

Fact Sheet on Children's Health, Nutrition, and Food Marketing

- The prevalence of type 2 diabetes, once thought to be an adult disease, has more than doubled among children and youth in the past decade. (1, p. 1)
- For individuals born after the year 2000, the lifetime risk of type 2 diabetes is 30-40%. (2, p. 30)
- The cost of treating diabetes is currently \$132 billion per year, a figure that will increase with the increasing rates of the disease. (2, p. 30)
- Diets high in calories and saturated fats, and low in important nutrients, put children and youth at risk for such diseases as heart disease, stroke, circulatory problems, some cancers, diabetes, and osteoporosis. (1, p. 1)
- Children today are consuming excess calories and added sugars, and are eating higher than the recommended intake of sodium, fat, and saturated fat. (1, p.2)
- Children are consuming less than the recommended amounts of important foods and nutrients, such as whole grains, fiber, calcium, potassium, magnesium, and vitamin E. (1, p.2)
- Food and beverage marketing influences the preferences and purchase requests of children, influences short term consumption patterns, is likely to be a contributor to less healthful diets, and may contribute to negative diet-related health outcomes and risks among children and youth. (1, p.8)
- The food and beverage preferences, purchase requests, beliefs, and short-term consumption for 2-11 year olds are influenced by television advertising. (1, p.8)
- Most of the products introduced and marketed to children and youth are high in total calories, sugars, salt, and fat, and low in nutrients. (1, p.xiv)
- Children ages 2-7 see almost 30 hours of television food advertising each year; children ages 8-12 see over 50 hours of food advertising; and children ages 13-17 see over 40 hours per year. (4, p.3)
- More than \$10 billion per year—more than \$1 million every hour of every day—is spent on food and beverage marketing to children and youth in the United States. (1, p.4)
- In 2006, Food, Beverages, and Candy ranked 15th for U.S. Internet spending totals (\$133.7 million, display ads only), an increase of 23.2% from 2005. (5)

(over for references)

References:

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Center for Digital Democracy
1718 Connecticut Ave. NW
Suite 200
Washington, DC 20009
202 986 2220
democraticmedia.org

Berkeley Media Studies Group
2140 Shattuck Ave.
Suite 804
Berkeley, CA 94704
510 204 9700
bmsg.org