



## Vote YES on SJR 29 (Kuehl) – Food Marketing And Advertising Directed At Children

### AN EPIDEMIC OF CHILDHOOD OVERWEIGHT

- 26.5% of California youth in grades 5, 7 and 9 are overweight. Overweight children face a greater risk of developing Type 2 diabetes, high blood pressure and asthma, as well as low self-esteem, poor body image, and depression.
- 50% of overweight adolescents become obese adults.
- Deaths due to poor diet and physical inactivity increased 33% between 1990 and 2000, and may soon overtake tobacco as the leading cause of preventable death.

### A BARRAGE OF EFFECTIVE AND UNFAIR FOOD AND BEVERAGE MARKETING

#### MARKETING OF UNHEALTHY PRODUCTS IS EVERYWHERE

- **Prevalence:** \$15 billion was spent advertising to children in 2002. Children see 40,000 commercials each year, 50% of which are for foods and beverages.
- **Unhealthy Products:** The bulk of food/beverage products advertised are high in calories, fats, sugars and salt, with few advertisements for fruits and vegetables.
- **Multiple strategies:** The food/beverage industry market through television, in-school marketing, the Internet, product placements, logos on toys and books, contests, toy give-aways, celebrity and cartoon spokespeople, and in-store promotions.

**MARKETING IS EFFECTIVE:** Scientific research shows that children's preferences and purchase requests are influenced by advertising.

**MARKETING TO YOUNG CHILDREN IS FUNDAMENTALLY UNFAIR:** Children under 4-5 years old cannot distinguish between television programming and advertisements. Children age 8 and under do not understand the persuasive intent and biased nature of advertising

### SJR 29: AN IMPORTANT FIRST STEP

SJR 29 (Kuehl) calls on the federal government to protect our children by

- **Developing and implementing nutrition standards for all foods and beverages acceptable to advertise to young children.**
- **Prohibiting marketing of foods and beverages that do not meet those standards in venues with a significant audience of children.**
- **Ensuring equal time for messages** during programs with significant youth audiences that encourage consumption of healthful rather than unhealthy foods and beverages.
- **Funding media campaigns** to promote healthy eating and physical activity
- **Conducting additional research** on the effects of marketing on children's health.

SJR 29 (Kuehl) also calls on the food, marketing, and media industries to

- **Adhere to a voluntary code of practice** for responsible food and beverage advertising and marketing to children.