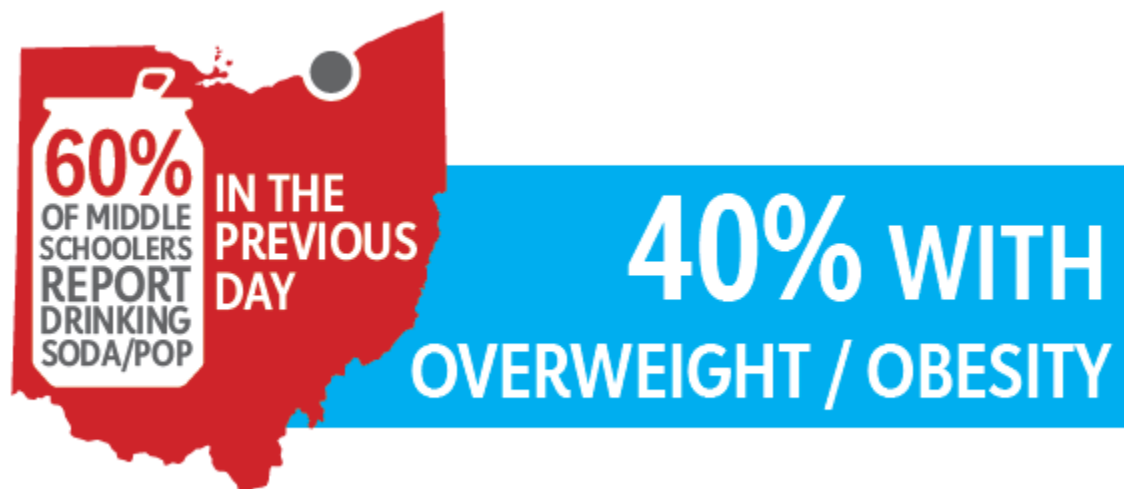
Heart Disease



Tooth Decay

Consuming sugary drinks, such as fruit drinks with added sugar, sports drinks, and soda, poses a real health risk to kids, including contributing to increasing rates of diabetes and heart disease

Local stats point to disparities between Cleveland kids and their County peers in sugary drink consumption and prevalence of chronic diseases including obesity





The Problem II

- SUGARY DRINKS ARE THE SINGLE LEADING SOURCE OF ADDED SUGAR IN U.S. DIET
- NEARLY 50 % OF 2 TO 5-YEAR-OLDS HAVE AT LEAST ONE SUGARY DRINK DAILY

