

# North Carolina Legislative Task Force on Childhood Obesity



UNC

GILLINGS SCHOOL OF  
GLOBAL PUBLIC HEALTH

**Suzanne Havala Hobbs, DrPH, MS, RD, FADA**  
**Clinical Associate Professor**  
**Director, Doctoral Program in Health Leadership**  
**Department of Health Policy and Management and**  
**Department of Nutrition**

# Progress on addressing obesity



**HOT & *fresh* TOASTED**

**Subs From The Oven!**

Cal		6" Sub or Wrap
560	Meatball Marinara	<b>2.99</b>
450	Italian B.M.T.®	<b>3.69</b>
480	Spicy Italian	<b>3.29</b>
400	Steak & Cheese	<b>4.29</b>
380	Subway Melt®	<b>3.69</b>
580	Chicken & Bacon Ranch	<b>3.69</b>

**Hungrier? Make it a FOOTLONG!**

Italian B.M.Ts



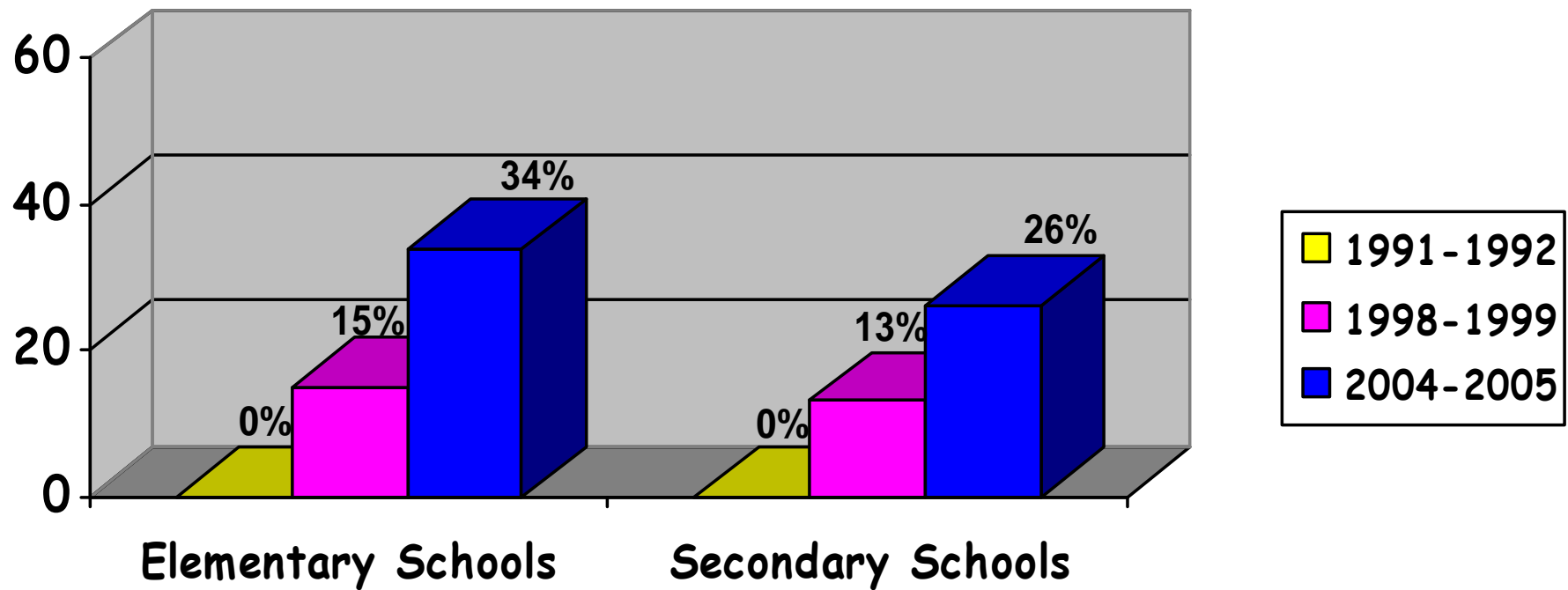




Kid's eat  
30%-50% of  
calories at  
school



## Schools Serving Lunches that Meet Saturated Fat Standard



# IOM Recommendations for School Meals

- Increase fruits and vegetables
- Make half grains whole grain
- Milk must be low or no fat
- Use only trans-free products
- Limit sodium to 740 mg
- Set maximum calorie targets

# Strengthen Efforts to Improve School Meals

NC Institute of Medicine

- Healthy Foundations for Healthy Youth: Report of the NCIOM Task Force on Adolescent Health
- Prevention for the Health of North Carolina: Prevention Action Plan





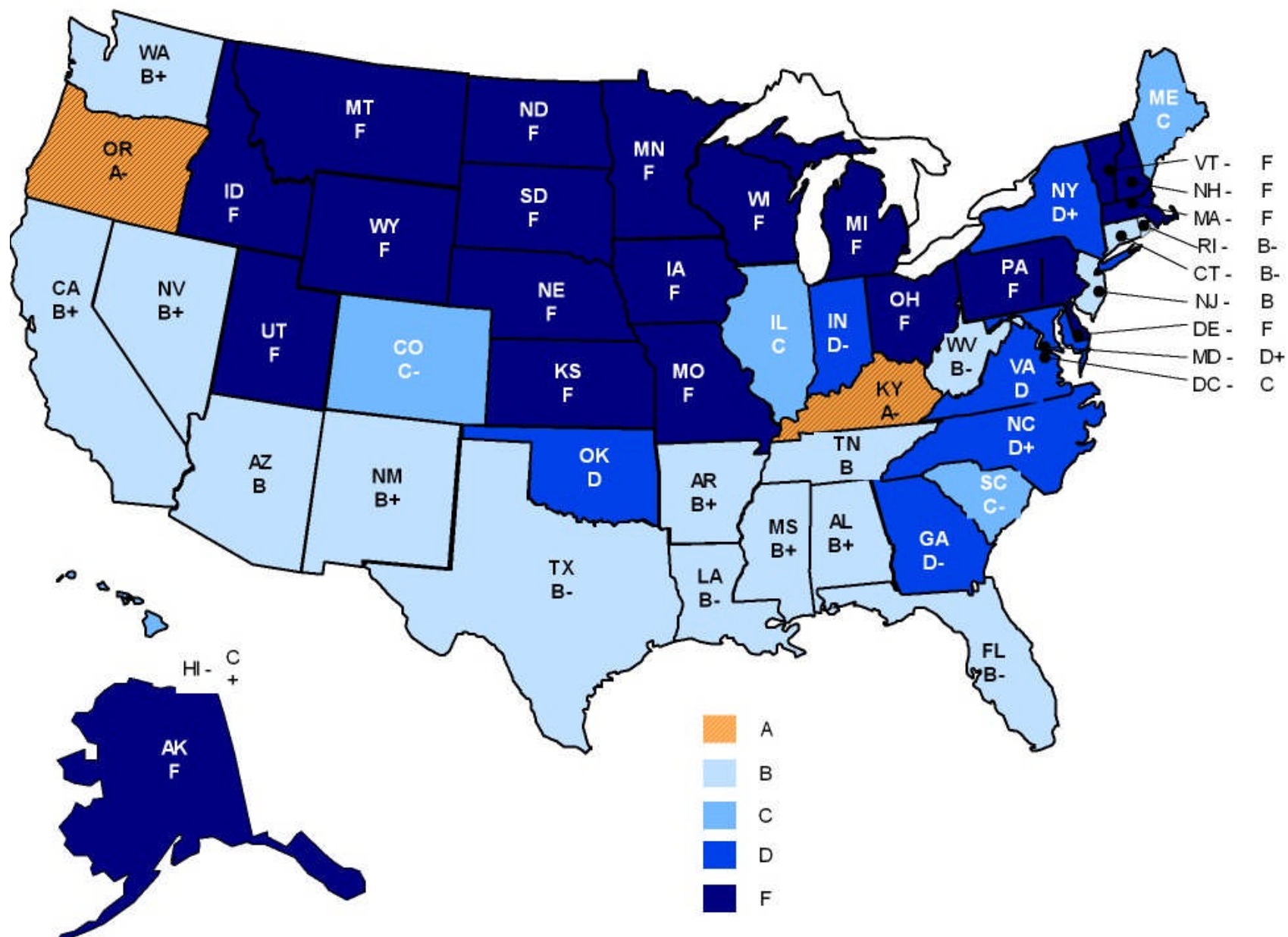


Food sold outside  
of school meals:

