

End Junk Food Marketing in Schools

Close the loophole and continue Oregon's commitment to Healthy Schools and Healthy Kids

A Healthy Solution

Nobody wants junk food marketing in schools except the junk food companies!

If foods are not healthy enough to sell at a school, we should not allow companies to market them there. Soda and junk food marketing on campus undermines Oregon's investments in healthy foods for healthy kids.



Fast Facts

The food industry spends nearly **\$2 billion per year** marketing to kids.¹

Research shows junk food **advertising influences children's food choices**, purchase requests, diets, and health.⁴

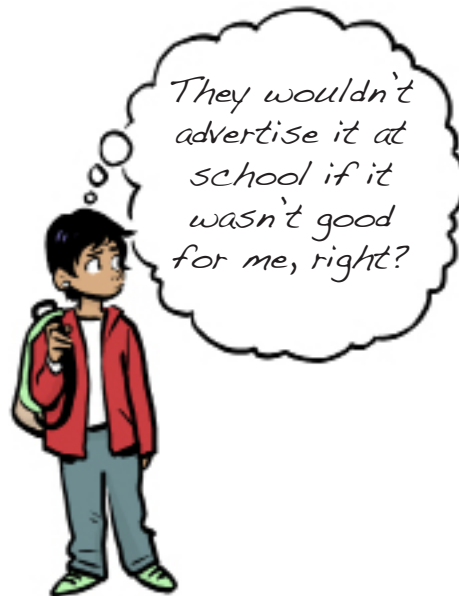
1 in 4 Oregon adolescents are overweight or obese, leading to heart disease, diabetes, and eventually early death.²

Experts estimate **40% of children** nationally will develop Type 2 Diabetes in their lifetime.³

The risk of diabetes is even higher in children of color; Latino children have over a 50% chance.³

Oregon has been a national leader in promoting and providing healthy foods in schools. In 2007, legislators passed laws removing junk foods from Oregon schools and launching Oregon's nationally-recognized Farm to School program, which brings healthy, local products into cafeterias.

However, junk food companies are taking advantage of a loophole in the law and continuing to market the very products Oregon lawmakers banned! ***It's time to close that loophole to make sure only healthy foods and beverages are sold or marketed in Oregon schools.***