Cleveland[®] KIDS ARE SWEET ENOUGH!
#SERVEKIDSBETTER

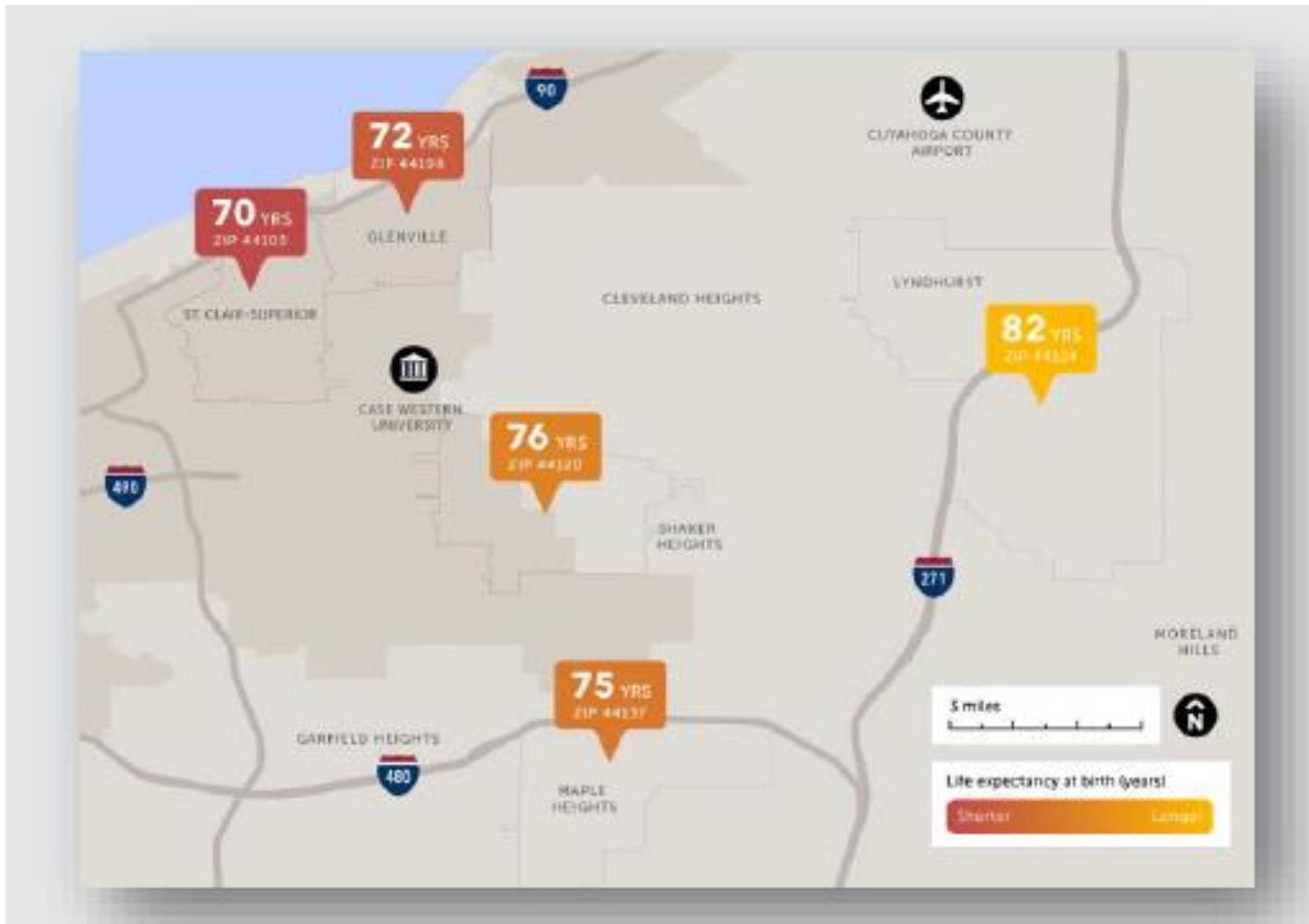
KIDS CONSUME ENOUGH SUGARY DRINKS EACH YEAR TO FILL A BATHTUB!

A cartoon-style illustration of a white bathtub with orange feet. A yellow rubber duck is on the left edge. Water is running from the white faucet on the right side.

JOIN THE HEALTHY KIDS' MEALS CAMPAIGN
TEXT HEALTHY4CLE TO 46839

A smaller version of the Cleveland Heart logo, featuring a red heart with a white torch-like shape inside and a flame on top.

CLE: Health is an equity issue





Health Equity

- Blacks and Hispanics often have less access to clean water and nutritious drinks such as low-fat milk
- With the addition of predatory marketing practices directed at communities of color, they consume sugary drinks at alarming rates

SWEETENED DRINKS: NUTRITION

1/3 of all fruit drinks contained **16 grams** or more of sugar per serving—**equivalent to 4 teaspoons**



