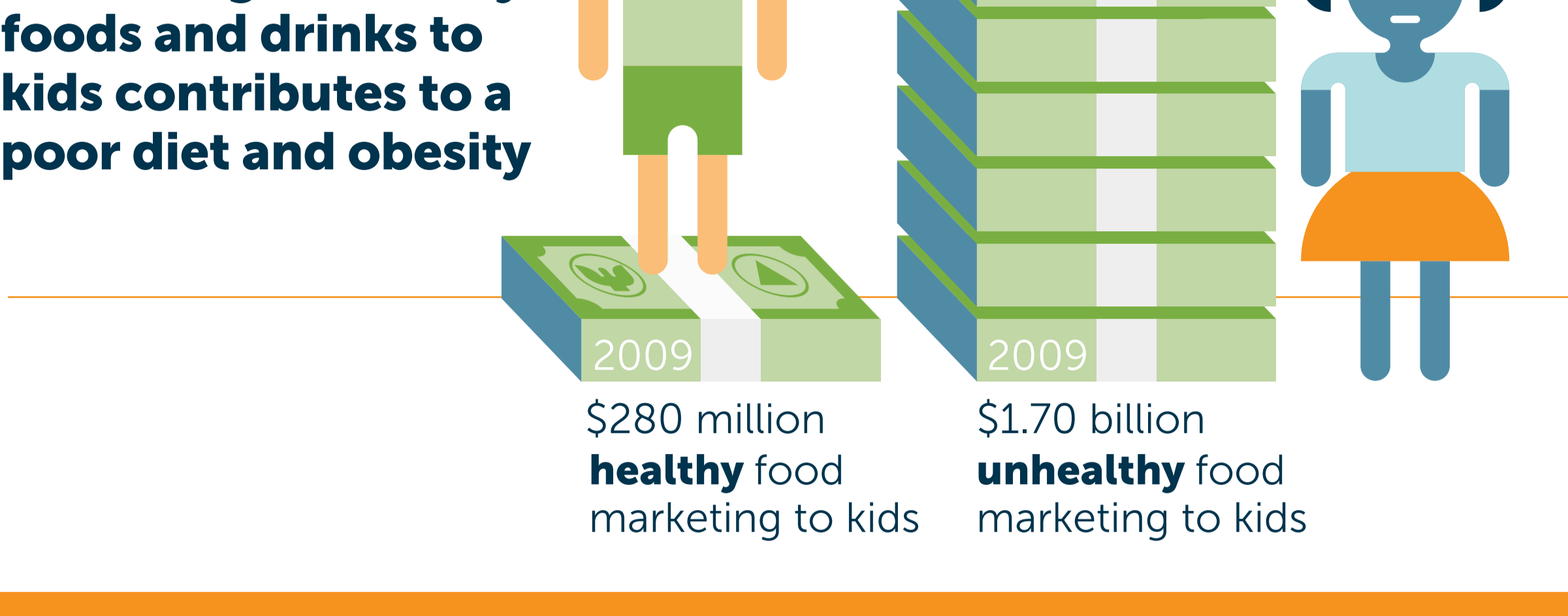


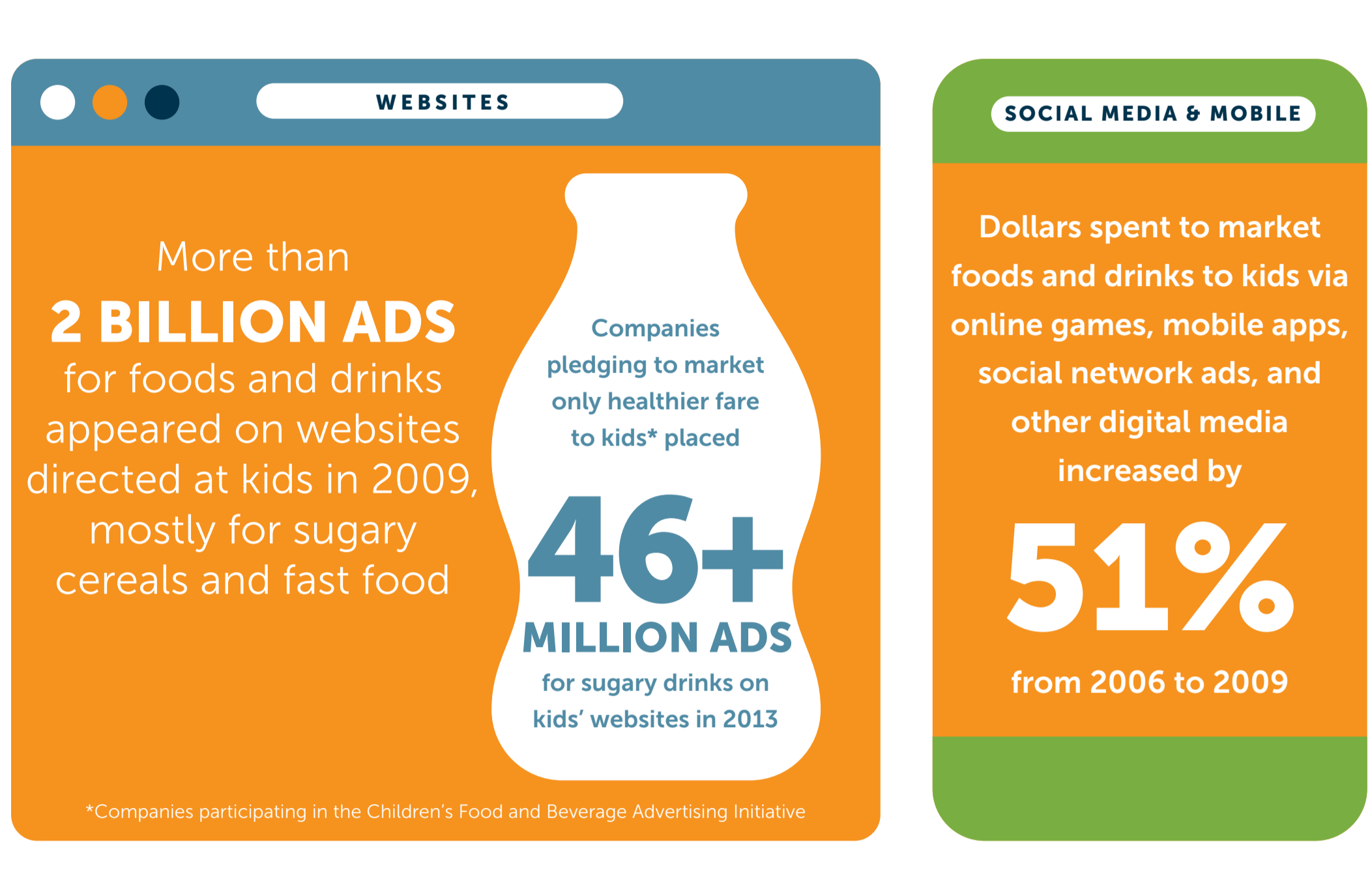
Responsible Food Marketing to Kids

In January 2015, national experts recommended comprehensive guidelines for more responsible food marketing to children to **help close industry loopholes** and better protect children's health.



