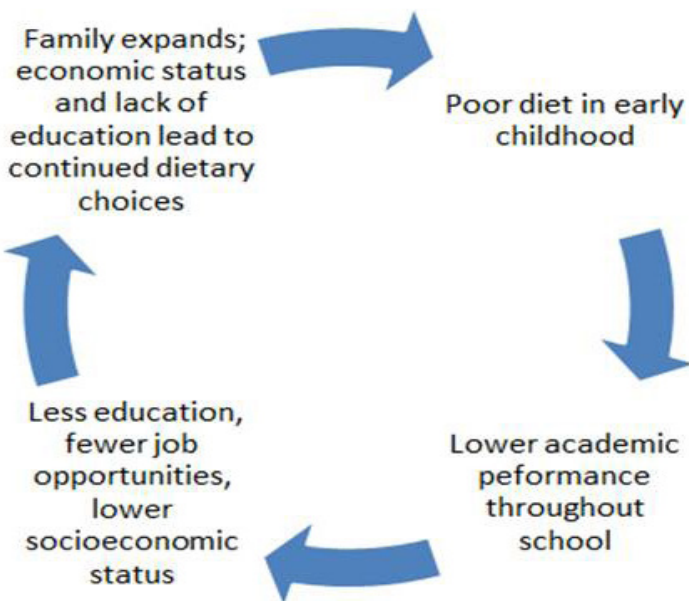


# RITZ CRISP & THINS

## CHILDHOOD OBESITY AND ACADEMIC SUCCESS

### THE ROLE OBESITY PLAYS IN ACADEMIC SUCCESS

The average obesity rates among different age groups in America have more than doubled since the early 1970s. This has raised many health concerns regarding physical activity, development, and school performance. Studies have shown that obesity negatively affects students' grades and test scores. Obese students showed between 5% and 18% lower reading and math scores. These students are more likely to be held back a grade and are less likely to go on to college. This crisis is why Ritz has teamed up with KitchenAid and the Rachel Ray Show to host a 'Crisp & Thins Recipe Challenge.'



### HEALTHIER SNACKING MAKES FOR SMARTER STUDENTS

- Healthy snacking helps overcome nutrient shortfalls, improve diet quality, and set kids up for academic success.
- Lack of adequate consumption of fruits, vegetables, or dairy products, is associated with lower grades among students.
- one fourth of daily calories are from snacks – making snacks almost like the fourth meal of the day for kids.
- University of Alabama conducted a study demonstrating the importance of overall quality of diet to academic performance of children's nutrition not only at breakfast but throughout the day.

### OBESITY RATES AMONG STUDENTS SINCE 1971

- The national obesity rate of children between the ages of 2 and 19 is 18.5%
- The obesity rate between 2- to 5-year olds has gone from 5% to 13.9%
- The obesity rate between 6- to 11-year olds has gone from 6.5% to 18.4%
- The obesity rate of teenagers from 12- to 19-year-olds has gone from 5% to 20.6%

