

UConn Rudd Center for Food Policy and Obesity Presentations

Food Marketing in Schools

Sources

Slide 2: What experts recommend

- USDA. Empty calories: How many can I have? www.choosemyplate.gov/how-many

Slide 3: Too many high-sugar high-fat foods

- Reedy J, Krebs-Smith SM. Dietary sources of energy, solid fats, and added sugars among children and adolescents in the United States. *Journal of the American Dietetics Association*. 2010; 110:1477-1484.

Slide 4: Not enough fruits and vegetables

- CDC, Vital Signs report. 2014. www.cdc.gov/media/releases/2014/p0805-fruits-vegetables.html

Slide 5: Poor diet leads to poor health

- Ogden CL, Carroll MD, Kit BK, Flegal KM. Prevalence of obesity and trends in body mass index among US children and adolescents, 1999-2010. *JAMA*. 2012; 307:483-90.
- CDC, National Diabetes Statistics Report, 2014. www.cdc.gov/diabetes/pubs/statsreport14/national-diabetes-report-web.pdf

Slide 6: Lifelong consequences

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Slide 7: Children may live shorter lives than their parents

- Olshansky SJ, Passaro DJ, Hershow RC, et al. A Potential Decline in Life Expectancy in the United States in the 21st Century. *New England Journal of Medicine*. 2005; 352:1138-1145.

Slide 10: The truth about food marketing

- Federal Trade Commission. A Review of Food Marketing to Children and Adolescents: Follow-Up Report. 2012. www.ftc.gov/os/2012/12/121221foodmarketingreport.pdf.

Slides 16 through 18: Concerns about marketing in schools

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Slide 19: Lifelong loyal customers

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- Consumers Union. Selling America's Kids: Commercial pressures on kids of the 90's. consumersunion.org/news/selling-americas-kids-commercial-pressures-on-kids-of-the-90s-part-one/

Slide 21: How much marketing in schools?

- Federal Trade Commission. A Review of Food Marketing to Children and Adolescents: Follow-Up Report. 2012. www.ftc.gov/os/2012/12/121221foodmarketingreport.pdf.

Slide 22: How much marketing in schools?

- Terry-McElrath YM, Turner L, Sandoval A, Johnston LD, Chaloupka FJ. Commercialism in US elementary and secondary school nutrition environments: Trends from 2007 to 2012. *JAMA Pediatrics*. 2014; 168:234-242.

Slide 30: Don't schools need the money?

- Terry-McElrath YM, Turner L, Sandoval A, Johnston LD, Chaloupka FJ. Commercialism in US elementary and secondary school nutrition environments: Trends from 2007 to 2012. *JAMA Pediatrics*. 2014; 168:234-242.
- Public Citizen, Commercial Alert Project. School commercialism: High costs, low revenues. 2012. www.commercialalert.org/PDFs/SchoolCommercialismReport_PC.pdf.
- Campaign for a Commercial-Free Childhood. Stop McTeacher's Nights. 2015. www.commercialfreechildhood.org/action/stop-mcteachers-nights

Slide 32: What do parents think?

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Slide 34: Changes are happening

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