



Facts on Marketing to Youth: Arming parents to protect themselves from food and beverage marketing.

➔ **Facts for Parents on Youth focused marketing:**

In the past 25 years, **childhood obesity** has more than doubled in children and tripled in adolescents.

Foods that are marketed to children (i.e. kids' food) have **higher percentages of sugar, salt and fat** than their adult counterparts.

The food and beverage industry spends more than **\$2 billion** a year on marketing to children and adolescents.

Children see more than **7,000 ads a year** for unhealthy food.

Marketing is not limited to T.V. but also includes: print, radio, company sponsored web-sites, video games, school-based advertising, billboards, public entertainment events, athletic sponsorships, mass transit, airlines, grocery stores.

What children want to eat and drink is **influenced by marketing**.

➔ **Restaurant Meal Toy Giveaways:**

25% of children's calories come from fast-food and other restaurants.

Fast food restaurants sell more than **1 billion** children's meal with toys each year.

86% of children's meals at the nation's largest chain restaurants are high in calories, sodium and fat.

French fries are the most common **kids' meal side option**.

Children under the age of 8 are **unable to comprehend** that the intent of advertising is to persuade them. Enticing children to desire unhealthy meals, using a toy undermines parents and schools working to instill healthy eating habits.