TV AD EXPOSURE IN 2018

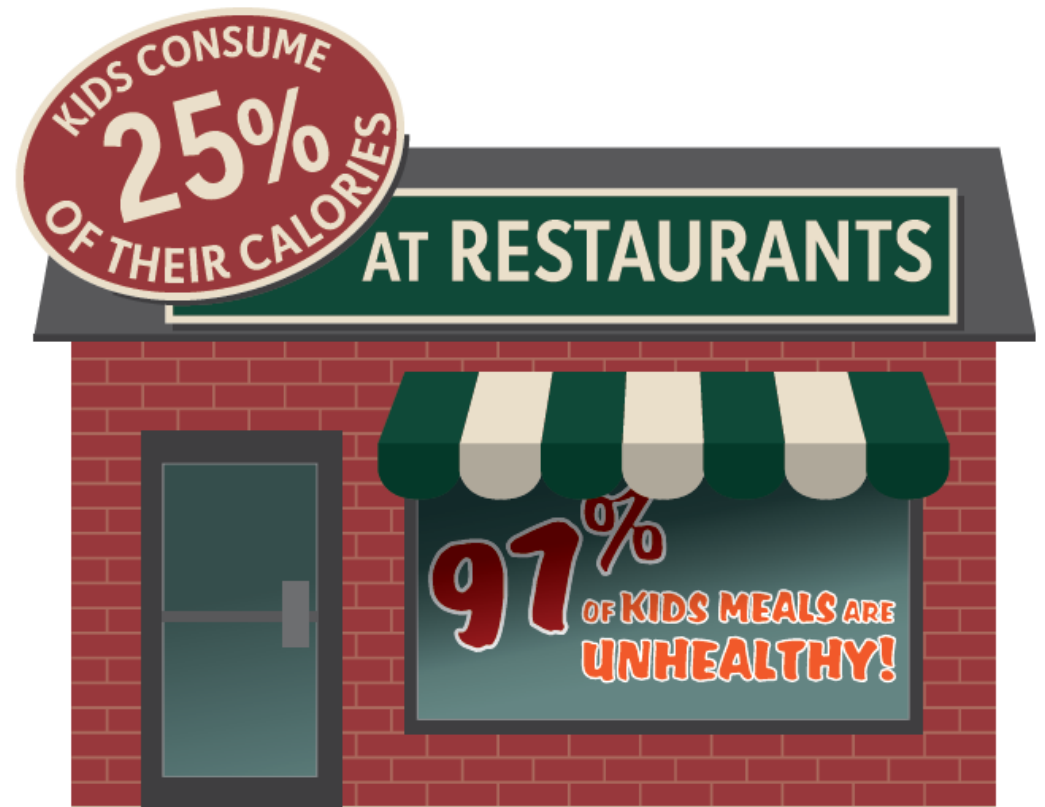
Children (ages 2-11) saw:

- More than **2X** as many ads for sweetened drinks than for drinks without added sweeteners
- More than **4X** as many ads for sweetened children's drinks than adults



Digging Deeper

- Kids/families are eating out of the home more than ever
- Restaurant meals are higher in calories, salt, fat, and sugar – including sugary drinks



