

# STOP JUNK FOOD MARKETING TO CHILDREN



## I PLEDGE TO STOP JUNK FOOD MARKETING BECAUSE:

- ▶ All people have the right to have access to healthy, nourishing food.
- ▶ We are in the midst of a national epidemic of diet-related disease. One in three children born in the year 2000 is predicted to develop Type 2 diabetes in his or her lifetime.
- ▶ Junk food corporations like McDonald's and Coca-Cola directly contribute to the rise in diet-related disease by spending billions of dollars on marketing.
- ▶ The American Academy of Pediatrics considers "advertising directly to young children to be inherently deceptive" and exploitative of children under the age of eight.
- ▶ Junk food corporations co-opt health and education institutions to market their

unhealthy brands by siting stores inside of hospitals, offering so-called school fundraisers like "McTeacher's Nights," branding education materials, and creating and promoting misleading "nutrition education" films.

- ▶ Partnerships between junk food corporations and health and education institutions erode public health by giving these brands an undeserved association with health and wellness.
- ▶ Junk food marketing in schools is particularly harmful because children are a captive audience.
- ▶ Significantly reducing or ending junk food marketing to children, including by ending ties between health and educational institutions and junk food corporations, is a necessary step to ending the epidemic of diet-related disease and realizing a future with healthier children and communities.
- ▶ Health and education institutions can and must lead the way in their communities on issues of protecting children's health.

## PLEDGING TO STOP JUNK FOOD MARKETING MEANS:

- ▶ Publicly committing to eliminate the sale or promotion of junk food on my institution's premises.
- ▶ Rejecting any and all partnerships and affiliations with junk food corporations, as well as sponsorship and financial contributions.
- ▶ Supporting public officials' initiatives that prioritize protecting children's health over corporate profits by significantly restricting or ending child-targeted junk food marketing.
- ▶ Challenging industry efforts to delay, weaken, and block public health policies.

### For More Information

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Campaign for a Commercial-Free Childhood

I pledge to stop junk food marketing in my institution(s).

I am signing on behalf of my institution.

Yes, I want to get more involved!

NAME \_\_\_\_\_

SCHOOL/INSTITUTION \_\_\_\_\_

TITLE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

\_\_\_\_\_

*Value [the] Meal is a Corporate Accountability International campaign to protect children from the epidemic of diet-related disease, which strives to create a more sustainable future by challenging the corporate abuse of our food system.*

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