

SCR114/SR65

Measure Title:	ENCOURAGING FOOD SERVICE FACILITIES IN THE STATE THAT OFFER A CHILDREN'S MENU OF MEAL OPTIONS, OR A MEAL THAT IS REPRESENTED AS A CHILDREN'S MEAL, TO SERVE CHILDREN'S MEALS WITH HIGHER NUTRITIONAL QUALITY AND INCLUDE ONLY BOTTLED WATER OR LOW-FAT MILK AS THE DEFAULT BEVERAGE IN THE MEAL OR MENU OPTION.
Report Title:	Children's Meals; Healthy Options
Description:	
Companion:	
Package:	None
Current Referral:	HTH, CPN
Introducer(s):	HARIMOTO, CHUN OAKLAND, GREEN, RUDERMAN, Baker, Espero, Gabbard, Galuteria, Inouye, Kahele, Keith-Agaran, Kidani, Riviere, Shimabukuro, Taniguchi, L. Thielen, Tokuda, Wakai



To: The Honorable Rosalyn H. Baker, Chair, Committee on Commerce and Consumer Protection
The Honorable Brian T. Taniguchi, Vice Chair, Committee on Commerce and Consumer Protection
Members, Senate Committee on Commerce and Consumer Protection

From: Jessica Yamauchi, Executive Director

Date: April 6, 2015

Hrg: Senate Committee on Commerce and Consumer Protection

Re: **Support for SR 65/SCR 114, ENCOURAGING FOOD SERVICE FACILITIES IN THE STATE THAT OFFER A CHILDREN'S MENU OF MEAL OPTIONS, OR A MEAL THAT IS REPRESENTED AS A CHILDREN'S MEAL, TO SERVE CHILDREN'S MEALS WITH HIGHER NUTRITIONAL QUALITY AND INCLUDE ONLY BOTTLED WATER OR LOW-FAT MILK AS THE DEFAULT BEVERAGE IN THE MEAL OR MENU OPTION.**
Tuesday, April 7, 2015 9:30a.m. Room 229.

Thank you for the opportunity to offer testimony in support of Senate Resolution 65 and Senate Concurrent Resolution 114, encouraging food service facilities in the state that offer a children's menu of meal options, or a meal that is represented as a children's meal, to serve children's meals with higher nutritional quality and include only bottled water or low-fat milk as the default beverage in the meal or menu option.

The Hawaii Public Health Institute (HIPHI) supports and promotes policy efforts to create a health Hawaii. HIPHI weaves silos into working relationships as an effective network, ensuring that we come together across sectors to advance collaboration and innovation in public health and work towards making Hawaii the healthiest place on earth.

Restaurants that offer children's menus typically serve refillable sugary drinks like sodas and fruit punch with their advertised kids' meals¹. Parents often have to pay extra in order to get a healthy drink for their child. Restaurants should do more to make healthy choices more available to families by offering 100% juice, bottled water and low-fat milk as part of the bundled menu price. Ensuring that restaurants offer healthy beverages as the default drinks on kid meals will help children and parents make the healthy choice.

Sugary drinks contribute more calories and added sugars to our diets than any other food or beverage and daily consumption is strongly linked to higher childhood obesity and type 2 diabetes rates². Children and adolescents today derive 10% to 15% of their total calories from sugary beverages³. Every day, 33% of children and 41% of teens consume fast food and only 3% of kids' meal combinations met the food industry's own revised CFBAL nutrition standards or the National Restaurant Association's Kids Live Well standards⁴.

¹ Center for Science in the Public Interest, 2013

² Institute of Medicine, 2012

³ Wang, Y 2008

⁴ Rudd Center for Food Policy and Obesity, Fast Food Facts, 2013



Drinking just one 8-oz sugary drink per day increases a child's odds of becoming obese by 60%⁵ and overweight adolescents have a 70 percent chance of becoming overweight adults. Subway, McDonalds, Wendy's, and Burger King have recently announced that they will now advertise and offer healthier drinks as a part of their kids' meals. The trend has started with a few large chains and it is time for all restaurants to help our keiki and offer healthier beverage choices.

Soft drinks are the most common kids' meal beverage, offered by 78% of top chain restaurants. The next most frequent beverage offerings are fruit juice (58%) and whole milk (43%)⁶. According to a survey done in 2014 by the National Restaurant Association, 72% of consumers say that they would be more likely to visit a restaurant that offers healthful options⁷.

This resolution will help to educate and encourage food establishments in Hawaii to offer healthy food and beverage options with children's meals. Hawaii Public Health Institute supports SR65/SCR114 and respectfully asks you to pass this measure in support of fostering a healthier Hawaii. Thank you for the opportunity to testify.

Respectfully,

A handwritten signature in black ink that reads "Jessica Yamauchi". The signature is fluid and cursive, with the first name "Jessica" being more prominent than the last name "Yamauchi".

Jessica Yamauchi, MA
Executive Director

⁵ Rudd Center for Food Policy and Obesity, 2012

⁶ Center for Science in the Public Interest, 2013

⁷ National Restaurant Association, 2014



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The American Heart Association **SUPPORTS** SR 65/SCR 114.

