

THE STANDARD AMERICAN DIET & OUR CHILDREN

- *Advertisers disproportionately target children in order to establish lifelong habits. In the U.S., the average child watches 10,000 commercials each year, more than any other segment of the population. 90% of these ads are for sugary cereals, candy, soda, or other junk food.
- *McDonald's operates more playgrounds than any other private entity in the U.S. It is also one of the nation's largest distributors of toys. 90% of all kids eat at McDonald's at least once a month. Ronald McDonald is the world's most well-known figure.
- *In November 1997, the Colorado Springs, Colorado, school district signed a ten-year deal with Coca-Cola for \$8 million and more if it exceeds the requirement of selling 70,000 cases of coke products annually.
- *One contract prompted a school district to push Coca-Cola consumption in the classrooms when sales fell below contractual obligations.
- *One-third of all toys that are given away are given away by fast food restaurants, many of them being recalled for safety reasons.
- *In general, soda consumption has increased by over 500% in the last 50 years. Among our children, just in the last 20 years, soda consumption has doubled for girls and tripled for boys. The profit margin on soda is 90%.
- *A recent study published in The Lancet Journal showed that for every soft drink or sweetened beverage a child drinks per day, their obesity risk increases by 60%.
- *The percentage of children who are overweight has doubled in the past 20 years. 20% of minority children and 12% of white children are classified as obese.
- *Dr. Lendon Smith, retired pediatrician and author, found that of the 6,000 hyperactive children he treated, more than 75% got better just by changing their diets and taking nutritional supplements.
- *A pediatrician interviewed on a recent segment (Feb. 2002) of the CBS news program, 60 Minutes, reported that children as young as 6-10 years old are now showing up with high blood pressure, high cholesterol and even having heart attacks.
- *What you buy and prepare is what your family eats -- think about it. You can make a difference... start today!