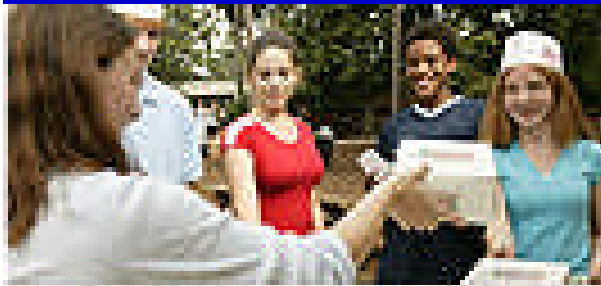
- Vending
- School stores
- Fundraisers
- A la carte



# School Foods Report Card 2007







# Fundraisers in Schools

- Common items: candy, baked goods, and soda



# School Wellness Policies

- Requirements
  - Address nutrition education, physical activity, and other wellness activities
  - Set nutrition guidelines for all foods available on each school campus during the school day
  - Involve parents, students, school food personnel, school board, administrators, public



# Wellness policies are not reaching their full potential

They fall short on:

- Community engagement
- Implementation and evaluation
  - Nationally, 20-30% of districts have nutrition standards for vending , a la carte, etc.
- Physical education
- Marketing to children



# Strengthen Local School Wellness Policies

Act on NC IOM  
recommendation to expand  
NC Healthy Schools  
Partnership to include local  
healthy schools coordinator in  
each local education agency

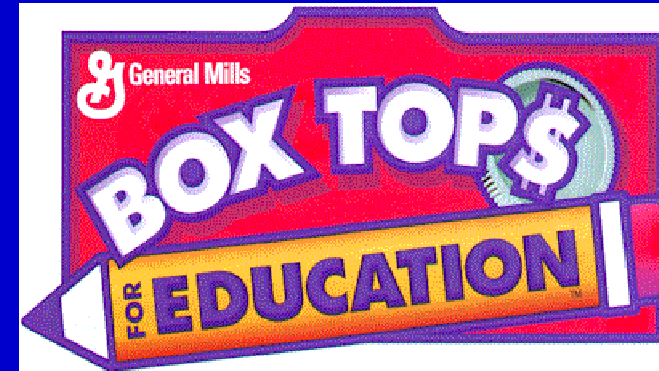
(Recommendation 5.2  
Adolescent Health report)



# Remove Junk-Food Marketing from Schools

Don't market, sell, or give away low nutrition foods/brands:

- sales
- school fundraisers
- placing logos, spokes-characters, etc. on vending machines, in books and curricula, and on scoreboards, buses, or other school property
- educational incentive programs
- supplies for labels/proof of purchase programs
- on Channel One
- free samples or coupons



① Channel One Network®





# Eating out linked to obesity



# Restaurant foods

## Appetizers

	<u>Calories</u>	<u>Sat + Trans Fat (g)</u>
Buffalo Wings (12) w/ Dressing	1,010	22
Stuffed Potato Skins (8)	1,120	40
Cheese Fries (4 c) w/ Dressing	3,010	91

## Entrees

French Toast w/ Syrup & Margarine	910	13
Caesar Salad w/Chicken	1,010	13
Spaghetti with Meatballs	1,160	10
Fresh Chicken and Broccoli Pasta	1,170	55 (total fat)
Chicken and Biscuits	2,500	NA

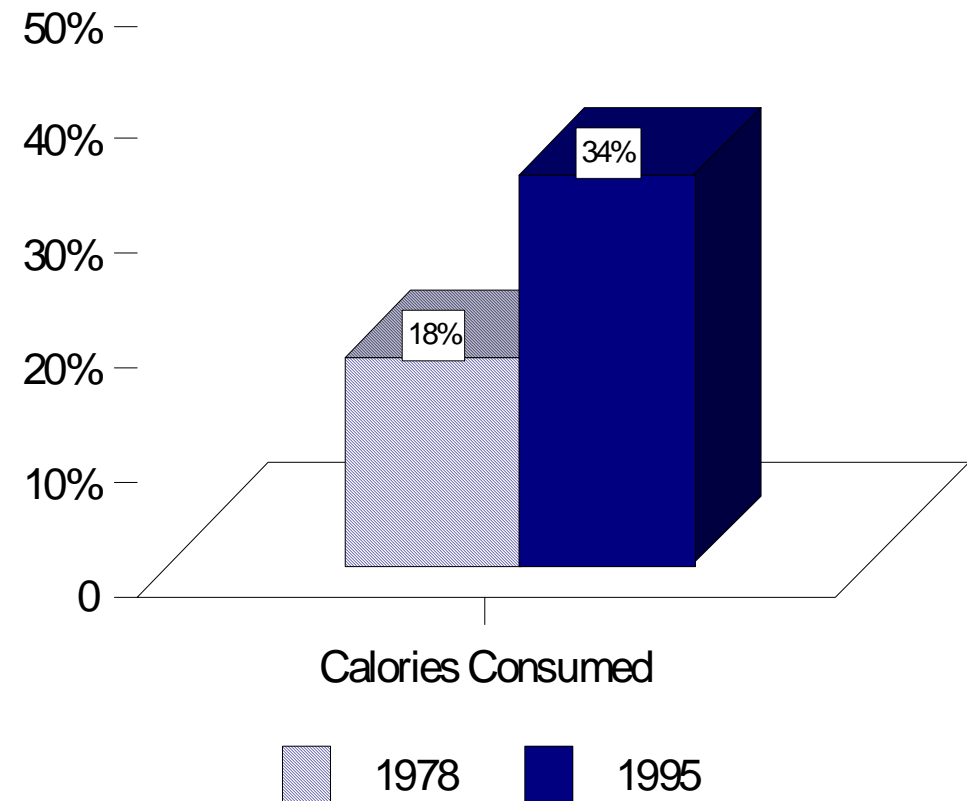
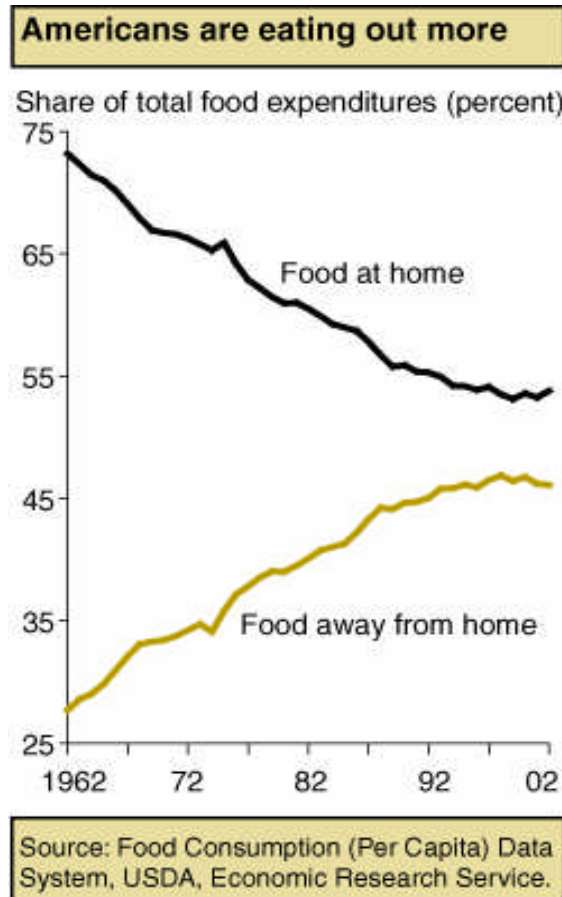
## Meals

