

## *Childhood Obesity Advertising And The First Amendment Gma*

Media plays a tremendous role in the food choices people make. It has been estimated that the Media plays a tremendous role in the food choices people make. It has been estimated that the average American child watches 40,000 television commercials annually. Many of these commercials offer enticing views of fatty, sugary, high-calorie food. Other media outlets, including movies, the Internet, magazines, and video games push products and provide messages about food. Children are especially susceptible to the lure of advertisements and images that offer positive messages about unhealthy food choices.

This book explores the concern about the dramatic increase in childhood obesity in the United States which has prompted Congress to request that the Federal Trade Commission conduct a study of food and beverage marketing to children and adolescents. The results of that study - an analysis of 2006 expenditures and activities by 44 companies - are presented here. Included are not only the traditional measured media - television, radio, and print, but also activities on the Internet and other new electronic media, as well as previously unmeasured forms of marketing to young people, such as packaging, in-store advertising, event sponsorship, and promotions that take place in schools. Integrated advertising campaigns that combine several of these techniques and often involve cross-promotions - linking a food or beverage to a licensed character, a new movie, or a popular television program, dominate today's landscape of advertising to youth. The data presented in this book tell the story of food and beverage marketing in a year just preceding, or early in the development of, industry self-regulatory activities designed to reduce or change the profile of such marketing to children. Furthermore, this book, which compiles information not previously assembled or available to the research community, may serve as a benchmark for measuring future progress with respect to these initiatives.

Developed and refined by two successful pediatricians, the "Jassey Way" boasts more than a 90% success rate of getting children to sleep through the night in their first 4 weeks of life. A safe and proven technique, the Jassey Way uses a feeding schedule that allows newborns (and their parents) a full night's sleep at a younger age than other sleep training techniques.

Childhood Obesity and Television Food Advertising

Early Childhood Obesity Prevention Policies

A Content Analysis

The Impact of Single Exposure Advertising and Socioeconomic Status on Parenting Behavior and Children's Food Choice

Legal Strategies in Childhood Obesity Prevention

Obesity Epidemiology

## The Newborn Sleep Book

Childhood obesity is a serious health problem that has adverse and long-lasting consequences for individuals, families, and communities. The magnitude of the problem has increased dramatically during the last three decades and, despite some indications of a plateau in this growth, the numbers remain stubbornly high. Efforts to prevent childhood obesity to date have focused largely on school-aged children, with relatively little attention to children under age 5. However, there is a growing awareness that efforts to prevent childhood obesity must begin before children ever enter the school system. Early Childhood Obesity Prevention Policies reviews factors related to overweight and obese children from birth to age 5, with a focus on nutrition, physical activity, and sedentary behavior, and recommends policies that can alter children's environments to promote the maintenance of healthy weight. Because the first years of life are important to health and well-being throughout the life span, preventing obesity in infants and young children can contribute to reversing the epidemic of obesity in children and adults. The book recommends that health care providers make parents aware of their child's excess weight early. It also suggests that parents and child care providers keep children active throughout the day, provide them with healthy diets, limit screen time, and ensure children get adequate sleep. In addition to providing comprehensive solutions to tackle the problem of obesity in infants and young children, Early Childhood Obesity Prevention Policies identifies potential actions that could be taken to implement those recommendations. The recommendations can inform the decisions of state and local child care regulators, child care providers, health care providers, directors of federal and local child care and nutrition programs, and government officials at all levels.

Children's health has made tremendous strides over the past century. In general, life expectancy has increased by more than thirty years since 1900 and much of this improvement is due to the reduction of infant and early childhood mortality. Given this trajectory toward a healthier childhood, we begin the 21st-century with a shocking development—an epidemic of obesity in children and youth. The increased number of obese children throughout the U.S. during the past 25 years has led policymakers to rank it as one of the most critical public health threats of the 21st-century. Preventing Childhood Obesity provides a broad-based examination of the nature, extent, and consequences of obesity in U.S. children and youth, including the social, environmental, medical, and dietary factors responsible for its increased prevalence. The book also offers a prevention-oriented action plan that identifies the most promising array of short-term and longer-term interventions, as well as recommendations for the roles and responsibilities of numerous stakeholders in various sectors of society to reduce its future occurrence. Preventing Childhood Obesity explores the underlying causes of this serious health problem and the actions needed to initiate, support, and sustain the societal and lifestyle changes that can reverse the trend among our children and youth.

