



**Testimony in Support of HB 3363
With the -1 Amendment**

April 3, 2015

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Oregon Nurses Association

Chair Doherty and Members of the Committee:

Thank you for the opportunity to submit testimony on behalf of the Oregon Nurses Association in support of HB 3363 with the -1 amendment.

The Oregon Nurses Association is proud to represent over 13,000 Oregon Nurses. Oregon Nurses make up the largest segment of Oregon's health care work force, and work in nearly every health care setting imaginable, from large hospitals to small local clinics, from corrections to school based health centers, and community-based public health.

Oregon has long been a leader in public health and healthy food standards. Oregon's nurses urge you to continue that trend with the passage of HB 3363 with the -1 amendment. HB 3363 with the -1 amendment directs the Oregon Department of Education (ODE) to establish junk food marketing standards within the law to help reduce junk food marketing targeted at Oregon's youth in schools.

Our country is facing an unprecedented obesity epidemic. According to a study conducted by Oregon's Public Health Division in 2012, obesity contributes to the deaths of about 1,400 Oregonians each year, making it second only to tobacco as the state's leading cause of preventable death. Obesity commonly leads to the development of chronic diseases such as diabetes, cancer, high blood pressure, high cholesterol, arthritis, heart disease, and stroke. Diet is one factor that contributes to obesity and poor health outcomes. Recognizing that lifelong eating habits are developed at a young age, this bill would take a step forward in ensuring we instill the importance of healthy food and nutrition in Oregonians and foster a healthier state.

ONA believes HB 3363 with the -1 amendment aligns with work Oregon has done in recent years and work happening at the national level. Last year, the USDA issued proposed rules that will require school districts to establish standards that would ban certain junk food marketing in the schools during school time. HB 3363 with the -1 amendment will allow ODE to be work now to prepare for the federal rules expected and set important junk food marketing standards in Oregon's schools. This will help prevent an additional burden on Oregon's school districts to implement USDA rules once released.

The Oregon legislature has already taken a number of important steps to address this issue. HB 3363 with the -1 amendment compliments the 2007 Healthy Foods for Healthy Kids Act, which established standards for food sold in Oregon's schools, 2008's Farm to School and School Garden legislation, and Oregon's 2009 Menu Labeling legislation. This is a simple change that can help make significant difference in Oregon's efforts cut health care costs by improving the health of Oregonians, and most importantly, can help foster healthier lifestyles for many young Oregonians.

ONA urges you to support HB 3363 with the -1 amendment.