Children & adolescents often consume as much as 50% of their daily calories at school—and while at school they're often exposed to a variety of unhealthy foods & beverages.

49% of schools allow junk food advertising.

51% stock vending machines with chips, cookies, cakes, and other unhealthy snacks.

Overall consumption of sugar-sweetened beverages (SSBs) has increased 500% in the past 30 years.

Nearly 40% of calories in children’s diets come from added sugars and unhealthy fats.

NEARLY ALL of food advertisements viewed by children are for products that are high in fat, sugar or sodium.

Studies have shown that 54% of children are more active in areas with open and supervised schoolyards than in communities with closed facilities.

Within the span of 40 years, the percentage of children walking or biking to and from school dropped dramatically, from 50% in 1969 to 13% in 2009.

50% or 1 in 20 in 2009.

Walking one mile to and from school each day is 2/3 of the recommended 60 minutes of physical activity.

PLUS, children who walk to school have higher levels of physical activity throughout the day.

A 2009 study by the U.S. Department of Agriculture found that 29.7 million Americans live in food deserts—areas where it is difficult to buy affordable, healthy food.

Low-income zip codes have 25 percent fewer chain supermarkets compared to middle-income zip codes.

Children from low-income families are more likely to be obese. One in four African American & Latino families are food insecure, compared with 11% of White households.

People who have parks or recreational facilities nearby exercise 38% more than those who do not have easy access.

Latino and African-American youth consume more sugary drinks than their white peers. These beverages are heavily marketed to youth, and particularly African-American & Latinos.

Letters have shown that 84% of children are more active in areas with open and supervised schoolyards than in communities with closed facilities.

Pedals, playgrounds, parks and other opportunities for physical activity are essential to healthy childhood.

Influencing public policy through advocacy is an essential strategy to reducing childhood obesity.