Background: Childhood obesity represents a major public health problem. Increasing public and political attention has been directed towards the role of child-directed food advertising in the growth of childhood obesity. As a potential solution, scientists have begun to focus on children's responses to advertising and on how parents can potentially modify or reduce advertising effects. This study explored the impact of food advertising on parent behavior and children's food choice and how these potential effects are moderated by household socioeconomic status (SES). Methods: Fifty-eight parent-child dyads (ages of 4-6) participated in a true experimental design where half the sample was randomized to be exposed to advertising and categorized as low income or higher income (qualified for free and reduced lunch, n = 11; paid, n = 18) and half was randomized into a control condition (qualified for free and reduced lunch, n = 12; paid, n = 17). Parents completed a questionnaire, viewed a cartoon with energy dense (ED) food commercials or control commercials with their children, and children subsequently choose either an energy dense food or a fruit or vegetable. Throughout

the experiment parent and child behavior was videotaped. Binary logistic regression was conducted to examine the impact of advertising and household SES on parent behaviors and children's food choice. Results: Advertisements had no effect on food choice. More low-income children chose a fruit or vegetable over an energy dense food (OR = 5.8), regardless of whether or not they were exposed to advertising (p

Focus on Industry - Brief Summary: Institute of Medicine Regional Symposium

Food Advertising's Influence on Childhood Obesity

Workshop Summary

Advertising of Healthy Eating to Adolescents Guided by the Principles of Social Marketing

Overweight Among U.S. Children and Adolescents

A Simple, Proven Method for Training Your New Baby to Sleep Through the Night

Childhood Obesity

It has never been so difficult to raise a healthy eater in America. Along with the picky eating and public tantrums that have forever tested the limits of parental patience, today's parents also fend off sophisticated assaults from outside their kitchens: unhealthy food-marketing campaigns aimed at kids; misleading product labels aimed at parents; and a school-food program so starved for cash that it sells name-brand junk food to grade school students. In *Kid Food*, nationally recognized food writer Bettina Elias Siegel (*New York Times*, *The Lunch Tray*) explores the cultural delusions and industry deceptions that have made it all but impossible to raise a healthy eater in America. Combining first-person reporting with the hard-won understanding of a food advocate and parent, it presents a startling portrayal of the current food landscape for children - and the role of parents in navigating it. Siegel also lifts the curtain on shadowy food industry front-groups, including clever marketing techniques that intentionally confuse parents about a product's nutritional value. (Did you know that "made with real fruit" may mean a product is less healthy?) What emerges is the industry's divide-and-conquer strategy, one that stokes kids' desire for junk food while breaking down parents' ability to act as responsible gatekeepers. For anyone who frets over what the child is eating, *Kid Food* offers both essential reading and a deeper understanding of the factors at play in their child's food environment. Written in the same engaging and relatable voice that has made *The Lunch Tray* a trusted resource for parents for almost a decade, *Kid Food* offers a well of compassion - and expertise - for those fighting the good fight at home.

