MISSION: READINESS
COUNCIL FOR A STRONG AMERICA

Nutrition Research Background

The 71 percent data: Measurement

- Eligibility estimates - Qualified Military Available (QMA)
- DoD's official metric estimating the number of youth who are eligible and available for military service without a waiver

The 71 percent data: Findings

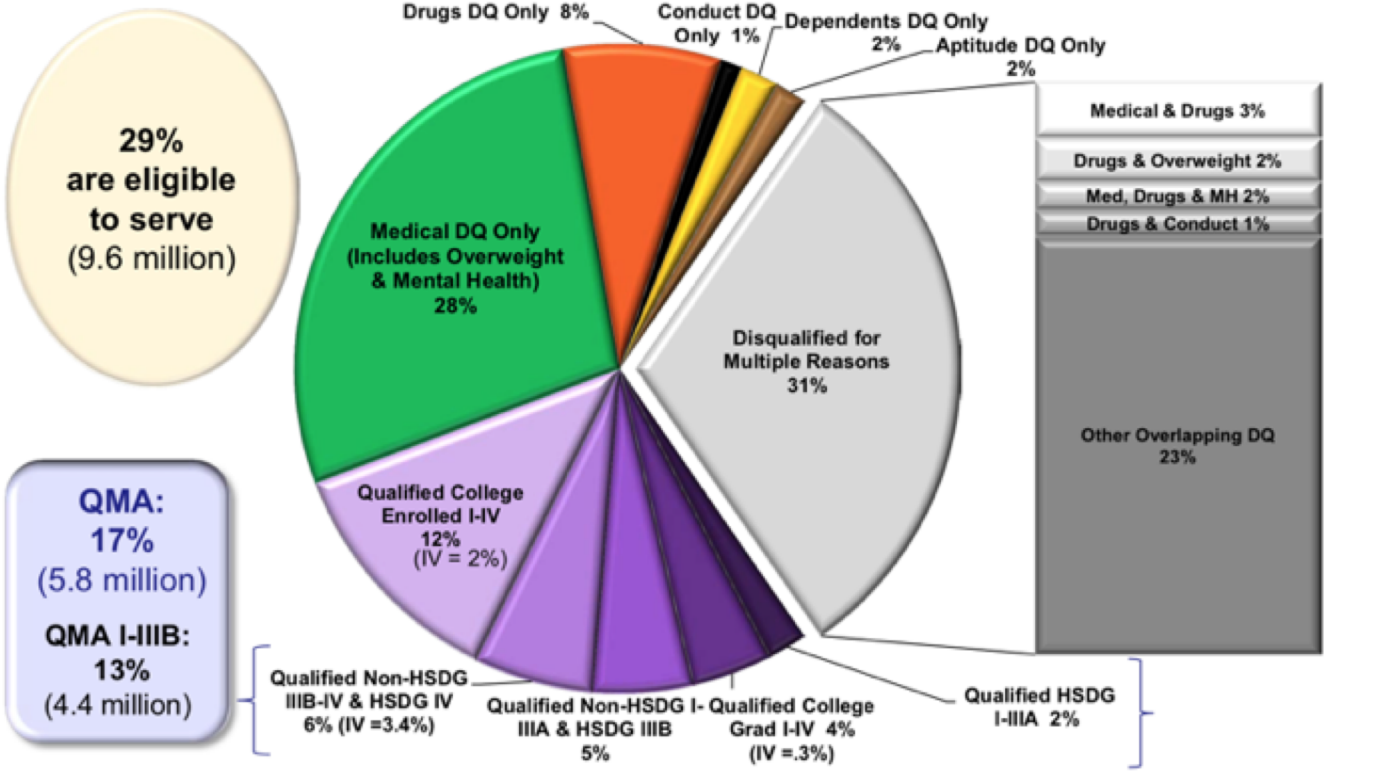
- 71 percent of young people ages 17-24 would not qualify for military service

- The DoD reports that 31 percent of young adults ages 17-24 would be disqualified for multiple reasons, while 40 percent would be disqualified for one reason only (adding up to 71 percent)

The 71 percent data: Major disqualifiers

- Health: Nearly one-third (31 percent) of young people ages 17-24 are too overweight to qualify
- Crime/drug abuse: 10 percent have a criminal record that disqualifies them from service; 30 percent have a history of drug abuse
- Education: 11 percent of young adults do not have a high school diploma

Qualified Military Available (QMA): 2013 Estimates



Note: Percentages may not sum due to rounding.

