



## Kellogg Childhood Wellbeing Promise

Childhood obesity is one of the great public health challenges of our time. In the U.S., 9 in 10 children fail to achieve the Institute of Medicine's recommendation for fiber intake, and their consumption of fruits, vegetables and whole grains is well below recommendations. Additionally, more young people are experiencing anxiety and stress, and most children are not engaging in enough physical activity, all while obesity rates continue to rise.

Science tells us that a more holistic approach to children's health and wellbeing focused on eating patterns, social connectivity and improving food security may result in better outcomes. As a result, Kellogg Company's Wellbeing strategy is intentionally holistic and focuses on physical, societal and emotional aspects of wellbeing.

Building on that strategy, we developed the Kellogg Childhood Wellbeing Promise to positively affect the wellbeing of children and families. Rolling out first in the U.S., the global Promise focuses on two key pillars: 1) helping to improve access to nourishing, affordable, sustainable foods and 2) motivating kids to embrace wellbeing and physical activity.

- 1) In the U.S., some of the ways we will help improve access to food include strengthening our internal standards for foods marketed to children under 12 – [the Kellogg Worldwide Marketing and Communication Guidelines](#) (KWWMCG) – and evolving our portfolio of foods most visible to kids to enable positive eating habits, delivering shortfall nutrients like fiber and vitamin D and driving whole grain, fruit and vegetable intake. The Promise will also focus on increasing portion-controlled servings and messaging, as we understand that a balanced approach to wellbeing starts with balanced consumption.
- 2) To help motivate kids to embrace wellbeing in the U.S., we will intentionally bring wellbeing messaging to life through a variety of marketing channels and approaches, including leveraging our beloved brands and characters by building on programs like Mission Tiger and Rice Krispies Treats "Love Notes," as well as launching new initiatives.

The Promise was developed in consultation with external key nutrition, health and wellbeing influencers, and we will continue to work with partners and other stakeholders.

We have engaged an independent third-party firm to provide an annual audit of the Promise against several key measures, reporting progress in the Kellogg Company Global Corporate Responsibility Report.

# STATE OF CHILDHOOD WELLBEING

A record number of children are facing hunger and anxiety while not getting enough nutrients and activity.\*

96% of pediatricians agree that a holistic approach to wellbeing that includes physical, emotional and societal considerations would be “very valuable” to children



## KELLOGG'S WELLBEING STRATEGY IS A HOLISTIC APPROACH TO

diverse plant-based foods, feeding the world, connecting people and families over food, and making sure people, communities and the planet are at the heart of all that we do



Kellogg's Childhood Wellbeing Promise is

## IMPROVING ACCESS TO NOURISHING FOODS

that are also affordable and sustainable



Our Childhood Wellbeing Promise also focuses on

## GETTING KIDS TO EMBRACE WELLBEING

by leveraging our brands, characters and partners to build on and introduce programs aimed to promote physical activity, encourage societal connection and support emotional wellbeing



# CHILDHOOD WELLBEING PROMISE

\*[https://www.kelloggs.com/en\\_US/nutrition/childhood-wellbeing-promise-references.html](https://www.kelloggs.com/en_US/nutrition/childhood-wellbeing-promise-references.html)