In 2002, Congress charged the Institute of Medicine (IOM) with developing a preventive focused action plan to reduce the number of obese children and youth in the United States. In 2005, with support from The Robert Wood Johnson Foundation (RWJF), the IOM is building on its previous work by conducting a study to assess progress toward the obesity prevention recommendations in the original report. The IOM organized three regional meetings in the midwest, southeastern, and western United States to galvanize obesity prevention efforts of local, state, and national decision-makers, community and school leaders, grassroots organizations, and industry representatives including the food, beverage, restaurant, leisure, recreation, and entertainment industries. These three meetings will involve disseminating the findings and recommendations of the original IOM report and catalyzing dialogues that highlight best practices and identify assets and barriers to moving forward with obesity prevention efforts in each selected region. In collaboration with The California Endowment, the committee held its third regional symposium on December 1, 2005 in Irvine, California. The symposium

included three plenary panels that focused on food and physical activity products, portfolio shifts, and packaging innovations; retailing healthy lifestyles with regard to food and physical activity; and the business response to childhood obesity. Participants also engaged in two break-out sessions. The first session focused on marketing communication strategies that promote both healthful products and physical activity opportunities. The second session focused on public and private education campaigns and industry self-regulation of advertising to children. A program agenda is at the end of this summary. The symposium provided a useful forum for stakeholders to explore viable strategies and exchange information about promising practices for addressing barriers to obesity prevention initiatives, and to identify how public health interests can coincide with the business interests of companies to have a positive impact on reversing the childhood obesity trend. This summary highlights the recurring themes for accelerating change and how industry collectively can move forward with obesity prevention efforts that emerged from the symposium. The themes include reverse the obesity trend; market health and nutrition; make a business commitment to health; change the food and physical activity environment; forge strategic partnerships; garner political support to ally public health and industry; educate stakeholders; collect, disseminate, and share local data; and evaluate programs and interventions. This summary, along with those of two other symposia summaries and a more detailed discussion of insights and regional examples, will be incorporated in the IOM committee's final report on progress in preventing childhood obesity that will be released in the fall of 2006.

Rates of childhood obesity are alarmingly high and increasing each year. Studies have shown that obese children are more likely to become obese adults and are likely to suffer with numerous health consequences like coronary heart disease, high blood pressure, and Type II diabetes, among others. Studies also indicate that television viewing and exposure to advertising for food products influences children's attitudes toward, food preferences and food purchase requests for foods with low nutritional value. It is important to better understand the role of media in childhood obesity and to learn how media may be used to address this issue in a positive way. This book focuses on communication and media research that can have an impact on reducing childhood obesity. Emphasis is placed on topics related to how the media communicate health-related messages about food, nutrition and diet that influence childhood obesity. Particular emphasis is on the new media, given the fact that media now have more central roles in socializing today's children and youth than ever before. Advertising and marketing messages reach young consumers through a variety of vehicles – broadcast and cable television, radio, magazines, computers through the Internet, music, cell phones – and in many different venues – homes, schools, child-care settings, grocery stores, shopping malls, theaters, sporting events, and even airports. In addition, given the disparity in obesity rates between children of color and the general population, special attention is given to research on media targeting these populations.

Threat or Opportunity?

Obesity and the Media

From Aetiology to Public Health

A Review of Food Advertisements and Childhood Obesity and an Exploration of the Impact of Food Policies

How Do We Measure Up?

Food and Beverage Marketing on Television During Children's Preferred Viewing  
Advertising and Marketing Practices on Child Obesity

*This book provides an up-to-date and comprehensive review and critique of the scientific evidence concerning the prevalence, nature and potential effects of food advertising and other forms of marketing on children. There is growing international concern about the prevalence of childhood obesity and associated health problems. Poor quality diet and nutrition has been blamed. The food and soft drinks industries have been targeted in this context for their promotions of foods and drinks that are high in salt, sugar and fat content. Many of the most widely promoted and consumed food brands fail to meet recommended nutritional standards. What is the evidence for the effects of food promotions on children's food preferences, diets and health? This book draws on evidence from around the world, reviewing the major studies before presenting a fresh assessment of the state of play. It considers also the issue of food regulation and advertising codes of practices, the need for better and relevant consumer education and socialisation about advertising and nutrition.*

*Childhood obesity has tripled in the United States since the 1970s, leaving many of America's children vulnerable to long-term physical and mental health issues. In an attempt to understand what is responsible for these swelling statistics, a number of health professionals, school administrators, government officials, and cultural experts have examined the possible culprits. This informative edition explores a number of those perspectives, urging readers to use essays and articles as the basis for further inquiry and individual assessment. This book examines the role of government, the responsibilities of parents, the health care costs of childhood obesity, fast food and food marketing, as well as physical activity as it relates to childhood obesity.*

