



# One Nation Undernourished and Overfed



## Can We Predict the Future of Childhood Obesity?

Lisa A. Sutherland, Ph.D.  
Nutrition Advisor  
Kellogg Company

# + What Do You See?



**Half Empty?**



**Half Full?**



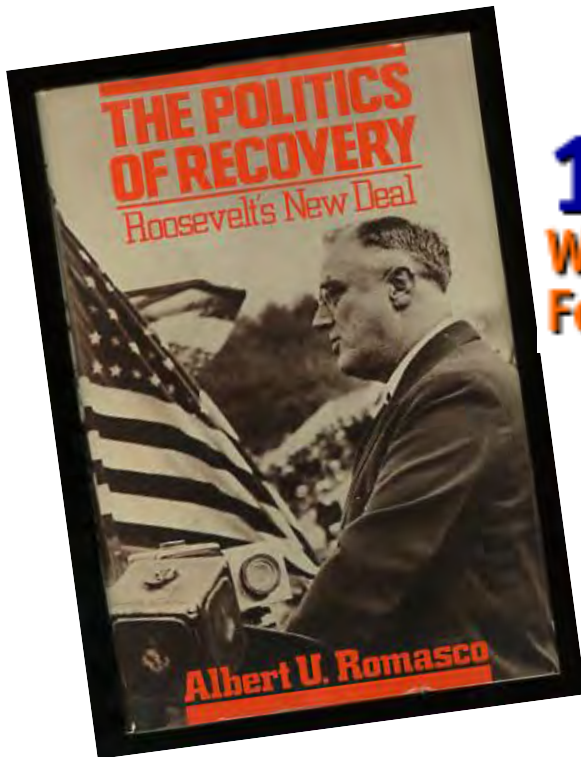


# + Where are We Headed?



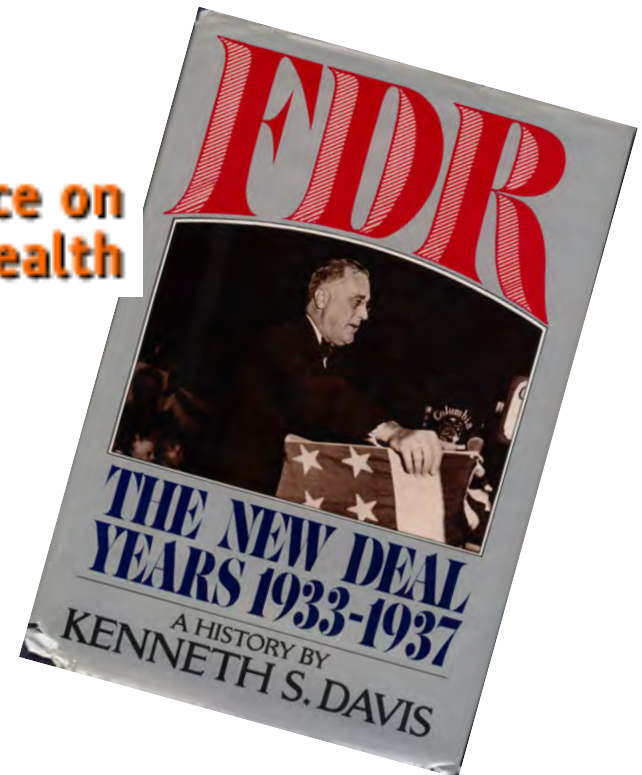
- Obesity
- Poverty
- Too Many Calories
- Too Few Nutrients