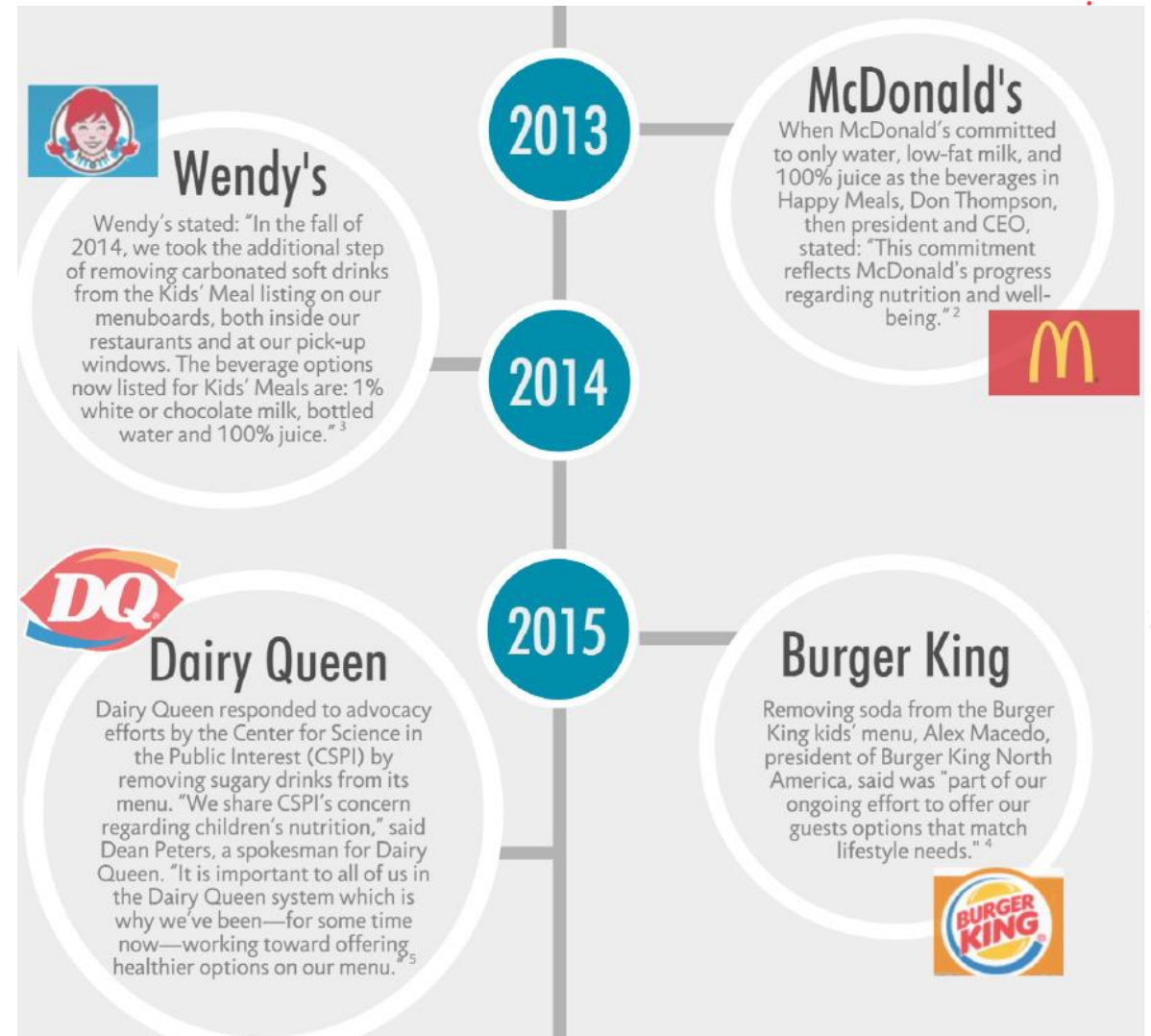
OPPORTUNITIES

- *Parents generally stick with defaults when presented in bundled kids' meals*
- *Large kids' meals audience in Cleveland (~50,000 kids under 10 yo)*

Movement on Many Fronts

VOLUNTARY HEALTHY DEFAULTS AT LARGE CHAINS

- Has not increased price
- Parents receptive to healthy options
- Six down, MANY TO GO



Awareness Building & Community Engagement

- The Campaign seeks to build greater awareness around sugary drinks
- Community engagement on issue at local schools, community centers, health fairs and other events
- Marketing campaign to bring attention to issue and increase participation in coalition work
- Long-term goal is improved health outcomes for Cleveland kids



Cleveland
KIDS ARE SWEET ENOUGH!
#SERVEKIDSBETTER

 =  = 

20 OZ SODA 6 DONUTS 18 COOKIES

THINK ONE SODA AT DINNER CAN'T HURT?

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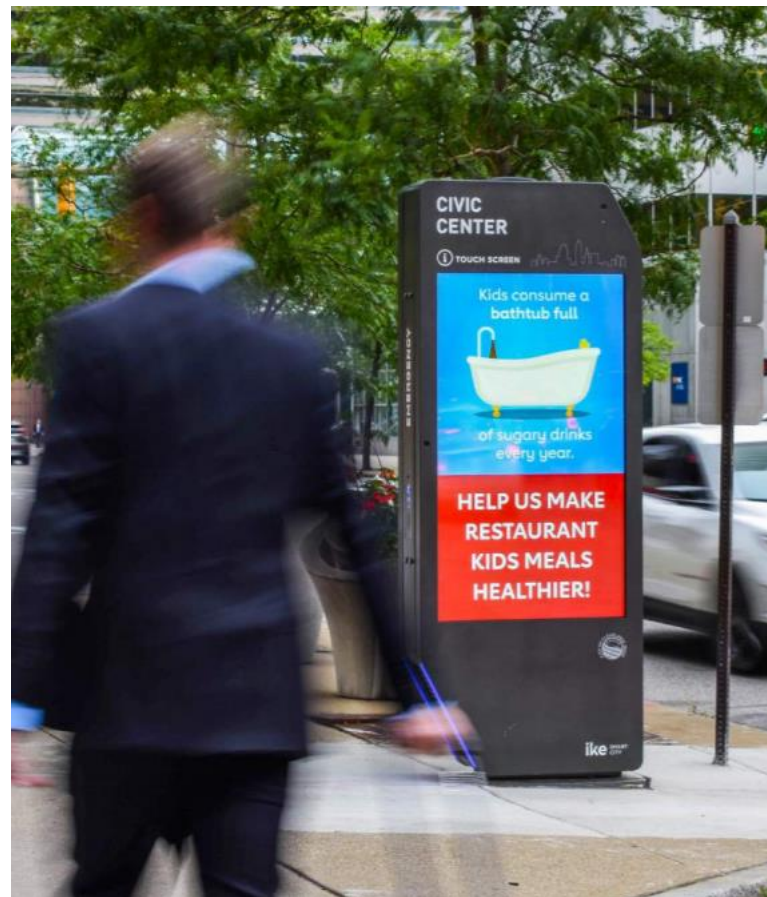
Cleveland
KIDS ARE
SWEET ENOUGH!