*Since 1980, childhood obesity rates have more than tripled in the United States. Recent data show that almost one-third of children over 2 years of age are already overweight or obese. While the prevalence of childhood obesity appears to have plateaued in recent years, the magnitude of the problem remains unsustainably high and represents an enormous public health concern. All options for addressing the childhood obesity epidemic must therefore be explored. In the United States, legal approaches have successfully reduced other threats to public health, such as the lack of passive restraints in automobiles and the use of tobacco. The question then arises of whether laws, regulations, and litigation can likewise be used to change practices and policies that contribute to obesity. On October 21, 2010, the Institute of Medicine (IOM) held a workshop to bring together stakeholders to discuss the current and future legal strategies aimed at combating childhood obesity. *Legal Strategies in Childhood Obesity Prevention* summarizes the proceedings of that workshop. The report examines the challenges involved in implementing public health initiatives by using legal strategies to elicit change. It also discusses circumstances in which legal strategies are needed and effective. This workshop was created only to explore the boundaries of potential legal approaches to address childhood obesity, and therefore, does not contain recommendations for the use of such approaches.*

*Health in the Balance*

*Protecting children from the harmful impact of food marketing*

*Child Obesity and Food Advertising on Children's Television Websites*

*Food Marketing to Children and Youth*

*Examining Food Type, Brand Mascot Physique, Health Message, and Media*

*Fast-food Restaurant Advertising on Television and Its Influence on Childhood Obesity*

*A Report on a Joint Workshop of*

**Looks at the way corporations and advertisers target children as a profitable demographic, as well as their methods for getting past parental safeguards to make products of all kinds appeal directly to even the youngest children.**

**Childhood obesity and overweight children are serious and widespread problems in developed countries and in particular in the European Union. Many factors influence the diffusion of this epidemic: food advertising is certainly a significant factor. This study, based on existing data and expertise, assesses several aspects: the problem's dimension, to what extent the exposure to advertising and marketing influences children diet behaviour; existing regulations in food and beverages marketing towards children and the impact of production and distribution on children's obesity. Even if there is not yet evidence of any direct and causal relation between overweight or obesity in childhood and children food marketing, it is necessary that policy-makers develop recommendations based on the precautionary principle. There is not yet a uniform approach to the problem of marketing and minors/children, causing heterogeneous and uncoordinated policies. It seems necessary to draw the attention to television and also to the other media used to reach children. Since advertising does indeed influence children's behaviour, advertisers should adopt an educational approach to advertising geared to children, leveraging their powerful communication tools to address and encourage positive nutritional behaviour. Furthermore, there is no official definition of unhealthy food, but this group of foods is commonly identified as HFSS (High Fat, Salt and Sugar). Therefore, it seems especially important to establish a definition of HFSS products - or better - of unhealthy food products, and to build a list of unhealthy products, bearing in mind that such unhealthy products do not always correspond to a brand. For example, cheese is not unhealthy by itself, but its abuse supplies too much fat to our body.**

**Food Advertising and Childhood Obesity**  
**Examining Food Type, Brand Mascot Physique, Health Message, and Media**  
**Routledge**  
**policy brief**

**Preventing Childhood Obesity**

**Challenges and Opportunities for Change in Food Marketing to Children and Youth**

**Perspectives on Food Marketing and Self-regulation**

**The Challenge of Feeding Children in a Highly Processed World**

**TV, Food Marketing and Childhood Obesity**

## **Food Advertising**

*Obesity has become a major health concern in the U.S. and other countries as overweight and obesity rates have increased markedly since the early 1980s. The rise in children's obesity is a particular concern, because overweight children are more likely to become overweight adults, and because obese children are likely to suffer from associated medical problems earlier in life. Food marketing is among the postulated contributors to the rise in obesity rates. Food marketing to children has come under particular scrutiny because children may be more susceptible to marketing and because early eating habits may persist. Some researchers report that children's exposure to television advertising has been increasing along with the rise in children's obesity rates. This book presents a comprehensive analysis of the exposure of children to television advertising.*