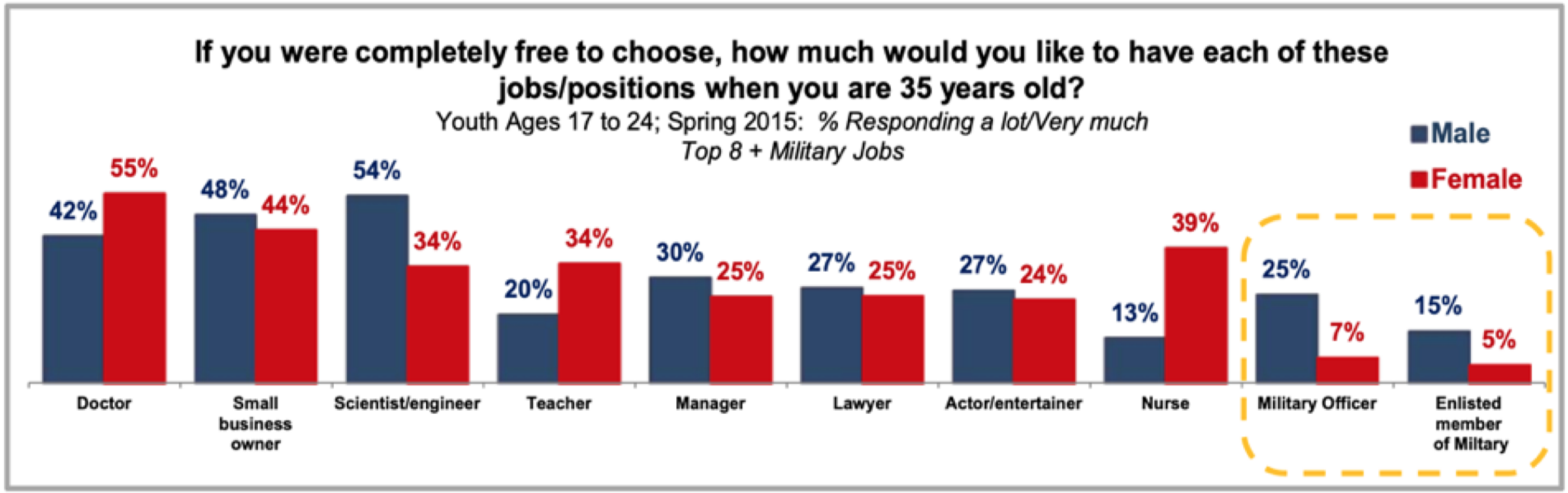
Source: DoD Qualified Military Available (QMA) Study 2013

JAMRS

Note: Youth ages 17–24

g/MissionReadiness

Propensity to serve



Data sources

- National Health and Nutrition Examination Survey (NHANES)
- National Survey on Drug Use and Health (NSDUH)
- Joint Advertising, Market Research & Studies Youth Poll surveys (JAMRS - YP)

Data sources

- Military Entrance Processing Command (MEPCOM)
- Armed Forces Qualification Test (AQFT) Score Database

Data sources

- Centers for Disease Control and Prevention
- State of Childhood Obesity
- United States Department of Agriculture

CDC/Mission: Readiness factsheet







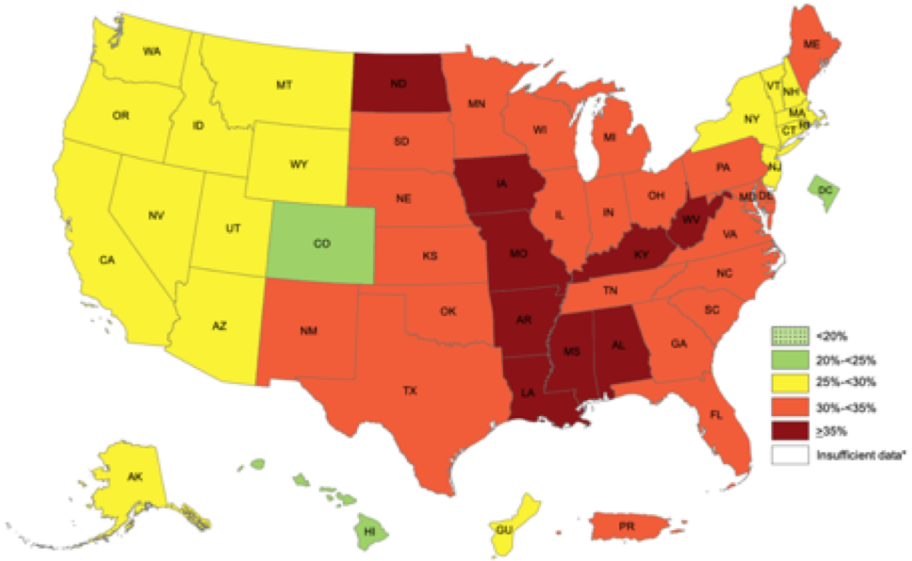
StrongNation.org/**MissionReadiness**

Recruitment challenges due to obesity

- Children with obesity are more likely to experience:
  - Asthma
  - Type II diabetes
  - Heart disease
  - Bone and joint problems

Recruitment challenges due to obesity

- Obesity rates are highest in Southern states, which have a high number of military recruits



Research behind programs we support

- SNAP/SNAP Nutrition Incentives
- WIC
- National School Lunch Program
- Summer Food Service Program
- ECE programs



Our Recent Work

- Breaking Point
- Bridging the Summer Meals Gap