Chicken Ranch Sandwich & Fries	1,580	16
Double Whopper w/ Cheese		
King Size Value Meal	1,980	42
Fried Seafood Platter	2,170	39

## Sweets

Cinnabon (1)	730	14
Fudge Brownie Sundae	1,130	30
Cheesecake Factory Carrot Cake (1 s)	1,560	23

# Away-from-Home Food Consumption Has Doubled





# Chain Restaurants Serve Food Associated with Higher Caloric Intake & Obesity

- **Fast food → higher calorie intake**
  - Adults: 205 more calories/day
  - Children: 155 more calories/day
  - At once/week, would lead to 3 pound weight gain/year
- **More fast food → more obesity**
  - Adults: 27-31% increase in overweight
  - Young children: twice as likely to be obese
  - Among adolescents, more days of fast food predicts increases in BMI
- **Sit-down chains are also a problem**
  - Meals selected at Chili's, Denny's and Outback Steakhouse had more calories than McDonald's and Taco Bell



Life is full of routines and Chili's is the perfect place to come and break out of the ordinary. Along with the many favorite indulgences on the Chili's menu, our great tasting, quality food can also be part of a well-balanced diet. This comprehensive nutrition guide will provide you with the "411" on what you crave while satisfying your need for healthful meal options. Try one of Chili's long-standing "Cultless Grill" favorites for a meal that is low in fat and calories, but high in fiber and flavor. We also offer a variety of health conscious side items, including steamed broccoli, seasonal veggies, corn on the cob and black beans. Finding healthier meals for the kids on family night out is as easy as "A.B.C." with the Chili's Pepper Pals. Kids menu that offers our younger diners grilled entrée selections with veggies and milk or juice to accompany their meal. Chili's always serves up a good time with exciting and flavorful menu items, including endless ways to spice things up to meet your dietary lifestyle needs every time...it's what makes Chili's "Spicefulicious."

<b>QUILTLESS GRILL®</b> Listed as served	Serving Size	Cal	Fat(g)	Fat4(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Big Mouth Bun, unbuttered	1 Each	350	8	1	55	12	2	500
Whole Wheat Bun, unbuttered	1 Each	90	2	0	16	3	1	130
Black Bean Burger Patty only (without bun or toppings)	1 Patty	200	2	0	25	21	20	900
Guiltless Black Bean Burger	1 Serving	650	12	2	96	39	26	1940
Guiltless Chicken Platter	1 Serving	560	9	3	85	39	5	2780
Guiltless Chicken Sandwich	1 Serving	480	6	2	63	39	11	2720
Guiltless Salmon	1 Serving	460	14	3	31	54	10	1030
Side - Black Beans w/ Pico de Gallo	1 Serving	115	0	0	19	6	5	640
Side - Rice	1 Serving	210	2	0	45	4	1	1020
Side - Steamed Seasonal Veggies w/ Parmesan Cheese	1 Serving	60	1	1	9	4	3	110
Side - Sweet Corn on the Cob, unbuttered	1 Serving	160	2	0	35	6	3	100

The Quiltless Grill® has been created to give you more choices for your healthy lifestyle with nutritional information listed on the menu.

<b>STARTERS</b> Listed as served unless indicated	Serving Size	Cal	Fat(g)	Fat4(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Awesome Blossom® w/ Seasoned Sauce	1 Serving	2110	204	39	134	24	15	6350
Blazin' Boneless Buffalo Wings w/ Mango Dipping Sauce	9 Each	1060	67	11	60	82	4	4700
Boneless Buffalo Wings w/ Bleu Cheese Dressing	9 Each	1170	95	15	50	51	4	4130
Boneless Shanghai Wings w/ Wasabi-Ranch Dressing	9 Each	1140	62	10	91	63	4	3650
Bottomless Tostada Chips	1 Basket	400	36	6	16	3	3	1540
Bottomless Tostada Chips w/ Hot Sauce	1 Basket	460	36	6	26	6	4	2690
Classic Nachos w/ Pico de Gallo and Sour Cream	1 Serving	1450	103	57	53	65	10	2730
Classic Nachos w/ Fajita Beef	1 Serving	1740	127	65	55	89	10	3700
Classic Nachos w/ Fajita Chicken	1 Serving	1630	112	58	55	99	12	3280
Fried Cheese w/ Marinara Sauce	9 Each	1210	89	29	82	42	3	2470
Hot Spinach & Artichoke Dip	1 Skillet	510	17	3	39	24	16	1550
Hot Spinach & Artichoke Dip w/ Tostada Chips	1 Skillet	905	36	5	74	30	21	3100
Skillet Queso	1 Skillet	670	53	39	12	35	3	2380
Skillet Queso w/ Tostada Chips	1 Skillet	1070	89	37	30	59	5	3920
Southwestern Eggrolls w/ Avocado-Ranch Dressing	3 Each	910	51	10	59	29	10	1250
Texas Cheese Fries w/ Jalapeno-Ranch Dressing	1 Skillet	2070	180	73	73	66	3	2730
Triple Dipper® - Galaxy & Carrot Sticks Garnish	1 Garnish	20	0	0	3	0	1	30
Triple Dipper® - Blazin' BBQ Wings w/ Mango Sauce	5 Each	620	41	7	35	29	2	2050
Triple Dipper® - Boneless Buffalo Wings w/ Tortilla Shrimp & Bleu Cheese Dressing	5 Each	760	57	10	31	29	3	2290
Triple Dipper® - Chicken Crispers w/ Honey Mustard Dressing	3 Each	760	63	11	21	34	0	1690
Triple Dipper® - Country Fried Chicken Crispers	3 Each	610	41	8	26	35	1	1390
Triple Dipper® - Fried Cheese Option w/ Marinara Sauce	5 Each	660	50	16	34	22	1	1410
Triple Dipper® - Honey Fried Chicken Crispers w/ Honey-Chipotle Sauce	3 Each	960	41	9	115	37	1.5	2430
Triple Dipper® - Shanghai Wings w/ Wasabi-Ranch Dressing	5 Each	780	45	7	65	30	3	1810
Triple Dipper® - Southwestern Eggrolls w/ Avocado-Ranch Dressing	2 Each	550	35	7	39	20	6	910
Triple Dipper® - Hot Spinach & Artichoke Dip w/ Tostada Chips	1 Portion	630	53	17	27	11	4	2250
Wings Over Buffalo® w/ Bleu Cheese Dressing	10 Each	1340	117	26	4	69	0	2690

\*Pick three of your favorite Triple Dipper®. Nutrition information is calculated with Dipping Sauce/Dressing.