*Creating an environment in which children in the United States grow up healthy should be a high priority for the nation. Yet the prevailing pattern of food and beverage marketing to children in America represents, at best, a missed opportunity, and at worst, a direct threat to the health prospects of the next generation. Children's dietary and related health patterns are shaped by the interplay of many factors—“their biologic affinities, their culture and values, their economic status, their physical and social environments, and their commercial media environments—“all of which, apart from their genetic predispositions, have undergone significant transformations during the past three decades. Among these environments, none have more rapidly assumed central socializing roles among children and youth than the media. With the growth in the variety and the penetration of the media have come a parallel growth with their use for marketing, including the marketing of food and beverage products. What impact has food and beverage marketing had on the dietary patterns and health status of American children? The answer to this question has the potential to shape a generation and is the focus of Food Marketing to Children and Youth. This book will be of interest to parents, federal and state government agencies, educators and schools, health care professionals, industry companies, industry trade groups, media, and those involved in community and consumer advocacy.*

*Childhood obesity around the world, and particularly in the United States, is an escalating problem that is especially detrimental as its effects carry on into adulthood. In this paper we employ the 1979 Child-Young Adult National Longitudinal Survey of Youth and the 1997 National Longitudinal Survey of Youth to estimate the effects of fast-food restaurant advertising on children and adolescents being overweight. The advertising measure used is the number of hours of spot television fast-food restaurant advertising messages seen per week. Our results indicate that a ban on these advertisements would reduce the number of overweight children ages 3-11 in a fixed population by 10 percent and would reduce the number of overweight adolescents ages 12-18 by 12 percent. The elimination of the tax deductibility of this type of advertising would produce smaller declines of between 3 and 5 percent in these outcomes but would impose lower costs on children and adults who consume fast food in moderation because positive information about restaurants that supply this type of food would not be banned completely from television.*

*The United States Federal Trade Commission Promoting Solutions to Childhood Obesity*

*Routledge Handbook of Critical Obesity Studies  
Advertising to Children*

*Marketing Food to Children and Adolescents*

*The Effect of Advertising and Marketing Practices on Child Obesity*

*Fast-Food Restaurant Advertising on Television and Its Influence on Childhood Obesity Protecting Our Children From The Onslaught Of Marketing and Advertising*  
*The Routledge Handbook of Critical Obesity Studies* is an authoritative and challenging guide to the breadth and depth of critical thinking and theory on obesity. Rather than focusing on obesity as a public health crisis to be solved, this reference work offers divergent and radical strategies alongside biomedical and positivist discourses. Comprised of thirty nine original chapters from internationally recognised academics, as well as emerging scholars, the Handbook engages students, academics, researchers and practitioners in contemporary critical scholarship on obesity; encourages engagement of social science and related disciplines in critical thinking and theorising on obesity; enhances critical theoretical and methodological work in the area, highlighting potential gaps as well as strengths; relates critical scholarship to new and evolving areas of obesity-related practices, policies and research. This multidisciplinary and international collection is designed for a broad audience of academics, researchers, students and practitioners within the social and health sciences, including sociology, obesity science, public health, medicine, sports studies, fat studies, psychology, nutrition science, education and disability studies.

