

CHILDREN NOW

Jon Leibowitz, Chairman
Federal Trade Commission

600 Pennsy 1518 2 081-2.53536(o)-0v95647(a)3.1589(i)-2.95647(s)-131(C)-48Men. Ho

about the almost year-long delay in publishing the proposed
rule for marketing food to children for public comment - and
report to Congress that was to have been submitted in July. We
urged the Commission to promptly release the proposed nutrition standard
for public comment.

1212 BROADWAY \ 5TH FLOOR
OAKLAND CALIFORNIA 94612
T.510 763 2444, F.510 763 1974

Obesity epidemic continues to affect all levels of American
children, the Centers for Disease Control and Prevention,
reports. Obesity has more than tripled in the past 30 years putting millions

REGIONAL OFFICES: LOS ANGELES, SACRAMENTO, WASHINGTON, D.C. ADDITIONAL OFFICES: LOS ANGELES, SACRAMENTO, WASHINGTON, D.C.

Those recommendations include:

- “The food and beverage industry and the media and entertainment industry should jointly adopt meaningful, uniform nutrition standards for marketing food and beverages to children, as well as a uniform standard for what constitutes marketing to children.”
- “The media and entertainment industry should develop uniform guidelines to ensure that a higher proportion of advertisements shown on their networks and platforms are for healthy foods and beverages.”

The White House affirmed the concern that the response from media companies to address childhood obesity in their own advertising practices to children has been poor. In lieu of a meaningful response by the media companies, the proposed Interagency Working Group nutrition standard will serve as a benchmark to measure the health and compliance of the numerous, confusing food and beverage standards.

Ellen Wartella, PhD, al-Thani Professor of Communication and Professor of Psychology, School of
Communication, Northwestern University
Fresno Metro Ministry
Industry Ears
Islamic Society of North America
Jane D. Brown, Ph.D., James L. Knight Professor, School of Journalism and Mass Communication,
University of North Carolina-Chapel Hill
Katharine E. Heintz, Ph.D., Children's Media Consultant
Latino Health Access
Medical Fitness Association
Mexican American Legal Defense and Educational Fund
MomsRising
National Hispanic Media Coalition
Parents Television Council
Public Education Network
Public Health Advocacy Institute, Northeastern University
Robert Wood Johnson Foundation Center to Prevent Childhood Obesity
San Diego County Childhood Obesity Initiative
Sandra L. Calvert, Professor, Department of Psychology, Director - Children's Digital Media Center,
Georgetown University
Sanjiv Harpavat MD, PhD
Shape Up America!
Shasta County Child Abuse Prevention Coordinating Council
South Shasta Healthy Eating, Active Communities Collaborative
The Media Literacy Project
The Prevention Institute
Trust for America's Health
United Church of Christ, Office of Communication
United States Conference of Catholic Bishops
Vic Strasburger, M.D., Professor of Pediatrics, University of New Mexico

Cc: Interagency Task Force on Nutritional Standards Members

- Tom Vilsack, Secretary of Agriculture, U.S. Department of Agriculture
- Margaret A. Hamburg, M.D., Commissioner of Food and Drugs, Food and Drug Administration
- Thomas R. Frieden, MD, MPH, Director, Centers for Disease Control and Prevention

The Honorable Sam Brownback

The Honorable Tom Harkin, Chairman, United States Senate Committee on Health, Education, Labor and
Pensions

The Honorable John D. Rockefeller, Chairman, United States Senate Committee on Commerce, Science,
and Transportation

Melody Barnes, Director, Domestic Policy Council, The White House