



# SuperSized Kids

HOW TO RESCUE YOUR CHILD FROM THE OBESITY THREAT

## Media Hooks

1. Some researchers are now saying that the obesity risk has been exaggerated. Dr. Walt Larimore and Sherri Flynt can explain why that is not true.
2. Hollywood is constantly being blamed for eating disorders in children. Dr. Walt Larimore and Sherri Flynt believe that parents have the most impact on what their kids eat.
3. With families being so busy, Dr. Walt Larimore and Sherri Flynt can explain why family dinners at home are so important for a healthy diet.
4. Dr. Walt Larimore and Sherri Flynt can explain the statement in SuperSized Kids which boldly states, "For every hour a child plays video games, he or she can double his or her risk of obesity."
5. There have been international debates over the food industry marketing unhealthy food to children. According to a national news account "In Sweden, Norway and Quebec, where unhealthy foods ads are banned from kids' TV, there's no evidence that obesity rates have fallen." However England is working on implementing a "fairness program" where the advertisements must have some balance. Dr. Walt Larimore and Sherri Flynt believe that there is a direct correlation between television advertisements and childhood obesity.
6. Dr. Walt Larimore and Sherri Flynt can explain why there is a direct correlation between how much sleep a child gets and their weight status.
7. SuperSized Kids talks about working with the community to help reduce the risk of childhood obesity, which seems like a large task. Dr. Walt Larimore and Sherri Flynt can give examples of the best way to influence your community.
8. Some economists believe that the "Fat Food Tax" would hurt people in the lower-socioeconomic level. Dr. Walt Larimore and Sherri Flynt support the "Fat Food Tax", they will tell you why.
9. Dr. Walt Larimore and Sherri Flynt believe that the country's economy will suffer tremendously if it does not change ways and eradicate childhood obesity. They can explain the Perfect Storm concept.