

SPOTLIGHT

Study: Kids' cereals are healthier; ads aren't



While U.S. food companies are making healthier breakfast cereals for children, they're also aiming more ads for their unhealthiest products at kids, according to a report issued June 15.

The "Cereal Facts" study from Yale University's Rudd Center for Food Policy & Obesity offers an outside assessment of the industry's actions and comes amid rising alarm over diet-related health costs in the United States, where nearly a third of children are overweight or obese.

Kelly Brownell, director of the Rudd Center, lauded cereal makers for changing their recipes to boost fiber and whole grain content while reducing sugar and sodium, but said there was ample room for further improvement.

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PUBLICATIONS

Report offers recommendations for combating spread of U.S. obesity

With one-third of U.S. children now considered overweight or obese, the country is facing a brewing health crisis. To combat the further spread of obesity in the United States, the U.S. Department of Health & Human Services and the U.S. Department of Agriculture (USDA) should develop and implement new dietary guidelines for the first 1,000 days of a child's life and national physical-activity guidelines for all children younger than 6, suggests the Bipartisan Policy Center (BPC) in a report released in June.

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@AmJPreuillet announces competition to discover creative solutions to childhood obesity. Read more on the #NCCOR blog at nccor.org/blog/?p=222.

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