



To: Chair Doherty and Members of the House Education Committee
From: Oregon Health Equity Alliance
Date: April 3, 2015
Re: HB 3363-3

Chair Doherty and members of the committee:

For the record, my name is Darlene Huntress and I am the Executive Director of Oregon Action, and I am here today representing the Oregon Health Equity Alliance.

The Oregon Health Equity Alliance (OHEA) would like to express our strong and united support for HB 3363-3. OHEA represents a collective effort of 38 member organizations who work together to make Oregon a more equitable place for all. Our coalition believes every Oregonian should have an equal chance to achieve their full health potential. This is one of our priority bills for this legislative session.

1 in 4 Oregon adolescents are overweight or obese, leading to heart disease, diabetes, and eventually early death. Experts estimate 40% of children nationally will develop Type 2 Diabetes in their lifetime. The risk is even higher in people of color; Latinos and African American women have over a 50% chance of developing diabetes in their lifetimes.

Those are big numbers, but they aren't just numbers. They are parents, grandparents, friends and loved ones dying early, spending their money and time on medical needs instead of fun with their families, and lots of needless pain and suffering. Diabetes is the number one cause of adult-onset blindness in America, and the number one cause of amputations, *ahead of war*.

Research shows junk food advertising influences children's food choices, purchase requests, diets, and health. If it didn't work, companies wouldn't do it, but it does work, so the food industry spends nearly \$2 billion per year marketing to kids.

It is one thing to advertise to adults, who have developed brains and an understanding of cause and effect. It is another thing to advertise to kids, who we know don't exactly have great impulse control or long-range-thinking. Low income kids, and kids of color, see even more ads than their whiter and richer counterparts, making them want that sugary treat, that fatty treat, that salty treat.

The increased amount of advertising exposure that kids of color experience is a contributing factor to their overall worse health outcomes. This committee can't limit marketing to kids

everywhere, but you can limit marketing to kids in one important place where they spend many, many hours.

Instead of school being one more place where junk food companies can get to our kids, we are asking you to make it one place where kids learn consistent and accurate things about food, health, and nutrition. If a food cannot be sold in a school, it should not be marketed there, either.

This is an equity issue, and is a policy priority issue for OHEA. We urge your full support of HB 3363. Thank you for your commitment to our communities.

Darlene Huntress, Oregon Action, OHEA member

Joseph Santos-Lyons, APANO, OHEA co-Chair

Midge Purcell, Urban League of Portland, OHEA co-Chair