+ Our past can help inform our future



**1969**

**White House Conference on  
Food, Nutrition, and Health**



**RELIEF**

**RECOVERY**

**REFORM**



# 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



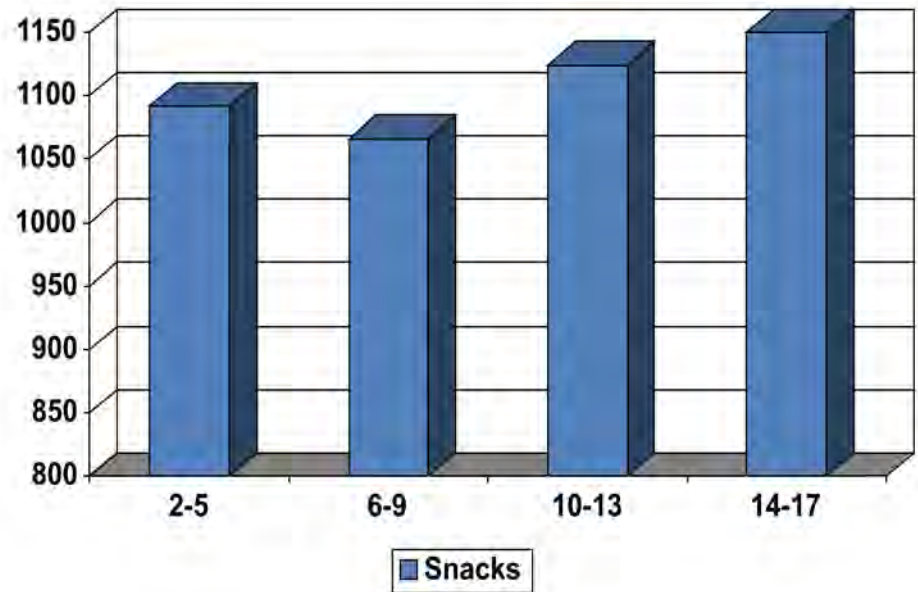
- Kids who eat dinner at least 2x a week with their families have a lower risk of overweight
- Have better diet quality
- Have better nutrient intakes
- Develop positive attitudes towards nutrition