**Abstract:** The marketing of unhealthy food is a key modifiable influence on children's dietary behaviours and childhood obesity. The WHO Commission on Ending Childhood Obesity (ECHO) has recommended that settings where children gather be free of unhealthy food marketing. Internationally, there are no data available that quantify children's exposure to outdoor food advertising in public places. This study investigated the extent and nature of children's exposure to outdoor food advertising overall, and on the journey to and from school. A random sample of 168 children (aged 11-13y) from 16 randomly selected schools in Wellington, New Zealand wore cameras that took pictures automatically every 7s and a GPS device for four days. Using bespoke software, images were coded for outdoor food advertising using a pre-determined coding schedule. The advertised food products were classified as 'core' or 'non-core' using an accepted nutrient profiling system. The rate of core and non-core outdoor advertising exposures on journeys to and from school, and outside of school hours, were analysed overall, and by ethnicity and socioeconomic deprivation. Overall, children were exposed to a mean of 8.3 food advertisements for each hour they spent in outdoor settings. Of these advertisements, 7.4 (89.2%) were for non-core and 0.8 (9.6%) were for core food advertisements. Exposure to non-core outdoor food advertising



was highest among Māori participants. The most frequent non-core exposures were advertisements for fast food, sweet drinks, ice creams, and cookies. Both non-core and core advertising exposures were concentrated around food outlets, convenience stores, and on main roads. On the journey to and from school, the extent of children's exposure to non-core and core advertising was associated with the presence of convenience stores and shopping areas along the routes they travelled. To our knowledge, this is the first study internationally to objectively document and quantify the rate at which children encounter outdoor food advertising. The findings of this research suggest that outdoor food advertising is a significant source of children's exposure to non-core food advertising, irrespective of whether they are the target audience. This research suggests that to reduce the extent and power of food advertising, as recommended by the ECHO report, urgent action must be taken by local government to remove unhealthy food advertisements from public places, particularly along major roadways and at shop fronts. This work extends previous research by providing evidence that children are exposed to unhealthy food advertising, not only in the places where they are known to gather but also across the spectrum of their everyday environments. Further, this research highlights that the advertising standards codes that regulate the promotion of food to New Zealand children are inadequate and must be strengthened to protect children from harmful food advertising. Implementing these measures would likely reduce the influence of food advertising on children and should be included as part of a comprehensive strategy to address childhood obesity in New Zealand. Although this study was conducted in New Zealand, the findings of this research are likely relevant for policy makers in other jurisdictions as outdoor advertising is a prominent feature in many cities across the world. Restricting outdoor advertising in cities and urban areas would, as part of a comprehensive strategy, likely improve dietary behaviours, reduce childhood obesity, and improve population health outcomes.

The childhood obesity epidemic is an urgent public health problem. The most recent data available show that nearly 19 percent of boys and about 15 percent of girls aged 2-19 are obese, and almost a third of U.S. children and adolescents are overweight or obese (Ogden et al., 2012). The obesity epidemic will continue to take a substantial toll on the health of Americans. In the midst of this epidemic, children are exposed to an enormous amount of commercial advertising and marketing for food. In 2009, children aged 2-11 saw an average of more

*than 10 television food ads per day (Powell et al., 2011). Children see and hear advertising and marketing messages for food through many other channels as well, including radio, movies, billboards, and print media. Most notably, many new digital media venues and vehicles for food marketing have emerged in recent years, including Internet-based advergames, couponing on cell phones, and marketing on social networks, and much of this advertising is invisible to parents. The marketing of high-calorie, low-nutrient foods and beverages is linked to overweight and obesity. A major 2006 report from the Institute of Medicine (IOM) documents evidence that television advertising influences the food and beverage preferences, requests, and short-term consumption of children aged 2-11 (IOM, 2006). Challenges and Opportunities for Change in Food Marketing to Children and Youth also documents a body of evidence showing an association of television advertising with the adiposity of children and adolescents aged 2-18. The report notes the prevailing pattern that food and beverage products marketed to children and youth are often high in calories, fat, sugar, and sodium; are of low nutritional value; and tend to be from food groups Americans are already overconsuming. Furthermore, marketing messages that promote nutrition, healthful foods, or physical activity are scarce (IOM, 2006). To review progress and explore opportunities for action on food and beverage marketing that targets children and youth, the IOM's Standing Committee on Childhood Obesity Prevention held a workshop in Washington, DC, on November 5, 2012, titled "New Challenges and Opportunities in Food Marketing to Children and Youth."*