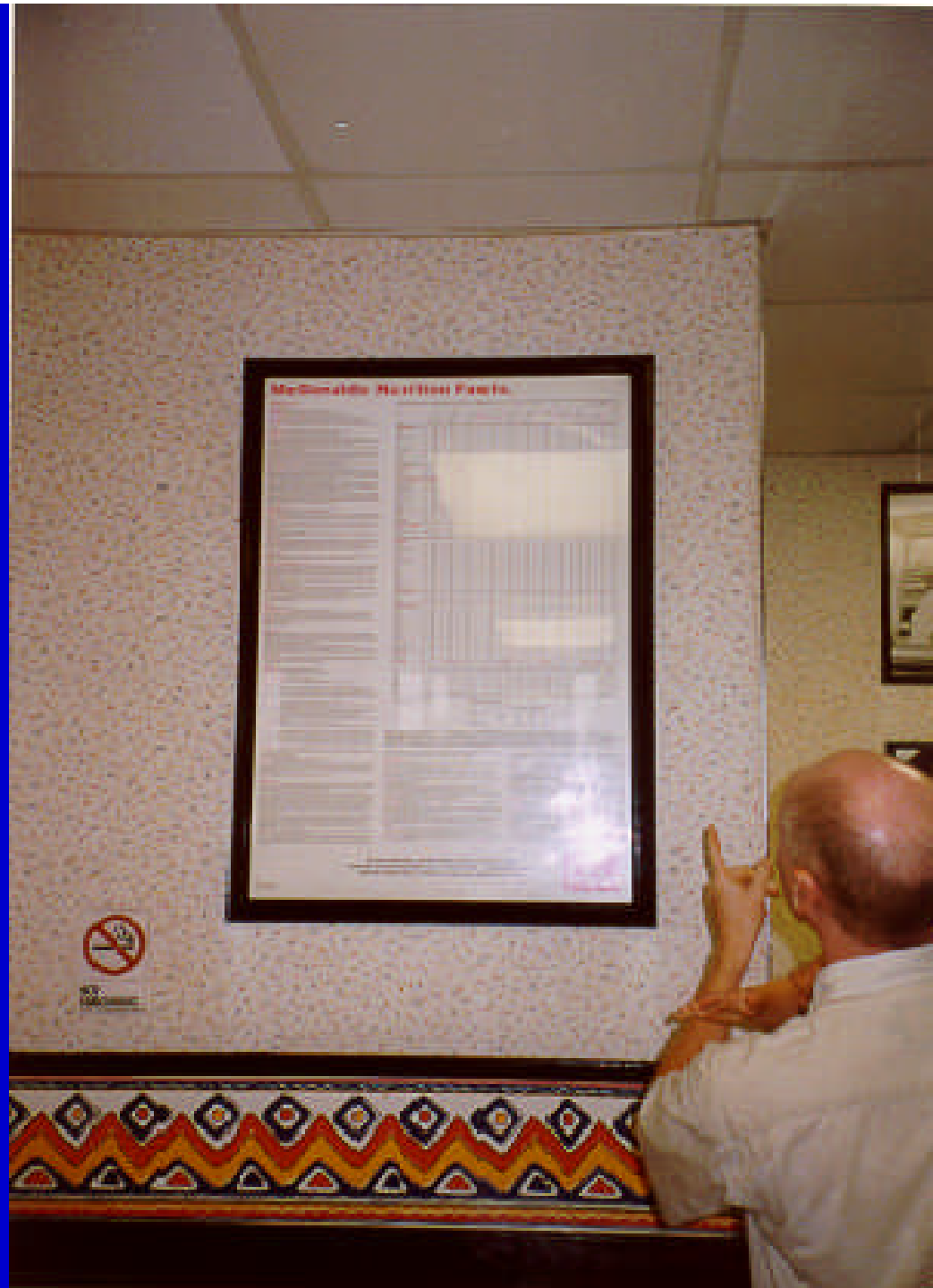
<b>SOUPS</b> Without croutons	Serving Size	Cal	Fat(g)	Fat4(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Baked Potato Soup	1 Cup	220	16	10	12	6	1	630
Baked Potato Soup	1 Bowl	440	33	20	25	12	2	1250
Broccoli Cheese Soup	1 Cup	160	9	5	12	7	2	760

<b>SOUPS</b> Without croutons (cont.)	Serving Size	Cal	Fat(g)	Fat4(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Broccoli Cheese Soup	1 Cup	150	9	5	12	7	2	760
Broccoli Cheese Soup	1 Bowl	320	19	9	23	13	4	1510
Chicken Enchilada Soup	1 Cup	220	14	5	11	13	2	850
Chicken Enchilada Soup	1 Bowl	440	27	10	23	26	3	1290
Chicken Noodle Soup	1 Cup	90	1	0	7	2	1	540
Chicken Noodle Soup	1 Bowl	90	2	1	14	3	2	1090
Chicken Tortilla Soup	1 Cup	140	7	3	10	9	2	940
Chicken Tortilla Soup	1 Bowl	270	14	5	19	15	4	1690
Chili - Teriyaki w/ Toppings	1 Cup	180	6	4	15	12	3	720
Chili - Teriyaki w/ Toppings	1 Bowl	420	12	7	36	24	6	1760
New England Clam Chowder Soup	1 Cup	470	33	17	27	17	3	970
New England Clam Chowder Soup	1 Bowl	940	65	34	54	34	6	1930
Southwestern Vegetable Soup	1 Cup	110	5	2	13	5	2	620
Southwestern Vegetable Soup	1 Bowl	220	9	3	26	9	5	1240

<b>SALADS</b> No dressing indicated unless indicated	Serving Size	Cal	Fat(g)	Fat4(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Boneless Buffalo Chicken Salad	1 Serving	310	58	13	51	44	6	630
Cesear Salad w/ Chicken & Cesear Dressing	1 Serving	1010	76	13	39	59	7	1910
Cesear Salad w/ Lime Grilled Shrimp & Cesear Dressing	1 Serving	980	77	13	39	59	6	1900
Dinner Salad - House	1 Serving	140	7	3	12	6	2	190
Dinner Salad - Cesear w/ Cesear Dressing	1 Serving	520	49	9	27	6	5	1090
Grilled Caribbean Salad	1 Serving	440	10	2	51	33	6	1410
Lettuce Wraps w/ Dipping Sauces	1 Serving	580	35	5	55	14	6	2330
Marquise Chicken Salad	1 Serving	930	43	16	53	53	10	2600
Quepasa Explosion Salad w/ Ranch Dressing	1 Serving	960	48	22	61	59	11	2410
Southwestern Cobb Salad	1 Serving	370	90	16	56	53	7	2590