Companies' Expanded Reach

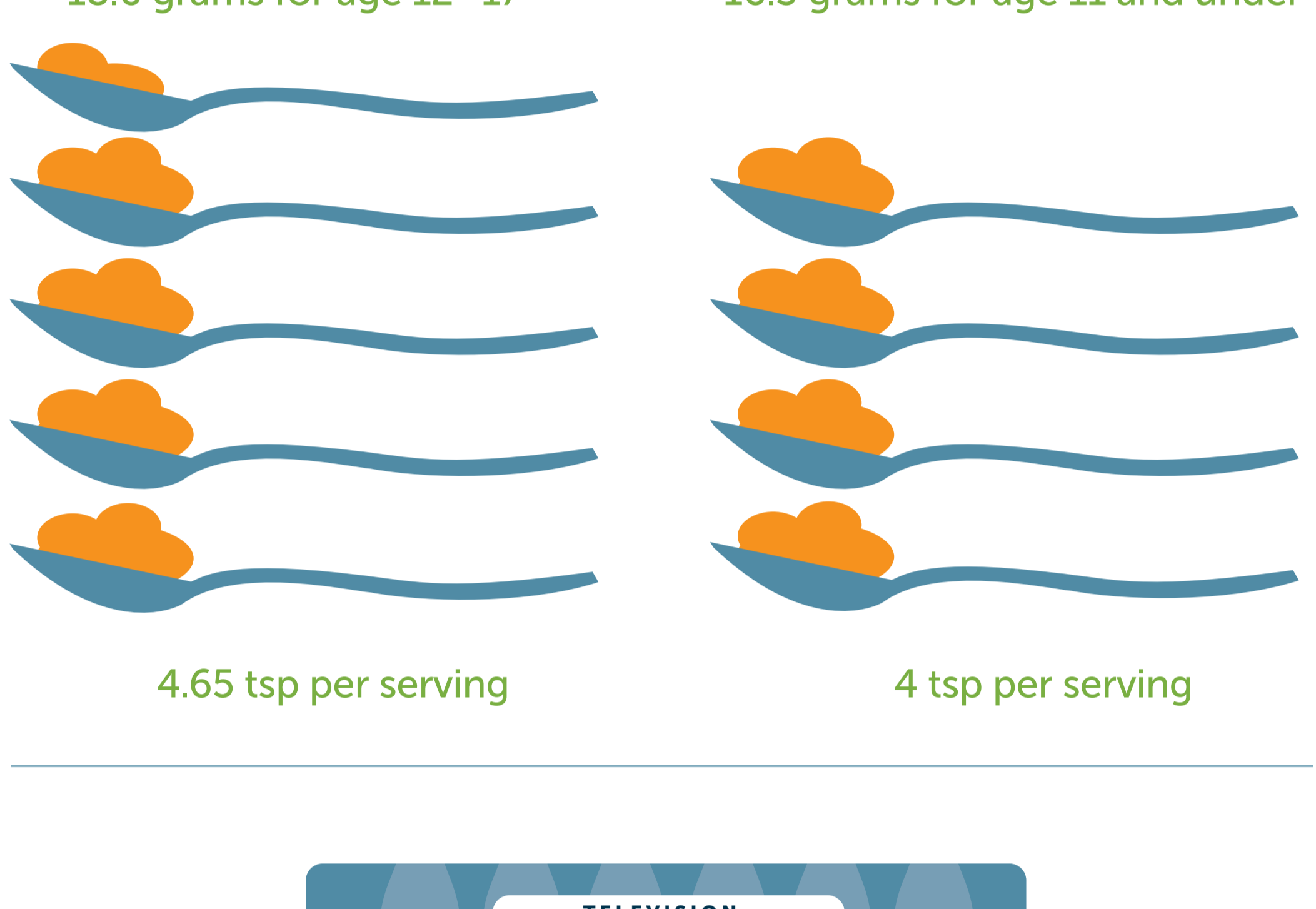
Companies target children across an evolving marketing landscape that is hard for parents to monitor



SCHOOLS

Companies spent **\$149** million in 2009 to market soda, other drinks, and food in schools.

On average, drinks marketed to kids had 16+ grams of added sugar per serving.



