

## **Children Need More Fruits and Vegetables! PSA (:60)**

Good eating habits developed in childhood can last a lifetime, but getting children to eat their fruits and vegetables is a common problem. Eating them adds important nutrients, helps control weight, and reduces the risks for many serious illnesses. Children in the U.S. are eating more fruit, however, 60 percent of children get fewer fruits than recommended and 93 percent don't get enough vegetables.

Childcare, schools, and school districts can help change this by meeting or exceeding federal nutrition standards for meals and snacks, including fruits and vegetables, wherever food is offered, and helping children learn about and taste fruits and vegetables.

At home, parents can eat a variety of fruit and vegetables with their children and provide them as snacks, even if it takes many tries. Also, parents can include their children when shopping for, growing, and preparing fruits and vegetables.

To learn more, visit [cdc.gov/vitalsigns](http://cdc.gov/vitalsigns).