<b>DRESSINGS &amp; SAUCES</b> Listed as served	Serving Size	Cal	Fat(g)	Fat4(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Asian Sesame Ginger Dressing	2 1/2 oz	250	26	4	6	0	0	480
Avocado Ranch Dressing	2 1/2 oz	150	15	2	5	3	1	240
Awesome Blossom Sauce	2 1/2 oz	350	36	5	5	0	0	410
Balsamic Ranch Dressing	2 1/2 oz	270	27	4	4	3	0	515
Balsamic Vinaigrette Dressing	2 1/2 oz	270	27	4	4	3	0	515
Balsamic Vinaigrette Dressing, low fat	2 1/2 oz	90	0	0	8	0	0	330
BBQ Sauce	2 1/2 oz	60	0	0	16	0	1	750
Cesear Dressing	2 1/2 oz	350	37	6	5	2	0	530
Carolina BBQ Sauce	2 1/2 oz	130	0	0	31	0	5	300
Chimichurri Sauce	2 1/2 oz	250	29	3	5	1	1	470
Chipotle Ranch Dressing	2 1/2 oz	170	16	3	2	3	0	280
Citrus Balsamic Vinaigrette Dressing	2 1/2 oz	340	33	5	7	0	0	300
Creamy Cilantro Dressing	2 1/2 oz	300	32	5	2	1	0	450
Dijon BBQ Sauce	2 1/2 oz	145	0	0	35	0	0	700
Habanero BBQ Sauce	2 1/2 oz	170	0	0	39	1	1	1090
Honey Chipotle Sauce	2 1/2 oz	200	0	0	49	0	0	560
Honey Lime Dressing	2 1/2 oz	270	22	3	17	1	0	340
Honey Mustard Dressing	2 1/2 oz	250	28	4	2	1	0	510
Honey Mustard Dressing, no fat	2 1/2 oz	90	1	0	14	0	1	350
Jalapeno Ranch Sauce	2 1/2 oz	300	20	3	3	3	0	530
Marino Sauce	2 1/2 oz	170	15	24	9	2	0	160
Peanut Dipping Sauce (Lettuce Wraps)	2 1/2 oz	190	12	2	15	4	1	430
Ranch Dressing	2 1/2 oz	240	25	4	5	4	0	370
Ranch Dressing, low fat	2 1/2 oz	110	6	1	12	1	0	460
Salza Picante Sauce	2 1/2 oz	40	0	0	4	2	1	530
Sesame-Ginger Dipping Sauce (Lettuce Wraps)	2 1/2 oz	70	0	0	11	2	1	1030
Thousand Island Dressing	2 1/2 oz	270	26	4	9	1	0	600
Wasabi Ranch Dressing	2 1/2 oz	180	19	3	3	3	0	360

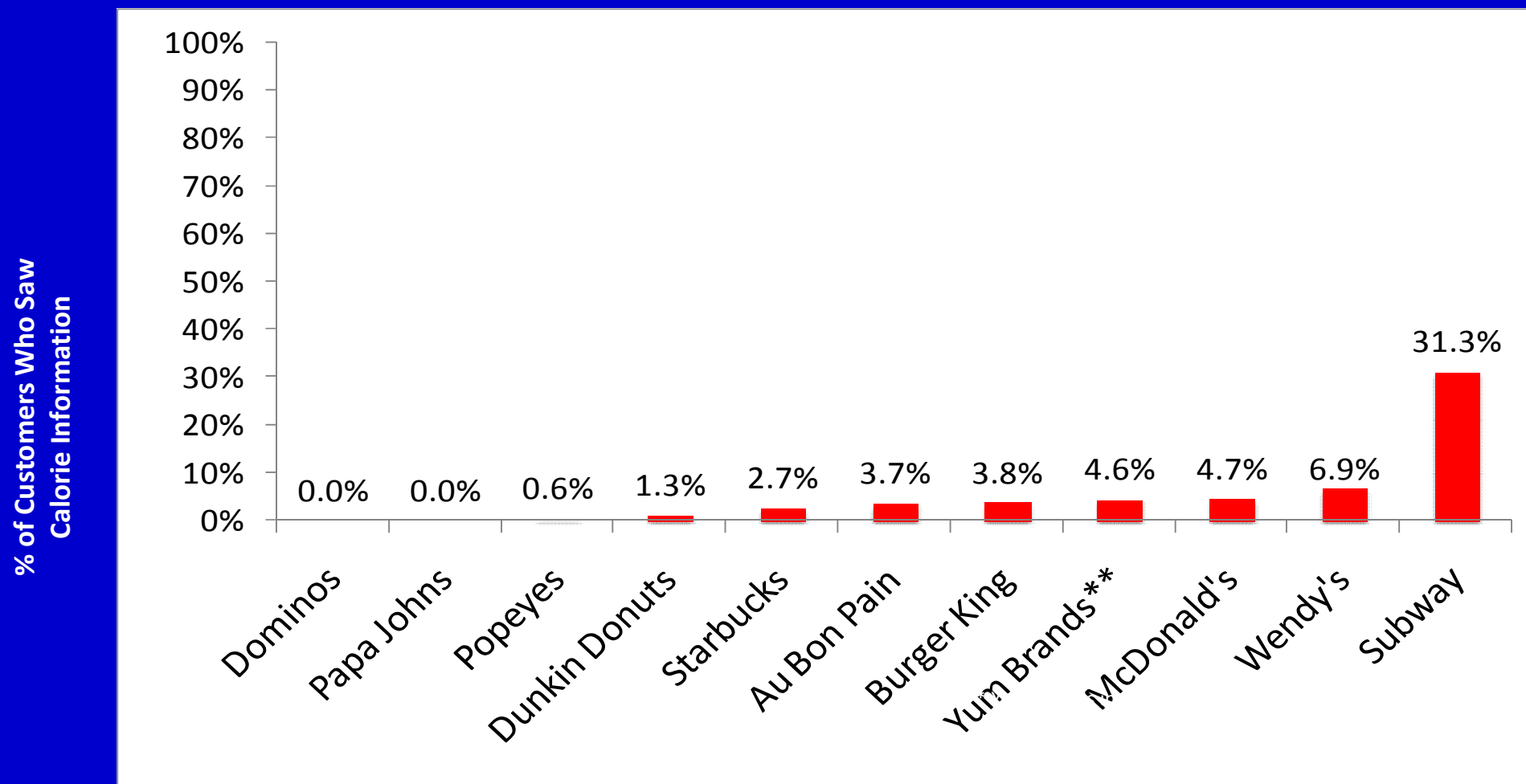
<b>SIDES &amp; EXTRAS</b>	Serving Size	Cal	Fat(g)	Fat4(g)	Carb(g)	Prot(g)	Fiber(g)	Sod(mg)
Chimichurri Apples	1 Side	210	6	2	35	0	5	60
Garlic Toast	1 Piece	300	12	3	16	3	1	310
Homestyle Fries	1 Basket	620	31	4	53	5	5	260
Homestyle Fries w/ Entrée	1 Side	430	26	5	42	4	4	250
Mashed Potatoes w/ Black Pepper Gravy	1 Side	450	28	7	44	7	3	1090
Mashed Potatoes - Loaded	1 Side	600	32	11	37	15	6	970
Sautéed Mushrooms, Onions & Bell Peppers	1 Side	120	10	2	6	3	2	360





## Restaurant Labeling Not on Menus or Menu Boards Doesn't Work

When nutrition information is provided on brochures, tray liners, posters, etc., customers don't see it



Exit interviews of 7,318 diners at 275 restaurants (11 fast-food chains)  
NYC Department of Health and Mental Hygiene, Am J Public Health, 2008

# HOT & *fresh* TOASTED

Subs From The Oven!

