



April 3, 2015

Re: Support for HB 3363 – End junk food marketing in schools

Dear Chair Doherty and Members of the House Committee on Education:

On behalf of Kaiser Permanente, thank you for the opportunity to provide testimony in support for HB 3363 to end junk food marketing in schools.

Kaiser Permanente's mission is to improve the health of our members and the communities we serve. We accomplish this by supporting programs and policies in local communities and at the state level that focus on preventing chronic diseases through the promotion of healthy eating, physical activity, and addressing the social and environmental determinants of health.

Kaiser Permanente cares for more than 67,000 school age children in Oregon. Of those children only 64% are considered healthy weight. So despite excellent medical care, a significant portion of children have health risks associated with their weight. It is imperative that we intervene in the place where children spend most of their day – schools.

The food industry spends nearly \$2 billion per year marketing to kids and some of this marketing occurs in schools. Research shows junk food advertising influences children's food choices, purchase requests, diets, and health.

Kaiser Permanente recognizes that turning the tide on childhood obesity will take many strategies over multiple years. We have supported initiatives that make healthy food more accessible to school age children and promote active school environments. These include the farm to school and school garden program and the measures creating nutrition standards for foods sold in schools. While we have been successful in passing and implementing these measures, food companies are still allowed to advertise unhealthy foods that we have eliminated from schools campuses. This undermines our attempts to create healthy school food environments that create lifelong healthy eating habits.

We call on our elected leaders to do the right thing for the health of our children. Marketing junk food does not belong in schools and undermines our efforts to create healthy school environments. Please vote yes on HB 3363.

Sincerely,

A handwritten signature in black ink that reads "Molly Haynes". The signature is written in a cursive, flowing style.

Molly Haynes, MPH, RD
Director, Community Health
Kaiser Permanente Northwest