

Hey, junk food marketers: “Don't sell us short™” of our potential to live healthy lives!

Junk food marketers have more access to kids than many realize, including through advertisements and other marketing at school, where parents have little oversight and kids may be enticed to eat and drink junk food. With childhood obesity rates higher than ever, junk food marketing undermines parents' and teachers' ability to instill healthy habits in kids. With every poster, scoreboard, vending machine, and worksheet that has unhealthy food and beverage advertising on it, **food marketers are selling our kids short.**

Communities all across the nation and in [STATE] are taking important steps to stop unhealthy food marketing in its tracks. Eliminating junk food marketing in schools creates a healthier school environment that will help children achieve a healthy weight and reduce other nutrition-related health problems. Here's why we're so passionate about ridding schools of unhealthy food marketing and why we hope you'll join us:

- The rate of overweight and obese children has tripled since 1980, at the same time food marketing to kids intensified. Now, nearly one in three children are heavier than what's healthy.¹ Our kids are in trouble and at risk for health problems no kid should have to deal with.
- Children younger than eight years old simply don't have the ability to tell a biased marketing ploy from the truth. That means they're likely to believe what advertising tells them.²
- Older children and adolescents have some understanding of the intent of advertising, but still don't have the ability to consider the short and long-term consequences of health decisions. Adolescents don't fully develop this ability until their early 20s.³
- Parents are aware that junk food marketing in schools is a problem. A majority (60 percent) of parents support policies to restrict food marketing in schools and on buses according to a 2012 report by the Rudd Center for Food Policy and Obesity.⁴
- Plus, more than two-thirds of parents approve of limits to specific types of unhealthy food marketing to children younger than 12 years old.⁵

Protecting children from harmful advertising and marketing pressures in school should be a priority for our community.

Let's send a clear signal to junk food marketers today: “Don't sell our kids short” of their potential to live long, healthy lives. Together, we can eliminate marketing of unhealthy foods and beverages in schools and on buses. **Visit [URL PLACEHOLDER] to learn more.**



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SOURCES

¹ Ogden CL, Carroll MD, Curtin LR, et al. 2010. "Prevalence of High Body Mass Index in US Children and Adolescents, 2007–2008." *Journal of the American Medical Association* 3: 242–249.

² US Department of Health and Human Services, Office of the Surgeon General. 2007. *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*.

³ US Department of Health and Human Services, Office of the Surgeon General. 2007. *The Surgeon General's Call to Action to Prevent and Decrease Overweight and Obesity*.

⁴ Harris, Jennifer L., Frances Fleming Milici, Vishnudas Sarda, and Marlene B. Schwartz. *Food Marketing to Children and Adolescents: What Do Parents Think?* Rep. Yale Rudd Center for Food Policy & Obesity, Oct. 2012. Web. 26 Nov. 2013.

⁵ Harris, Jennifer L., Frances Fleming Milici, Vishnudas Sarda, and Marlene B. Schwartz. *Food Marketing to Children and Adolescents: What Do Parents Think?* Rep. Yale Rudd Center for Food Policy & Obesity, Oct. 2012. Web. 26 Nov. 2013.