TELEVISION

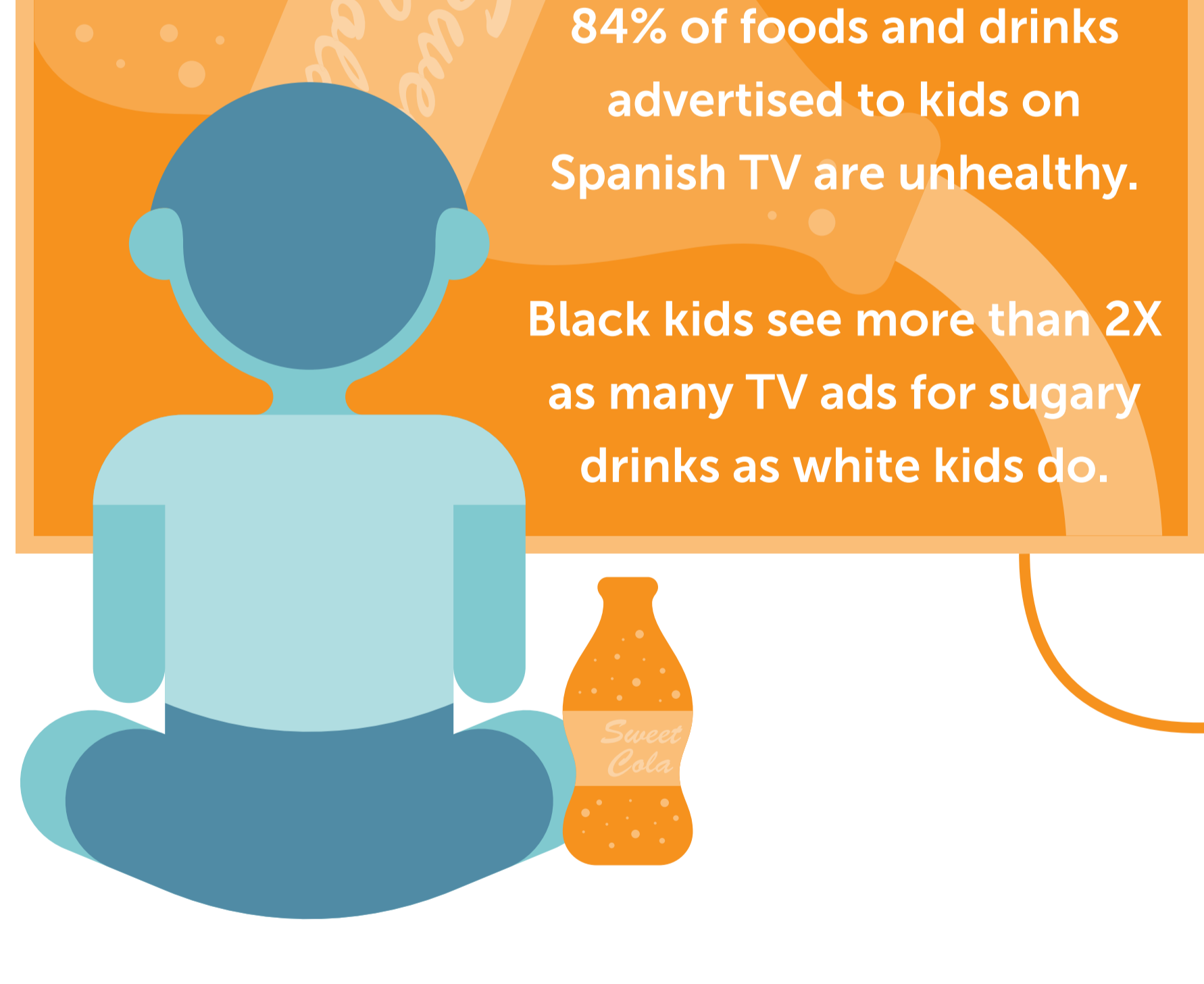
Kids saw 12 to 16 TV ads per day for unhealthy foods or drinks in 2011



Racial Disparities

Companies target kids at highest risk for obesity

Black and Latino kids are more likely to see marketing for unhealthy fare, fast-food ads, and ads promoting snacks instead of meals.



U.S. youths ages 2-19, 2011-12

	OBESITY RATE	OVERWEIGHT RATE	OBESSE & OVERWEIGHT RATE
WHITE	14.3%	14.2%	28.5%
BLACK	20.2%	12.3%	32.5%
LATINO	22.4%	16.5%	38.9%

Close the Loopholes

Industry's voluntary standards and practices don't go far enough. Responsible guidelines would close major loopholes that currently leave kids unprotected.

INDUSTRY PRACTICE	RESPONSIBLE MARKETING
Guidelines apply only to kids age 11 and younger	Guidelines apply to kids 14 and younger
Marketing to kids occurs when kids make up 35% or more of the expected audience	Marketing to kids occurs when kids make up 25% or more of the expected audience or when ads are designed to get kids' attention
Guidelines apply only to marketing of individual products	Guidelines apply to both products and brands
Toy give-aways, in-store displays, social media, marketing on food packages, sponsorships, marketing in middle and high schools, and other kid-oriented venues are exempt	Guidelines apply to all marketing aimed at kids and in places where kids live, learn, and play

Learn More

Learn more about how to close the gap with responsible guidelines for food marketing to kids

<http://healthyeatingresearch.org/?p=3108>