

# SUPPORT THE HEALTHY KIDS' MEAL BILL



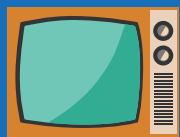
## THE PROBLEM

Excess consumption of added sugars, like those found in sugary drinks, raises the risk of heart disease, high blood pressure and type 2 diabetes. These and other chronic disease put Minnesotans at increased risk of serious illness from diseases such as COVID-19



In 2017, diabetes alone cost Minnesota an estimated \$4.7 billion dollars in medical care and lost productivity.

Sugary drinks are also a major contributor to tooth decay.



The current rates of sugary drink consumption are driven, in part, by the billions of dollars the sugary drink and fast-food industries spend on advertising directed toward children on television, on the internet and through other venues.

Many of these advertising campaigns are directed disproportionately toward the children of communities of color, which is one of the reasons why there are higher rates of sugary drink consumption among those children.



## A KEY STEP FORWARD

The healthy kids meal legislation is a small change that would have a positive impact on the health of Minnesota and the human and financial costs associated with unhealthy eating.

The legislation is **not a ban**. Under this proposal, parents can still order other drinks for their children, they just aren't automatically included in the kids' meal.

A side benefit of the legislation is that it will help to increase sales of dairy products in Minnesota, which will, in turn, help increase income to dairy producers. This is why the legislation is being enthusiastically supported by Minnesota dairy producers.

This legislation is a **powerful step forward** in helping parents and families combat the advertising influence of the sugary drink and fast-food industries on children.