

CHILDREN NOW

Jon Leiwitz Chair and
Federal Trade Commission
Pennsylvania

over a 15 Children's

out the almost year long delay in publishing the proposed
d for marketing food to children for public comment and
ort to Congress that was to have been submitted in July the
mission to promptly release the proposed nutrition standard
ent.

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esity epidemic continues to affect all levels of American
ing to the Centers for Disease Control and Prevention
y has more than tripled in the past 25 years putting millions

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Those recommendations include

- The food and beverage industry and the media and entertainment industry should jointly adopt meaningful uniform nutrition standards for marketing food and beverages to children as well as a uniform standard for what constitutes marketing to children
- The media and entertainment industry should develop uniform guidelines to ensure that a higher proportion of advertisements shown on their networks and platforms are for healthy foods and beverages

The White House affirmed the concern that the response from media companies to address childhood obesity in their own advertising practices to children has been poor. In lieu of a meaningful response by the media companies, the proposed Interagency Working Group nutrition standard will serve as a benchmark to measure the health and compliance of the numerous confusing food and beverage standards.

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Co-Interagency Task Force on Nutritional Standards Members

- Tom Vilsack Secretary of Agriculture U.S. Department of Agriculture
- Margaret A Hamburg MD Commissioner of Food and Drugs Food and Drug Administration
- Thomas R Frieden MD MPH Director Centers for Disease Control and Prevention

The Honorable Sam Brownback

The Honorable Tom Harkin Chairman United States Senate Committee on Health Education Labor and Pensions

The Honorable John D Rockefeller Chairman United States Senate Committee on Commerce Science and Transportation

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