Parents survey take responsibility on childhood obesity

Sixty percent of the cause of the rise in childhood obesity rests with the parents, according to parents who took a Yale survey about food marketing. The parents assigned the rest of the cause to an unhealthy food environment.

Parents buy an estimated $58 billion in food and beverages annually, so the Rudd Center for Food Policy and Obesity wanted to know what they thought about marketing to children.  It conducted an [online survey](http://www.latimes.com/health/boostershots/la-heb-parents-in-survey-take-responsibility-for-childhood-obesity-20121031%2C0%2C1900086.story) of 2,454 parents of children ages 2 to 17 in 2009, 2010 and 2011. Their average income was $59,000, and most of them had at least some [college education](http://www.latimes.com/health/boostershots/la-heb-parents-in-survey-take-responsibility-for-childhood-obesity-20121031%2C0%2C1900086.story).

The parents cited as the top obstacles to ensuring [healthy eating](http://www.latimes.com/topic/health/diets-dieting/healthy-diet-HEDI000014.topic) habits: expense (of healthy and organic foods), easy access (to fast food, snack foods and unhealthy food in schools), children’s media usage and advertising. They also said they gave in to their kids' requests and were not always good role models for eating.