Sugary drinks are an unnecessary part of the American diet that decades ago were just a treat and are now guzzled at alarming rates. From sports drinks to sodas to fruit-flavored drinks, today's children are drinking their age in these sugary drinks each week. Today's children derive 10% to 15% of their total calories from sugary beverages. Reducing consumption will improve rates of obesity, diabetes and heart disease.

Sugar-sweetened beverages represent the single largest of sugar in the American diet. An average 20-ounce sugar-sweetened beverage such as soda contains more than 16 teaspoons of sugar. Since the late 1970s, intake of sugar-sweetened beverages has more than doubled among adults ages 18 and older, and over one-quarter of Hawaii adults drink soda every day.

Too much added sugar from soda and sports drinks can overload critical organs over time, leading to serious diseases such as heart disease, stroke, high blood pressure, type 2 diabetes and dental erosion, pancreatic cancer, and metabolic syndrome. Sugar-sweetened beverages are also associated with a risk of weight gain and obesity. Drinking just one 12-ounce soda every day increases a child's odds of becoming obese by 60 percent, and doubles the risk of dental carries. While most sugar-sweetened beverages contain little or no nutritional value, soft drink consumption is also associated with lower intakes of milk (therefore calcium and other nutrients).

Childhood obesity has more than tripled in the past 30 years, and obese children are at least twice as likely as non-obese children to become obese adults. Fifty-seven percent of adults in Hawaii are overweight or obese, and 1 in 3 children entering kindergarten in Hawaii are overweight or obese.

Consuming sugar through beverages also fools your body. When you consume sugar as a beverage you don't feel as full. It's easy to down 10 or more teaspoons of sugar in a single 12-oz. soda. The American Heart Association recommends no more than 6 teaspoons of added sugar per day for women and no more than 9 teaspoons per day for men. Thus, one average 12-oz. can of sugary beverage can put you over the daily maximum recommended amounts of added sugar.

Overweight and obesity account for approximately \$147 billion in annual health care costs nationally, or 9 percent of all medical spending. An estimated \$470 million is spent annually on obesity-related health problems in Hawaii. Roughly half of those costs may be paid by Medicare and Medicaid, meaning taxpayers absorb the costs for health care associated with obesity treatment.

The AHA urges your SUPPORT for SR 65, SCR 114 as part a comprehensive approach to reducing and reversing Hawaii's overweight and obesity epidemic.

Respectfully submitted,

Donald B. Weisman
Hawaii Government Relations Director

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Please remember the American Heart Association in your will.





SCR114/SR65

ENCOURAGING FOOD SERVICE FACILITIES IN THE STATE THAT OFFER A CHILDREN'S MENU OF MEAL OPTIONS, OR A MEAL THAT IS REPRESENTED AS A CHILDREN'S MEAL, TO SERVE CHILDREN'S MEALS WITH HIGHER NUTRITIONAL QUALITY AND INCLUDE ONLY BOTTLED WATER OR LOW-FAT MILK AS THE DEFAULT BEVERAGE IN THE MEAL OR MENU OPTION.

Senate Committee on Commerce and Consumer Protection

April 7, 2015

9:30 a.m.

Room 229

The Office of Hawaiian Affairs (OHA) Committee on Beneficiary Advocacy and Empowerment will recommend to the Board of Trustees a position of **SUPPORT** for SCR114/SR65, which seek to reduce rates of obesity, diabetes, and tooth decay by encouraging healthier meals and beverage options for children at food service establishments.

OHA's strategic priorities include Maui Ola (Health), which represents our commitment to improve the quality of life of Native Hawaiians, by reducing the onset of chronic diseases and of obesity in particular. In furtherance of this priority, and in line with Act 155 (Reg. Sess. 2014) and Hawai'i Revised Statutes Section 226-20, we support a "social determinants of health" approach that takes a holistic and systemic view in addressing obesity in Hawai'i's communities.

Although bottled and canned beverages are labelled with nutritional information, including the quantity of sugar in each serving, many consumers may not know the extent to which the consumption of such beverages increases the risk of obesity and its related morbidities. Sweetened fruit juices, fruit drinks, carbonated sodas, pre-packaged coffee and tea, sports drinks, and energy drinks are all sugar sweetened beverages (SSB) that may contain surprisingly high amounts of sugar, which may contribute to their evidence-based associated health risks. For example, a typical 11oz can of coffee may contain around 30 grams of added sugar; this would be equivalent to ¼ cup of sugar in less than 1½ cups of coffee.

These resolutions may help to significantly decrease the rates of obesity within the Hawaiian and larger communities, by making it easier for families to choose healthier food options for their children. By changing the default beverage option for "children's" meals to water and other non-sugar sweetened beverages, consumers must separately and consciously choose to provide SSBs to their children, rather than have one provided for them automatically.

Accordingly, OHA urges the Committee to **PASS** SCR114/SR65. Mahalo nui for the opportunity to testify.