



Wisconsinites are surrounded by unhealthy food choices, and research shows we consume more calories and fat when dining out.

- US adults consume half their meals and snacks away from home. ¹
 - Dining out is linked to over-consumption of calories:
 - People eat more calories and fat and fewer fruits and vegetables when dining out. ²
- Compared with eating at home, children and adults consume from 100 to 800 extra calories when dining out. ³
- Unhealthy eating is a major cause of obesity, and obese children are much more likely to become obese adults. 63% of Wisconsin adults are overweight or obese. 23% of WI high school students are already overweight or obese. ⁴

Wisconsin restaurants can play an important role in improving our health by labeling healthy options on menus so we can make informed decisions. Nationally, up to 83% of consumers support menu labeling.

- Restaurant patrons can make more informed decisions if healthy options are highlighted on menus and menu boards.
- The Wisconsin Restaurant Association supports voluntary menu labeling.

References Cited:

1. Harnack, L, French, S. Effect of point-of-purchase calorie labeling on restaurant and cafeteria food choices: A review of the literature. *International Journal of Behavioral Nutrition and Physical Activity* 2008. 5:51.
2. The Keystone Forum on Away-From-Home Foods: Opportunities for Preventing Weight Gain. Final Report, May 2006. www.keystone.org
3. Fast Food Intake & Diet Quality in Black and White Girls. *Arch. Pediatric Adolesc Med.* 2005;159.626-631.
4. Liebhart, JL, Wegner, MV, & Pesik, MJ. (2008). Obesity, Nutrition, and Physical Activity in Wisconsin (No. P-00008 (12/08)). Madison, WI. Wisconsin Department of Health Services, Division of Public Health and Wisconsin Partnership for Activity and Nutrition.