

TAKE

ACTION FOR HEALTHY KIDS

National Survey: September 2019

Action for Healthy Kids Survey: Children's Health and Well-Being

Kids Face Unique Health Challenges

- 67% of consumers strongly agree that nutrition and physical activity are just as important for children's mental and emotional well-being as for their physical health.
- Percent of consumers that agree children in the U.S. face these challenges today:



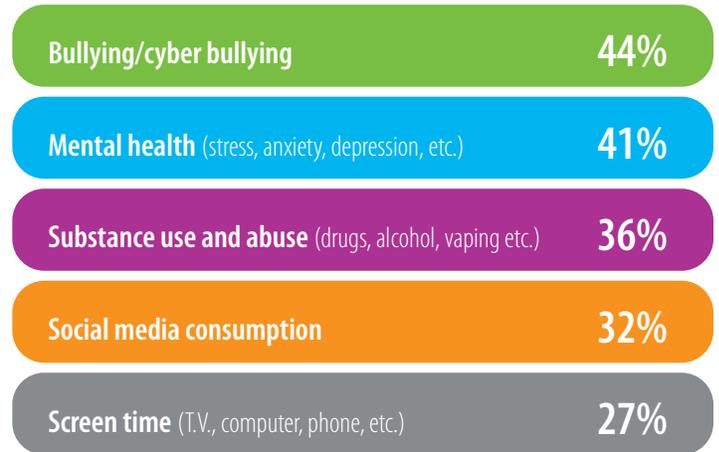
- 35% of all consumers agree that children are more resilient than previous generations.
- 45% of all consumers aged 18–34 agree with this statement, compared to only 11% of those aged 65 and older.

Parents are the Original Influencers

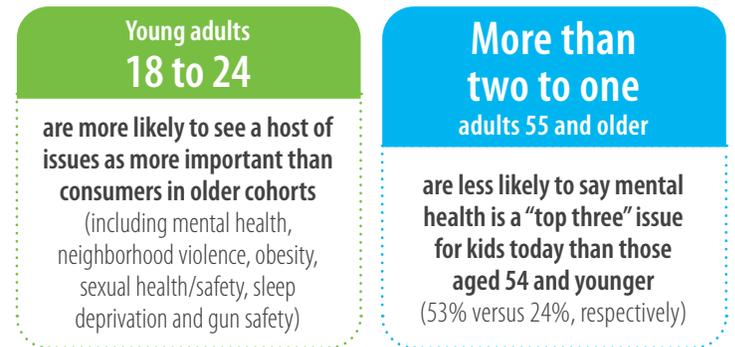
- Parents are considered the greatest influence on a child's physical and emotional health and have the greatest impact when it comes to addressing the myriad challenges kids face today (76% of respondents).
 - Peers or other children 10%
 - Community members 5%
 - Teachers/educators/administrators 4%
- 77% of respondents agree that parents have a major impact on addressing the challenges facing the physical and emotional health and well-being of children today, 50% also agree that schools have a major impact.
- 3 of 10 respondents who are parents feel very confident in children's decision to make healthy decisions.

Top Issues Facing Kids

- Adults cited bullying (44%), mental health issues (41%), and substance use and abuse (36%) as the top three major issues facing children today.
- The top five issues facing youth today:



- Differences across age and gender:



The Padilla Spotlight Survey, conducted in September 2019 and commissioned by Action for Healthy Kids, surveyed 658 U.S. adults on their views regarding the state of children's health and well-being in the U.S. today.

These findings available at actionforhealthykids.org/survey-2019.



Every kid healthy, active and ready to learn

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