Parents expressed support for a broad range of community-based policies to promote healthy eating habits for their children. The findings highlighted in this summary are a part of a larger report on Parents’ Attitudes about Food Marketing to Children released in April 2017.

Key Findings

- In 2015, 74% of parents supported policies for healthier kids’ meals at restaurants, including nutrition standards for meals that come with toys and automatically providing milk and/or water as kids’ meal drink options.
  - Among parents surveyed, Hispanic (81%) and Black (78%) parents expressed the highest support for healthier kids’ meals.

- Parents were extremely supportive of policies to require warning labels on energy drinks (83%) and sugary drinks (79%) and provide calorie information in restaurants (78%).

- From 2012 to 2015, parents’ willingness to serve on a local committee to reduce unhealthy food marketing in their community increased significantly from 63% to 76%.

For More Information

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For the full report, visit www.uconnruddcenter.org/parentsattitudes. UConn Rudd Center researchers surveyed a cross-sectional sample of 3,500 parents with children ages 2 to 17 annually from 2012 to 2015, including black, Hispanic, and low-income parents, and assessed changes from 2012 to 2015.

*Significant difference between 2012 and 2015 at 95% confidence level, after Bonferroni corrections