

UConn Rudd Center for Food Policy and Obesity

Marketing in Schools

Food Marketing Series: Module 2

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

- Dietz W. Health consequences of obesity in youth: Childhood predictors of adult disease. *Pediatrics*. 1998; 101:518-525.
- Freedman DS, Mei Z, Srinivasan SR, et al. Cardiovascular risk factors and excess adiposity among overweight children and adolescents: The Bogalusa Heart Study. *Journal of Pediatrics*. 2007; 150:12-17.

Slide 7: Children may live shorter lives than their parents

- Olshansky SJ, Passaro DJ, Hershov 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

- Harris JL, Fox T. Food and beverage marketing in schools: Putting student health at the head of the class. *JAMA Pediatrics*, 2014;168:206-208.
- Molnar A, Garcia DR, Boninger F, Merrill B. Marketing of foods of minimal nutritional value to children in schools. *Preventive Medicine*, 2008;47:504-507.
- Molnar A, Boninger F, Libby K, Fogarty J. Schoolhouse commercialism leaves policymakers behind. National Education Policy Center. 2014. nepc.colorado.edu/publication/schoolhouse-commercialism-2013

Slide 19: Lifelong loyal customers

- Beder S. A community view: Caring for children in the media age. 1998. <https://www.uow.edu.au/~sharonb/children.html>
- 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?

- Harris JL, Fleming-Milici F, Sarda V, Schwartz MB. Food marketing to children and adolescents: What do parents think? Rudd Report. 2012. uconnruddcenter.org/files/Pdfs/Rudd_Report_Parents_Survey_Food_Marketing_2012.pdf
- 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 34: Big changes are happening...

- United States Department of Agriculture, Food and Nutrition Service (2016). Final Rule: Local School Wellness Policy Implementation Under the Healthy, Hunger-Free Kids Act of 2010. <https://www.federalregister.gov/documents/2016/07/29/2016-17230/local-school-wellness-policy-implementation-under-the-healthy-hunger-free-kids-act-of-2010>
- Polacsek M, O'Rourke K, O'Brien L, Blum JW, Donahue S. Examining compliance with a statewide law banning junk food and beverage marketing in Maine schools. *Public Health Reports*, 2012; 127:216-223.
- The Pew Charitable Trusts. Snack foods and beverages in Nevada Schools. 2015. www.pewtrusts.org/~media/assets/2015/01/state-fact-sheets/kshf_appendix_nevada_v4.pdf?la=en