

# Kennedy: America's kids are obese. Making families healthier starts with the food we eat.

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## 1. Persuasive Communication

### Aristotle's Rhetorical Appeals:

#### 1. Ethos

- *This one is a little weak:* We're both parents ourselves. We know how seriously parents take their responsibility to feed their children nutritious food so they can thrive in school and develop into healthy adults.
- [USDA oversees 16 federal nutrition programs](#) that ensure Americans have access to nutritious foods. We know our farmers, ranchers and producers dedicate their lives to growing the safest, most abundant food supply in the world. We need to put American farmers first and make sure our kids and families reap the benefit of their bounty.
- And across HHS, from the science research at the National Institutes of Health to the safety net provided to America's most vulnerable at the Centers for Medicare and Medicaid Services, the chief goal is to make Americans healthier.

#### 2. Pathos:

- Moms and dads from across the country have told us they want sound, simple and clear nutrition advice so they know the best food to put on the dinner table.
- A healthy person has a thousand dreams, but a sick person only has one dream.

#### 3. Logos:

- Among school-age children and adolescents, 40% have [at least one chronic health condition](#) – in the 1980s, it was [less than 4%](#).
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## 2. Classical Argument Structure:

### 1. Exordium

- Moms and dads from across the country have told us they want sound, simple and clear nutrition advice so they know the best food to put on the dinner table.

## 2. **Narratio**

- Not only is this health crisis threatening to upend the lives of American families for generations, but the chronic disease epidemic is the greatest contributor to U.S. health care costs – comprising about [90% of health care expenditures](#), according to the Centers for Disease Control and Prevention.
- "Make America Healthy Again." That is not just a campaign slogan; it is a movement of Americans who want the ability to make healthy choices and live longer, more fulfilling lives.

## 3. **Propositio**

- “As the leaders put in charge of overseeing our nation’s food supply and human services, we have a duty to fix this. That’s why we are committed to driving transformational change at the Department of Health and Human Services (HHS) and the Department of Agriculture (USDA) that will "Make America Healthy Again."

## 4. **Partitio**

- The commission has two chief goals: First, it will research the scope of the childhood chronic disease crisis and the potential contributing causes. Second, it will implement policies at our respective agencies to empower American families to be healthy.
- First, we are advancing buy American policies that will get food grown by American farmers into the hands of children and families through our nutritious food programs.
- Second, our two agencies are pursuing reform to the Supplemental Nutrition Assistance Program (SNAP).

## 5. **Confirmatio**

- About 1 in 5 [American children are obese](#) today. In 1980, it was [1 in 20](#). Among school-age children and adolescents, 40% have [at least one chronic health condition](#) – in the 1980s, it was [less than 4%](#)

## 6. **Refutatio**

- For too long, special interests have controlled how institutions of public health inform the American people about healthy eating and lifestyle habits. Under President Trump, that ends.

## 7. **Peroratio**

- A healthy person has a thousand dreams, but a sick person only has one dream. We take this mandate from President Trump and the American people seriously, and we will not begin to count our successes until we leave American families, especially our children, better off than when we started.