

Restaurant Kids' Meals Campaign Opportunity

When children eat out, they typically consume more calories, added sugars, and sugary drinks and fewer fruits, vegetables, and whole grains than when they eat at home.¹ Children get a quarter of their calories, on average, from restaurant food and beverages.² Healthier children's meals can reduce sugary drink consumption, encourage children to form healthy eating habits, and support parents' efforts to feed their children well.

CSPI is seeking to fund state or local campaigns that aim to ensure healthy, equitable, kids' meals for all. We are accepting grant applications up to \$75,000, with a portion of funds available for lobbying.

Funded campaigns must do the following:

Policy intervention: Seek to secure a comprehensive policy with nutrition standards for all kids' meals, but could include one or more of the incremental options below. Voluntary or programmatic initiatives are not eligible. Policies must feature the following provisions:

- a. **Nutrition Standards for all Restaurant Kids' Meal Combinations:** Require kids' meals at restaurants meet expert nutrition standards.
 - i. Calories: < 600
 - ii. Calories from saturated fat: < 10%
 - iii. Added sugars: no more than 10% of calories
 - iv. Sodium: < 700 mg
 - v. Food groups: meals must include at least two of the following and at least one of the two food groups must be a fruit or vegetable.
 1. Fruit: $\geq \frac{1}{2}$ cup
 2. Vegetable: $\geq \frac{1}{2}$ cup
 3. Non/low-fat dairy: ≥ 1 cup
 4. Whole grains: $\frac{1}{2}$ serving (first ingredient a whole grain or $\geq 50\%$ whole grains by weight of product)
- b. **Default Beverages:** Require the beverage automatically included or offered as part of a children's meal be one or more of the following:
 - i. Water – Water, sparkling water or flavored water, with no added natural or artificial sweeteners; and/or
 - ii. Milk – Flavored or unflavored nonfat or low-fat (1 percent) dairy milk or non-dairy beverage that is nutritionally equivalent to fluid milk (e.g., fortified soymilk) in a serving size of 8 ounces or less; and/or
 - iii. Juice – 100 percent fruit or vegetable juice, or fruit and/or vegetable juice combined with water or carbonated water, with no added natural or artificial sweeteners, in a serving size of 8 ounces or less.
- c. **Default Sides:** Require the side dish automatically included as part of a Children's Meal be one or more of the following:

- i. At least one-quarter cup unfried fruit; and/or
- ii. At least one-quarter cup unfried vegetables, excluding white potatoes.

¹ Powell LM, Nguyen BT. Fast-food and Full-service Restaurant Consumption among Children and Adolescents. *Arch Pediatr Adolesc Med.* 2012;167(1):14-20

² Lin B, Morrison RM. Food and Nutrient Intake Data: Taking a Look at the Nutritional Quality of Foods Eaten at Home and Away from Home. *Amber Waves.* 2012;10(2):1-2.