Cal  
6" sub/wrap

6" Sub  
or Wrap

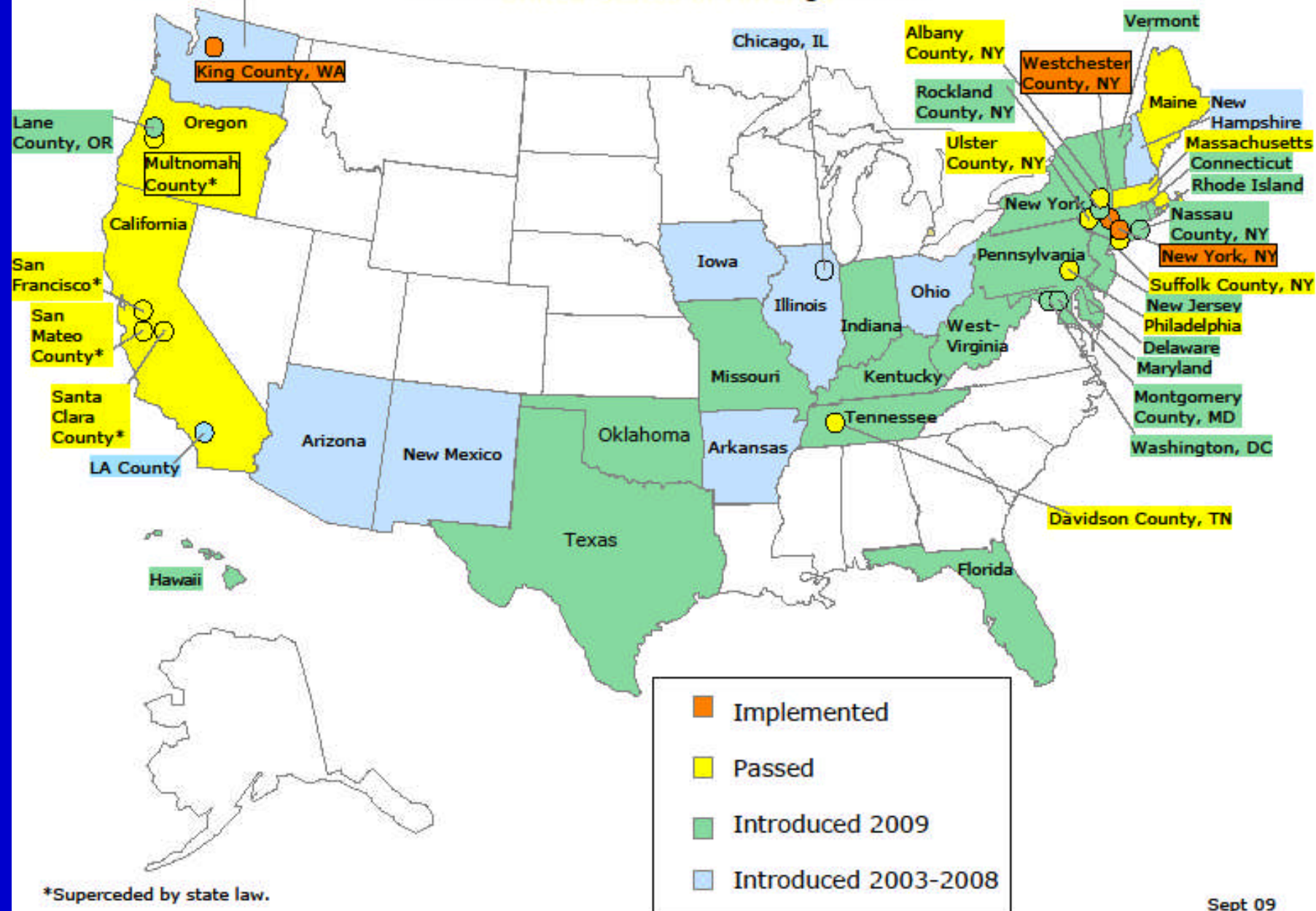
560	Meatball Marinara	<b>2.99</b>
450	Italian B.M.T.®	<b>3.69</b>
480	Spicy Italian	<b>3.29</b>
400	Steak & Cheese	<b>4.29</b>
380	Subway Melt®	<b>3.69</b>
580	Chicken & Bacon Ranch	<b>3.69</b>

**Hungrier? Make it a FOOTLONG!**



## Menu Board in NYC

## State and Local Menu Labeling Policies





# Menu Labeling in Health Reform

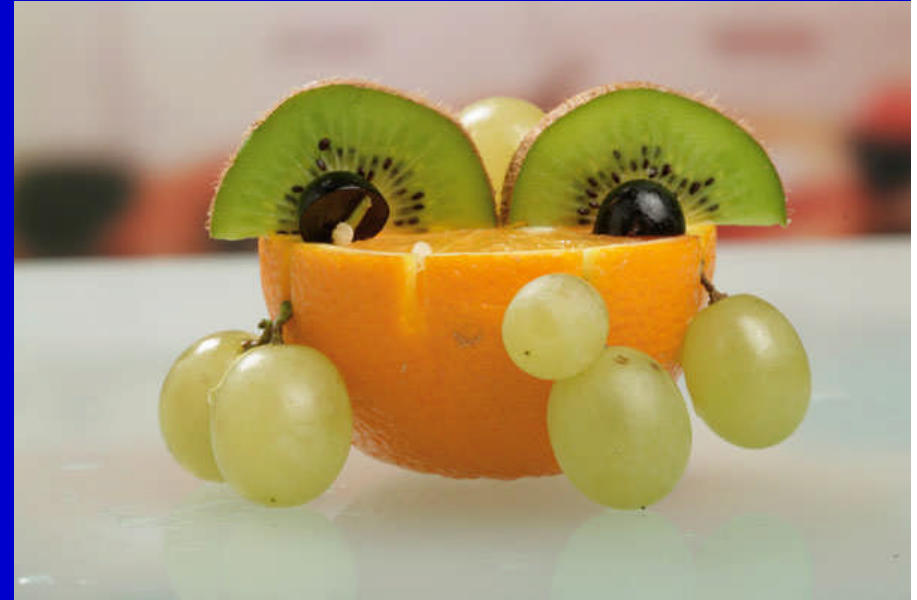
- Only chains;  $\geq 20$  outlets
- Standard menu items - not custom orders, specials
- Calories on menus, menu boards and food tags
- Other nutrition info on brochures, posters, etc.
- Is feasible; allows for reasonable variation
- Cost is modest compared to other costs of doing business
- National uniformity

tomato / onions / roasted red pepper additional toppings: + .50			Calories		Price		Calories		Price	
* Yogurt Parfait	426	581	2.99	* Fruit Salad	216	2.69				
Così Break Bar		463	2.19	Orange Juice	137	1.99				
Kids Menu										
SANDWICHES SERVED WITH COSÌ CHIPS OR BABY CARROTS										
Turkey Sandwich	289	4.39	Shirley Temple	240	1.49					
Tuna Sandwich	333	4.39	Milk	192	1.69					
Cheese Pizza <small>serves two</small>	769	6.59	Chocolate Milk	260	1.99					
Pepperoni Pizza <small>serves two</small>	911	7.19	Hot Chocolate	436	2.99					
Goosey Grilled Cheese	357	3.69	S'mores <small>for two</small>	751	7.79					
Peanut Butter & Jelly	560	3.79								



# Improve menus:

- reformulate existing items
  - calories, saturated fat, trans, sodium
  - leaner meats, lower fat dairy
- add whole grains
- add more fruits and vegetables - with interesting recipes
- add new healthy entrees