***Sizing Up Food Marketing and Childhood Obesity  
Study***

***Perspectives on Marketing, Self-regulation, & Childhood Obesity  
Compilation of Food Expert Notes : Study***

***The Influence of Regulatory and Self-regulatory Policies***

***Television Advertising and the Consumption of Unhealthy Food and  
Drink by Children***

*This important source for students, researchers, advertisers and parents reviews the debates and presents new research about advertising to children. Chapters cover food and alcohol advertising, the effects of product placement and new media advertising, and the role of parents and teachers in helping children to learn more about advertising.*

*Obesity has now taken over from smoking as the number one public health issue. This is a new edition of a successful book on the topic, expanded to form part of a new public health and epidemiology series.*

*This book explores the ways in which the environmental factor of advertising can influence children's food choice and health status, and how it contributes to the significant public health issue of childhood obesity. Food Advertising and Childhood Obesity seeks to gain a better understanding of children's food choice based on children's exposure to different*

*advertising by analyzing food type, brand mascot physique, health messages, and media. The book begins by reviewing the ways in which children become consumers and the role of advertising in this process. It then explores a range of advertising variables in children's food choice and consumption. This includes theoretical and practical discussion of foods and brand mascots, health messages embodied in food advertising, and comparisons of the effects of different advertising based on entertainment level, such as using new media to present 'advergames' supported by television advertising. Each chapter is supported with relevant theories and a research summary is presented on each topic for clarification. The book also introduces some ways of constructive working with children and concludes with a chapter dedicated to market research and children. Written for students and practitioners of marketing, market research, and advertising, especially within the global food industry, this book offers readers a new approach to understanding child food choice and consumption that will inform effective corporate social responsibility strategies to address this issue.*

*Progress in Preventing Childhood Obesity*

*Advances in Communication Research to Reduce Childhood Obesity*

*Food Advertising and Childhood Obesity*

*Consultation Paper Summary, August 2008*

*Consuming Kids*

*Nature, Impact and Regulation*

*A Review of Industry Expenditures, Activities, and Self-regulation*

*The remarkable increase in the prevalence of obesity among children and youth in the United States over a relatively short timespan represents one of the defining public health challenges of the 21st century. The country is beginning to recognize childhood obesity as a major public health epidemic that will incur substantial costs to the nation. However, the current level of investment by the public and private sectors still does not match the extent of the problem. There is a substantial underinvestment of resources to adequately address the scope of this obesity crisis. At this early phase in addressing the epidemic, actions have begun on a number of levels to improve the dietary patterns and to increase the physical activity levels of young people. Schools, corporations, youth-related organizations, families, communities, foundations, and government agencies are working to implement a variety of policy changes, new programs, and other interventions. These efforts, however, generally remain fragmented and small in scale. Moreover, the lack of systematic monitoring and evaluation of interventions have hindered the development of an evidence base to identify, apply, and disseminate lessons learned and to support promising efforts to prevent childhood obesity. Progress in Preventing Childhood Obesity: How Do We Measure Up? examines the progress made by obesity prevention initiatives in the United States from 2004 to 2006. This book emphasizes a call to action for key stakeholders and sectors to commit to and demonstrate leadership in childhood obesity prevention, evaluates all policies and programs, monitors their progress, and encourages stakeholders to widely disseminate promising practices. This book will be of interest to federal, state, and local government agencies; educators and schools; public health and health care professionals; private-sector companies and industry trade groups; media; parents; and those involved in*

*implementing community-based programs and consumer advocacy.*

*Provides a summary of the consultation paper, issued by SA Health, that outlines the urgency of addressing childhood obesity and poor nutrition.*

*Food Advertising in Context*

*Food Advertising in Context : Children's Food Choices, Parents'*

*Understanding and Influence and the Role of Food Promotion*

*Kid Food*

*New Directions, New Media*

*Quantifying Children's Exposure to Outdoor Food Advertising*

*A Thesis Submitted for the Degree of Doctor of Philosophy at the University of Otago, New Zealand*