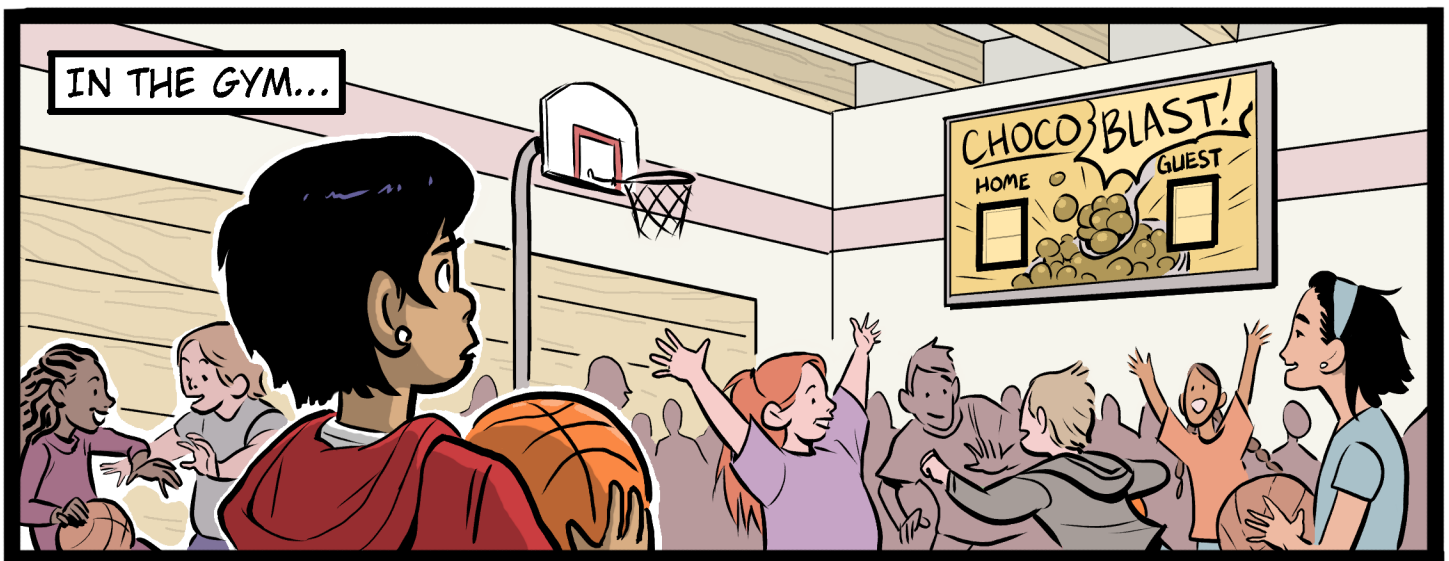
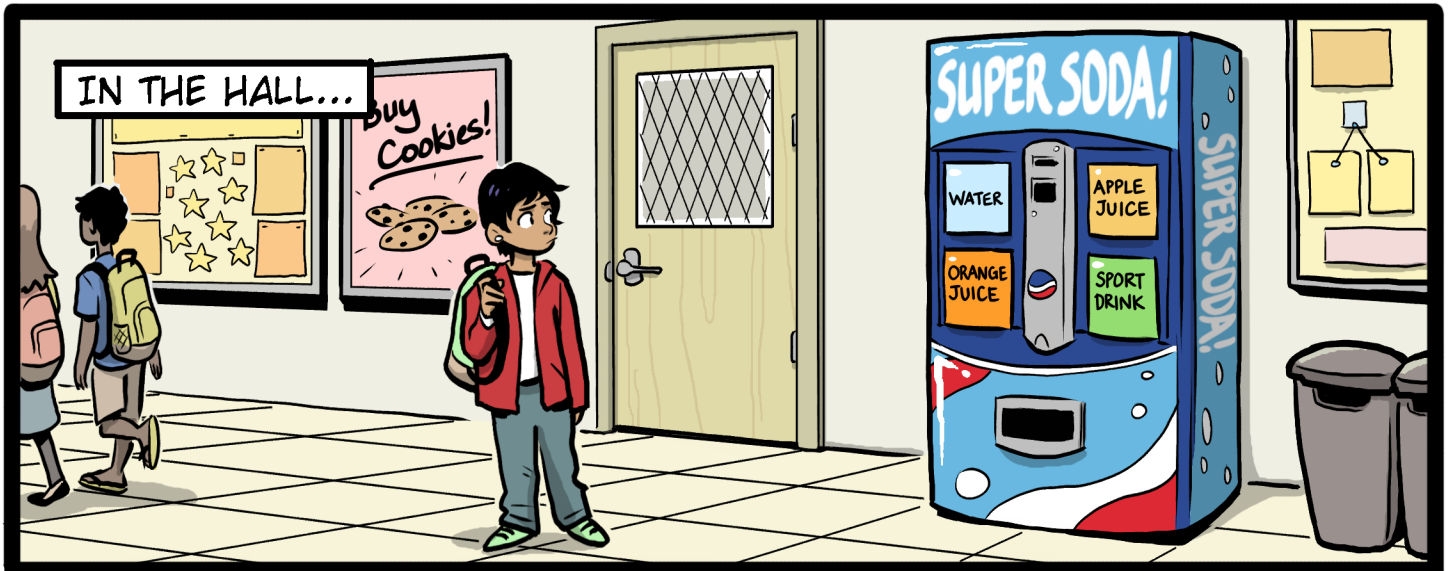
- **Efforts by Oregon schools** to teach kids healthier eating habits **are undermined by junk food advertising** inside school buildings to "DRINK SODA," "EAT PIZZA," and "BUY COOKIES."
- The **National PTA** and the **National Association of State Boards of Education (NASBE)** have taken formal positions against advertising to children in schools.
- Oregon is trying to become "The Healthiest State." **Let's start with our kids!**

References:

1. Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation: A Federal Trade Commission Report To Congress, July 2008.
2. Oregon Overweight, Obesity, Physical Activity and Nutrition Facts. Portland, Oregon: Oregon Department of Human Services, Oregon Public Health Division, 2012.
3. Trends in lifetime risk and years of life lost due to diabetes in the USA, 1985–2011: a modeling study, *The Lancet Diabetes & Endocrinology*, Volume 2, Issue 11, Pages 867 - 874, November 2014.
4. Report of the American Psychological Association Task Force on Advertising and Children, 2004.



KIDS ARE SURROUNDED BY JUNK FOOD MARKETING, EVEN AT SCHOOL



WHAT ARE WE REALLY TEACHING THEM ABOUT FOOD AND THEIR HEALTH?