Dear members of the [NAME OF CITY] School Board,

I am writing to urge the [NAME OF DISTRICT] to adopt a strong, enforceable policy that ends all forms of junk food marketing,promotion, and sponsorship in our schools, particularly so-called “fundraisers” like McTeacher’s Nights.

We currently face an epidemic of diet-related disease where one in three children who were born in the year 2000 will develop Type 2 diabetes in their lifetime if current trends continue.[[1]](#footnote-1) In fact, this generation may be the first in U.S. history to live shorter lives than their parents.[[2]](#footnote-2)

Junk food marketing to children is driving this health crisis.This marketing is patently exploitative: As the American Academy of Pediatrics[[3]](#footnote-3) has noted, advertising directed to children is “inherently deceptive” because children do not understand marketing's persuasive intent. Studies from the Institute of Medicine[[4]](#footnote-4) and the National Bureau of Economic Research[[5]](#footnote-5) have found that ending junk food marketing directed at kids could protect the health of millions of children.

Marketing to children is particularly egregious in and around schools, where children are captive audiences. They lack the ability to turn “off” messages their trusted teachers or other staff present to them. And this is why junk food corporations like McDonald’s have exploited schools for decades to earn an undeserved air of credibility for their inherently unhealthy brands.

During McTeacher’s Nights, teachers “work” at a McDonald’s, serving fast food to their own students in exchange for a small percentage of the proceeds. While schools raise little money—often as little as $1-2 per student—McDonald’s secures the kind of marketing and endorsement money can’t buy. McTeacher’s Nights exploit the trust between students and teachers to market the McDonald’s brand**.** Events like these erode the school food environment and undermine efforts by school nurses, teachers, nutritionists, and parents to teach children good nutrition.

That is why together with educators, teachers’ unions, and health professionals, I am calling on you to end McTeacher’s Nights. From Michelle Obama to the USDA, there is growing recognition that junk food corporations have no business in our educational institutions. As leaders and advocates for the wellbeing and healthy development of children across [CITY], [SCHOOL BOARD] has a unique opportunity to lead in this movement by sending junk food corporations a strong message that the health of our children is not for sale.

We ask that you heed this call to end all forms of junk food marketing in our schools, including “fundraisers” like McTeacher’s Nights. Our children will benefit greatly from your leadership on this issue.

Sincerely,

1. http://articles.latimes.com/2003/jun/15/nation/na-diabetes15 [↑](#footnote-ref-1)
2. http://www.nytimes.com/2005/03/17/health/childrens-life-expectancy-being-cut-short-by-obesity.html [↑](#footnote-ref-2)
3. <https://www.aap.org/en-us/advocacy-and-policy/federal-advocacy/documents/imageskidsseeonthescreen.pdf> [↑](#footnote-ref-3)
4. Dan Glickman et al., “Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation,” *Institute of Medicine of the National Academies*, 2012, http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx [↑](#footnote-ref-4)
5. Chou et al., “Fast-Food Restaurant Advertising on Television and its Influence on Childhood Obesity,” *National Bureau of Economic Research*, December 2005, http://www.nber.org/papers/w11879.pdf?new\_window=1  [↑](#footnote-ref-5)