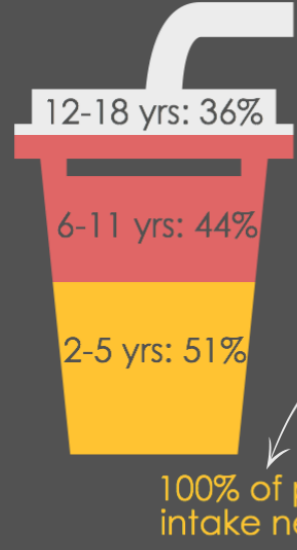


# NYC & McDonald's: Healthy Happy Meals Bill

## The Problem

There are **646-811 calories** in the average McDonald's kid's meal...



That's **36-51%** of the total calories kids need in a day

& over **50%** of their needed daily sodium intake

In a **1-year study** of children's TV ads...

**60%** promoted toy giveaways

**70%** were sponsored by McDonald's

**40%** of McDonald's **44,062** ads were targeted at children

## A Solution

Under the **Healthy Happy Meals Bill**, kid's meals with toys would have:

**500** calories or less

**35%** cals from fat

**10%** cals from saturated fat

**10%** cals from added sugars

**600** mg of sodium

**1 serving** of fruits, veggies, or whole grains



In NYC, there are more than **230** McDonald's

Obesity affects **1 in 5** kindergarten students & **1 in 4** Head Start children



## Research has shown...

children care more about getting a toy with their meal and will choose whichever meal contains one:

**healthy or unhealthy.**

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 6. Obesity. NYC DOHMH. <http://www.nyc.gov/html/doh/html/living/obesity.shtml>  
 7. Boutelle KN, Fannin H, Newfield RS, Harnack L. Nutritional Quality of Lunch Meal Purchased for Children at a Fast-Food Restaurant. *Childhood Obesity*. 2011;7(4):316-322  
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