

Parental Support for Policies That Encourage Healthy Eating for Children in Communities

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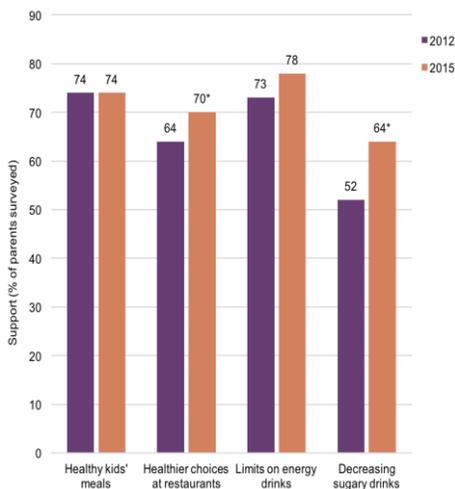
Parents expressed support for a broad range of community-based policies to promote healthy eating habits for their children. The findings highlighted in this summary are a part of a larger report on *Parents' Attitudes about Food Marketing to Children* released in April 2017.

Key Findings

Parents increasingly support policies and are willing to take action to improve food marketing in their communities.

- In 2015, 74% of parents supported policies for healthier kids' meals at restaurants, including nutrition standards for meals that come with toys and automatically providing milk and/or water as kids' meal drink options.
 - Among parents surveyed, Hispanic (81%) and Black (78%) parents expressed the highest support for healthier kids' meals.
- Parents were extremely supportive of policies to require warning labels on energy drinks (83%) and sugary drinks (79%) and provide calorie information in restaurants (78%).
- From 2012 to 2015, parents' willingness to serve on a local committee to reduce unhealthy food marketing in their community increased significantly from 63% to 76%.

Support for Community Policies



*Significant difference between 2012 and 2015 at 95% confidence level, after Bonferroni corrections

For More Information

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For the full report, visit www.uconnruddcenter.org/parentsattitudes. UConn Rudd Center researchers surveyed a cross-sectional sample of 3,500 parents with children ages 2 to 17 annually from 2012 to 2015, including black, Hispanic, and low-income parents, and assessed changes from 2012 to 2015.

The Rudd Center for Food Policy & Obesity at the University of Connecticut is a multi-disciplinary research center dedicated to promoting solutions to childhood obesity, poor diet, and weight bias through research and policy.

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