Can We Predict the Future of Childhood Obesity?

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What Do You See?

Half Empty?  Half Full?
The Dinner Divide

How our Foodie Obsession is Driving Americans Apart
By Lisa Miller
Where are We Headed?

• Obesity
• Poverty
• Too Many Calories
• Too Few Nutrients
Our past can help inform our future
Bring em’ back to breakfast

- Kids who eat breakfast have healthier boy weights
- Have better diet quality
- Eat more fruits and vegetables
- Consumer more milk
- Have better overall nutrient intakes
Family Dinner

- Kids who eat dinner at least 2x a week with their families have a lower risk of overweight
- Have better diet quality
- Have better nutrient intakes
- Develop positive attitudes towards nutrition
Snacking is replacing meals

Source: The NPD Group/SnackTrack; 2 years ending June 2010; Snacking Occasions Only
But children’s diets are changing - fewer Soft Drinks. Also less candy, fruit drinks and chips for our kids!

Share of All Eating/Drinking by Children Under 18

Source: The NPD Group/National Eating Trends (NET); years ending Feb; Excludes ingredient/additives eatings
We are the land of hope…

…and everyone is talking about food and nutrition
Predicting the Future

- The situation might get worse before it gets better.
- There are positive signals.
- We have never had a greater opportunity and support than we do now in nutrition to make a difference.
- You are our future and have the ability and great opportunity to help shape our future.
What Do You See?

Half Empty?  Half Full?
I see – half full

Half Full
Thank you!