## Current default kids' meal



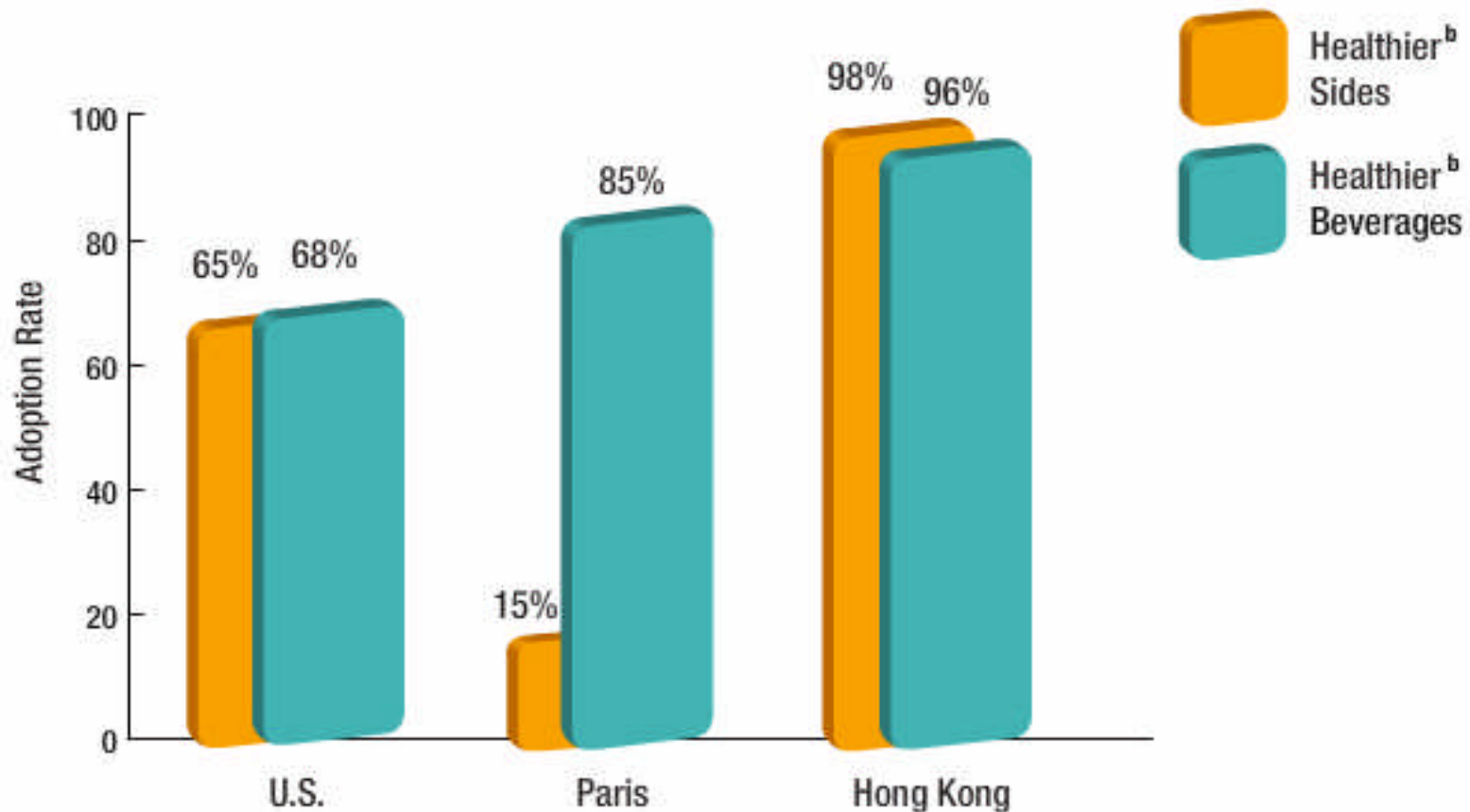
## Healthy default kids' meal





# Healthy Default Options on Disney's Children's Menus

Chart 6: Adoption Rates for Children's Meals at our Parks and Resorts<sup>a</sup>

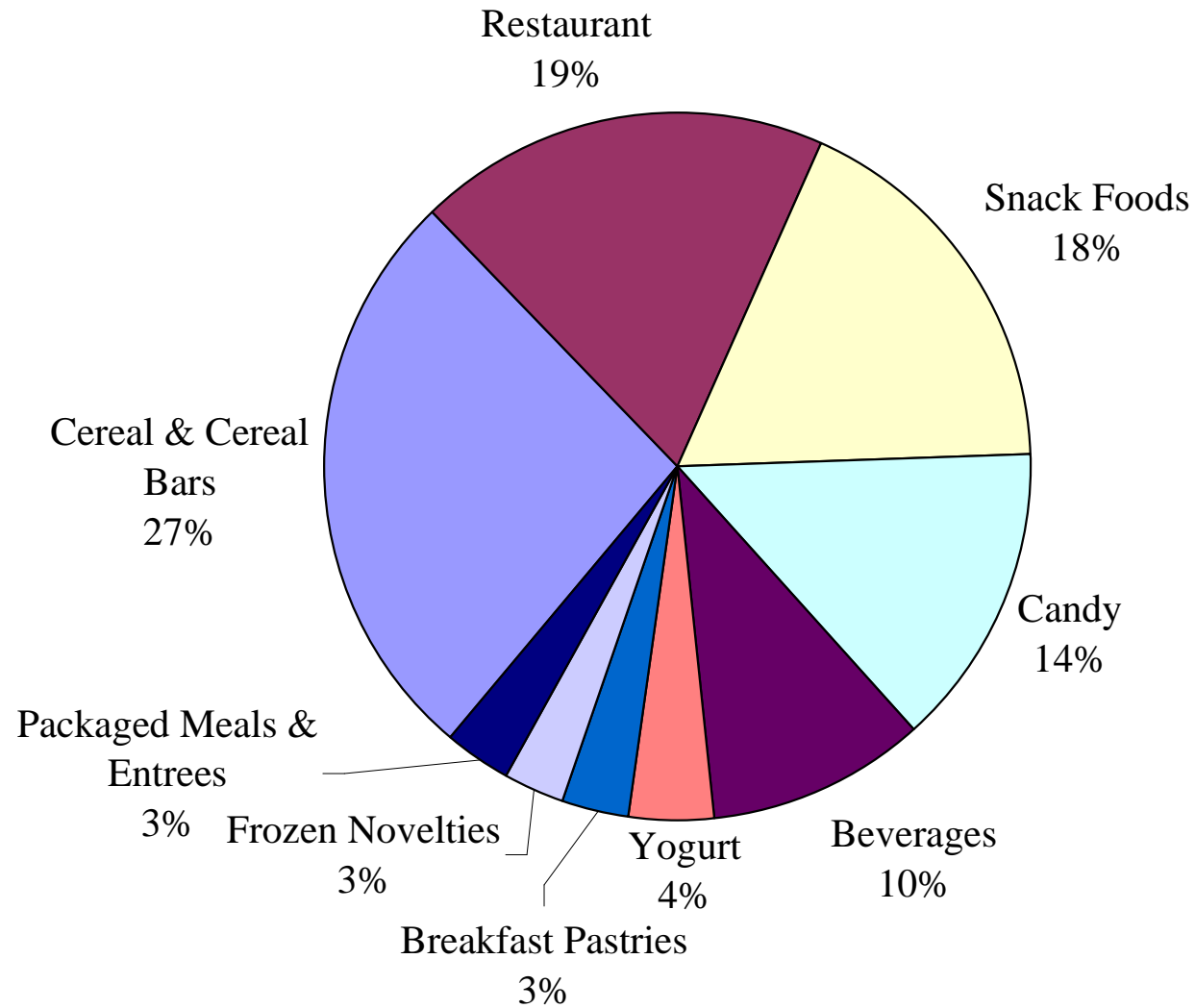


# Food Marketing Is Effective

- Studies show marketing gets children's attention & affects food choices, food preferences, purchase requests, diets & health
  - Watching TV linked to obesity
- Kids misled by and don't understand advertising
- Parents know marketing works



