January 14, 2009

Mr. Frederick A. DeLuca Doctors Associates, Inc. 325 Bic Dr. Milford, CT 06461

Dear Mr. DeLuca:

We write to encourage Subway to set strong nutrition standards for the foods the company markets to children and to join the Council of Better Business Bureau's (CBBB) Children's Food and Beverage Advertising Initiative (CFBAI). Fifteen food and beverage companies belong to the CFBAI and have promised that 100 percent of their advertising to children will be for healthier foods. However, Subway is noticeably absent from this industry-wide initiative to address childhood obesity and food marketing to children. Self-regulation will only work and be an acceptable alternative to government regulation if all marketers participate.

Though Subway appears to have the healthiest children's menu among top chains, other restaurant chains have received greater recognition for their commitments to child health because they are members of the CBBB Initiative. According to a recent assessment of the nutritional quality of children's meals at the top 25 chain restaurants, Subway was the only restaurant not offering soft drinks as part of its children's meals. In addition, eight out of 18 Subway children's meals met model nutrition standards for foods that may be marketed to children – more than any other top chain restaurant.

Working through the CBBB framework would add credibility and transparency to Subway's efforts to support parents in feeding their children healthfully. Pledging to market only healthier foods to children should be relatively easy for Subway given the number of healthy items and meals the company already makes and markets to children.

We encourage Subway to join the CBBB CFBAI and to set nutrition standards for foods marketed to children and to apply the standards to 100 percent of the company's messaging via television, print, radio, the Internet, mobile devices, in-store signage, packaging, in schools, and through all other forms of marketing directed at children. We look forward to your response and to Subway's continued commitment to address childhood nutrition and obesity.

## Sincerely,

Advocates for Better Children's Diets
American Academy of Pediatrics
Be Active New York State
Berkeley Media Studies Group
California Center for Public Health Advocacy
California Food Policy Advocates
California Pan-Ethnic Health Network
California WIC Association
Campaign for a Commercial-Free Childhood

Center for Communications, Health & the Environment

Center for Digital Democracy

Center for Science in the Public Interest\*

Community Health Partnership: Oregon's Public Health Institute

Consumer Federation of America

Directors of Health Promotion and Education

FGE Food & Nutrition Team

Food Trust

IDEA Health and Fitness Association

Institute for America's Health

Kathryn Montgomery, PhD, American University

Maine Center for Public Health

Mary Story, PhD, University of Minnesota

National Action Against Obesity

National Consumers League

National Parent Teacher Association

National Physicians Alliance

National Research Center for Women & Families

National WIC Association

New York State Nutrition Council

New York State Dietetic Association

New York State Parent Teacher Association

**Obesity Action Coalition** 

**Praxis Project** 

**Prevention Institute** 

Researchers against Inactivity-related Disorders

United Church of Christ Office of Communication, Inc.