# Snacking is replacing meals



**Annual Snack Meals Per Capita**

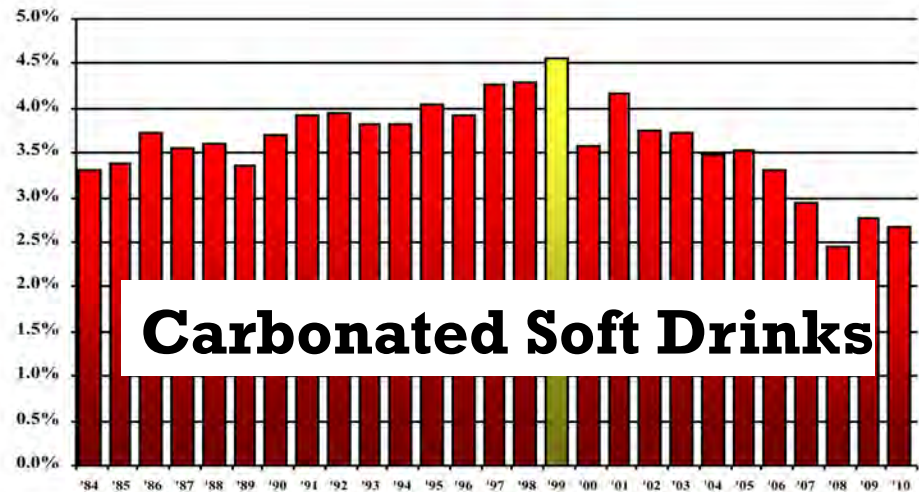
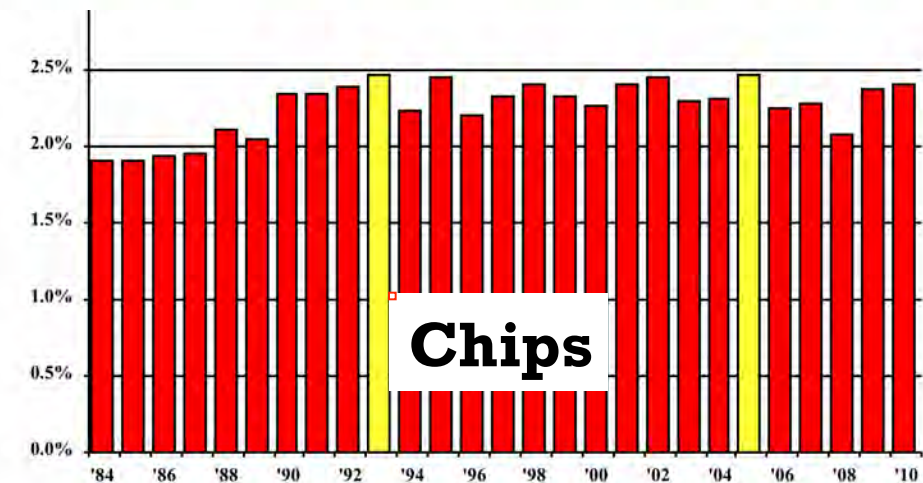
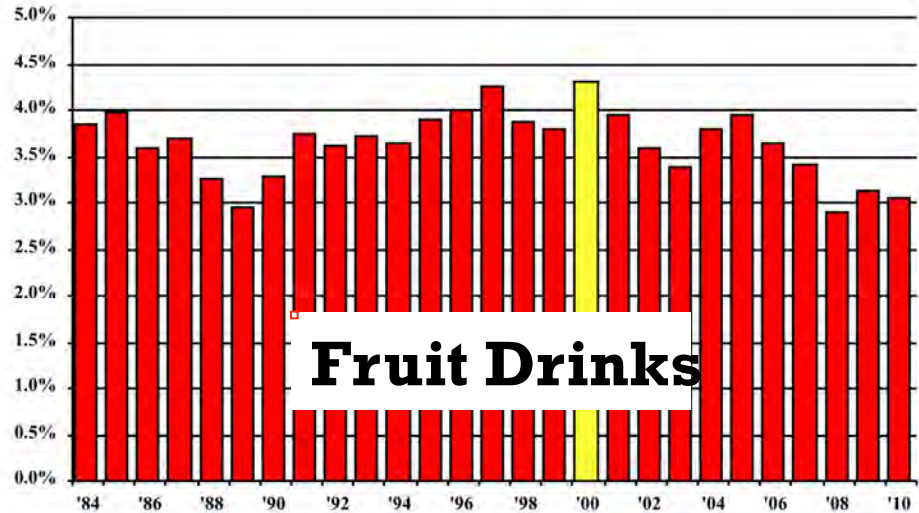
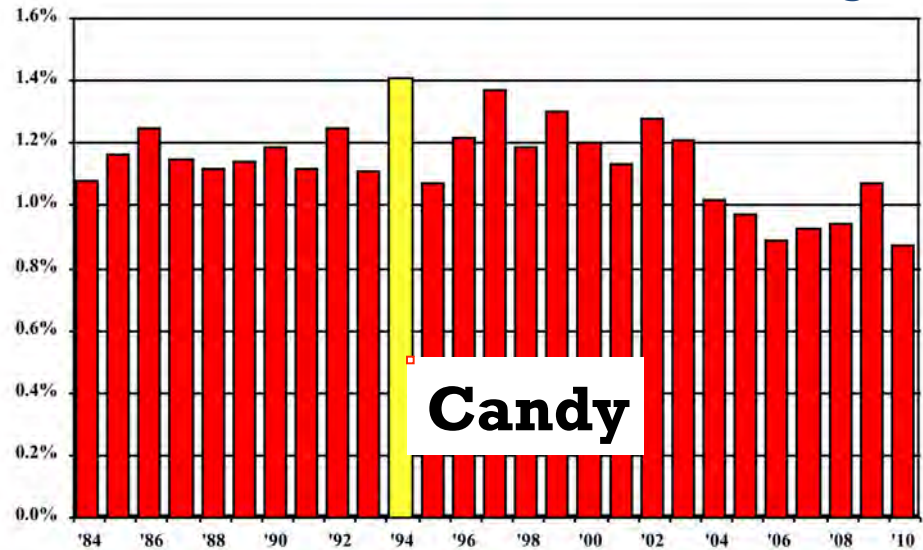






But children's diets are changing - fewer Soft Drinks.  
Also less candy, fruit drinks and chips for our kids!

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!