**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:
  - 71% physical health and well-being
  - 80% unique challenges as compared to previous generations
  - 81% mental and/or emotional health and well-being

- 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:
  - Bullying/cyber bullying: 44%
  - Mental health (stress, anxiety, depression, etc.): 41%
  - Substance use and abuse (drugs, alcohol, vaping etc.): 36%
  - Social media consumption: 32%
  - Screen time (TV, computer, phone, etc.): 27%

- Differences across age and gender:
  - Young adults 18 to 24 are more likely to see a host of issues as more important than consumers in older cohorts (including mental health, neighborhood violence, obesity, sexual health/safety, sleep deprivation and gun safety).
  - More than two to one adults 55 and older are less likely to say mental health is a “top three” issue for kids today than those aged 54 and younger (53% versus 24%, respectively)

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.