How many gallons of sugary drinks
are kids guzzling?

THIRTY.



On average, children have more than 30 gallons of sugary drinks every year. Lemonade, sports drinks, sweet tea, fruit drinks and sodas all add up.





A Policy Solution

- Address default drink options on bundled restaurant kids' meals to healthy options
 - Water, low-cal milk, not sugary beverages
 - Policy to cover kids' meals in all restaurants as defined in existing state/local law
- Enforcement proposed through existing restaurant health review process
- Mirrors USDA school lunch standards followed by CMSSD and early childcare providers





Cities Addressing the Issue

City of Davis Makes Healthy Drinks the Default Choice for Kids Meals

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What You Can Do



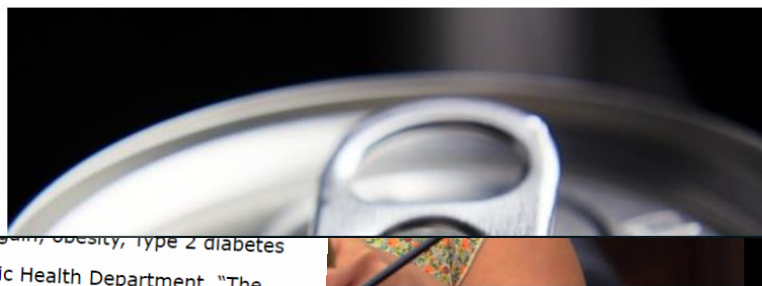
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ARTICLE

Philadelphia Enacts Healthy Kids' Meal Legislation

Statement of CSPI Vice President for Nutrition Margo Wootan

October 3, 2019



PROGRESS
ALS

sociation and American
ks, the New York City Council
ng water, milk and 100% fruit

n supporter of the bill and
n highlighted sugary drinks
om the American

and Mental Hygiene and
nth. When signed, all
will soon have healthy

PTS
IDS

WAYS TO GIVE

Summary

- Healthy kids' meals policy is a common-sense, low-cost step the City Council can take to advance kids' health in Cleveland
- Makes it easier for parents/guardians to make healthy choices at restaurants
- Supports existing norm-setting around healthy meals in Cleveland schools and early childcare centers
- AHA looks forward to working with agencies including the Department of Public Health on education and implementation, as well as ongoing awareness building around sugary drinks



Did you know....?

Kids have enough sugary drinks each year to fill a bathtub.

On average, children are consuming over **30 gallons** of sugary drinks every year.

That is **10 times** the recommended amount!



LET'S MAKE KIDS' MEALS HEALTHIER!

TEXT **HEALTHY4CLE** TO **46839** NOW. THEN **CLICK THE LINK** YOU RECEIVE TO SEND AN IMPORTANT MESSAGE TO ADD YOUR NAME IN SUPPORT OF HEALTHIER OPTIONS IN KIDS' MEALS!



Enter this number

Text this message

*Standard text message rates apply.

A stylized graphic of a torch with a white handle and a red flame, set against a dark red background with abstract red shapes and a dotted line.

QUESTIONS

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