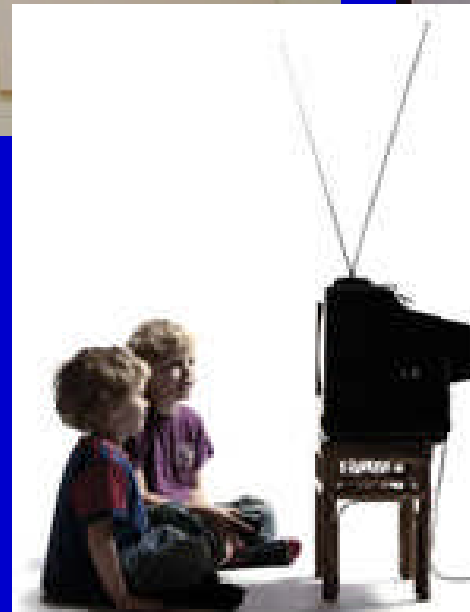
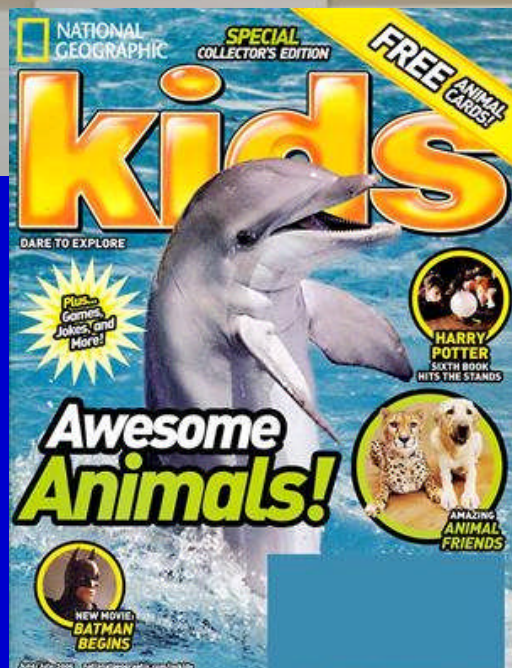
# Saturday AM TV Ads



Batada, Seitz, Story & Wootan, JADA, 2008.



# Food marketing to kids: \$2 billion/year



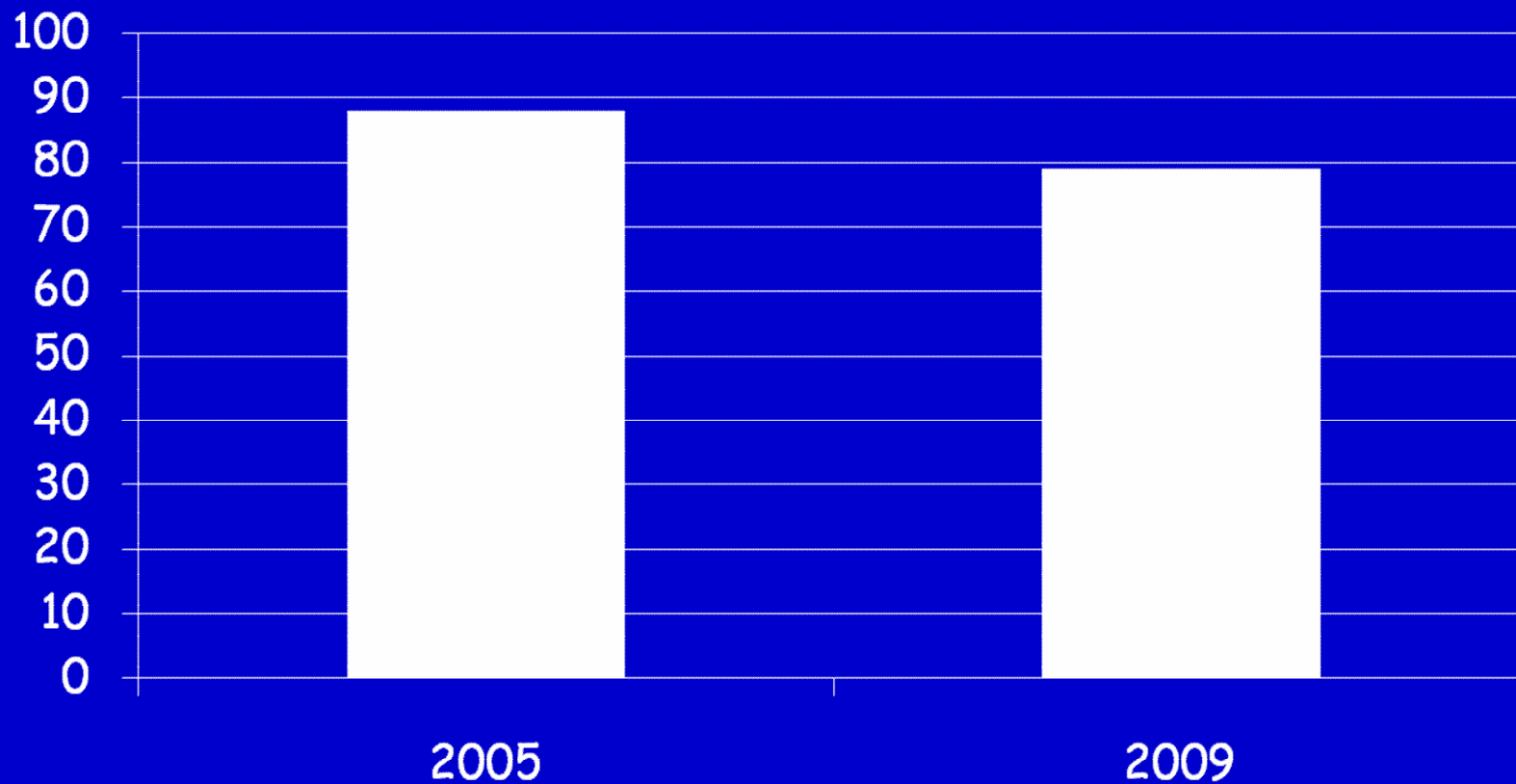
# Children's Food and Beverage Advertising Initiative

## Current participants include:

Burger King  
Cadbury Adams  
Campbell Soup Company  
Coca-Cola Company  
ConAgra Foods  
Dannon  
General Mills  
Hershey  
Kellogg  
Kraft Foods  
Mars  
McDonald's USA  
Nestlé USA  
PepsiCo  
Post Foods  
Unilever United States



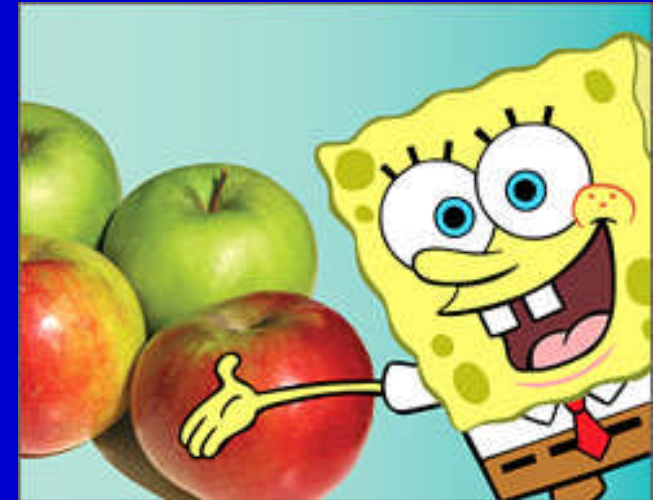
# TV Ad on Nickelodeon for foods of poor nutritional quality





# Encourage companies to adopt strong marketing policies

- Prohibit junk food marketing in schools
- Counter advertising
- Host a meeting with governor
- Hold a hearing
- Write to companies
- Pass a resolution
- Use the bully pulpit, press conferences, radio interviews



# Soft drink taxes

- Current funding for nutrition and physical activity is inadequate
- 25 states and Chicago have soft drink taxes
  - Some state soda taxes are earmarked
- 1¢/12 oz. soft drink = \$1.5 billion per year nationally
  - NC: 2 cent tax could raise \$91 M/yr
- Taxes to reduce intake
  - 10% tax = 8% decreased intake
  - NC: 10% tax = \$185 M/yr

# Support Parents and Protect Kids

