## Dear Member of Congress:

We, the undersigned, urge you to cosponsor the *National School Food Marketing Assessment Act* sponsored by Representatives Carolyn McCarthy (D-NY) and Todd Platts (R-PA). We strongly support this bill, which calls for a much-needed national study on the nature and extent of food marketing in U.S. schools.

According to the National Academies' Institute of Medicine, food marketing influences children's attitudes, food choices, diets, and health. Since children spend more time in schools than in any other setting outside of their homes, the types and amount of foods and beverages marketed in schools is of interest.

Last year, the Federal Trade Commission (FTC) issued a report on food marketing expenses by 44 of the biggest food marketers to youth. According to the FTC, companies report that they spent \$186 million on in-school food and beverage marketing in 2006, which represented 11% of all food marketing expenses to youth. However, the FTC study did not provide details on the types and amounts of foods marketed in schools. In addition, the FTC did not describe the differences in marketing in elementary versus middle and high schools. We need an observational study that looks at the nature and extent of food marketing in schools, by school level.

A national school food marketing study would provide important information about the current state of food marketing in schools to parents, teachers, school administrators, health professionals, and local, state, and national policymakers. We hope you will join Representatives McCarthy (D-NY) and Platts (R-PA) in cosponsoring the *National School Food Marketing Assessment Act*.

## Sincerely,

American Academy of Pediatrics
American Diabetes Association
American Dietetic Association
American Heart Association
American Medical Athlete Association
American Running Association
American School Health Association
American Society of Transplantation
Be Active New York State
California Center for Public Health Advocacy
California Food Policy Associates
California WIC Association
Campaign for a Commercial-Free Childhood

**Cancer Project** 

Center for Communications, Health & the Environment

Center for Digital Democracy

Center for Science in the Public Interest

Children Now

Common Sense Media

Community Food Security Coalition

Community Health Partnership: Oregon's Public Health Institute

Consortium to Lower Obesity in Chicago Children

Corporate Accountability International

David L. Katz, MD, MPH, FACPM, FACP, Prevention Research Center, Yale University School of Medicine

David V.B. Britt, CEO, Retired, Sesame Workshop

Elizabeth Derecktor, Spirit Wear

The Endocrine Society

Farm Sanctuary

FGE Food and Nutrition Team

Fitness Forward

Food Trust

Healthy Schools Campaign

Hunter College Program in Nutrition

IDEA Health and Fitness Association

Institute for America's Health

Kathryn Montgomery, PhD, American University

National Action Against Obesity

National Association of County and City Health Officials

National Association of Pediatric Nurse Practitioners

National Parent Teacher Association

National Physicians Alliance

New York Coalition for Healthy School Food

Oral Health America

Partners for a Healthy Nevada

Partnership for Prevention

Physicians Committee for Responsible Medicine

Praxis Project

Preventive Cardiovascular Nurses Association

**Produce Marketing Association** 

Public Good

Researchers against Inactivity-related Disorders

Samuels & Associates

Shape Up America!

Sustainable Food Center

Trust for America's Health

Wound Ostomy and Continence Nurses Society

Young People's Healthy Heart Program at Mercy Hospital