



ACTIONS YOU CAN TAKE

TO REDUCE MARKETING OF UNHEALTHY FOODS TO CHILDREN

ACTIONS YOU CAN TAKE INDIVIDUALLY

- Reflect on your own vulnerabilities to food marketing and teach your children to make healthy purchasing choices.
- Boycott companies that target young children with advertisements of unhealthy foods.
- Keep babies and toddlers completely away from television and limit the screen time (including computer use) of older children.
- Avoid buying for babies and young children any clothing, toys, diapers and other paraphernalia decorated with media characters that are used to advertise fast food or junk food.
- Write letters to the editor and “op-eds” that take a stand against marketing of unhealthy foods to children.

ACTIONS YOU CAN TAKE WITH OTHERS IN YOUR COMMUNITY

- Organize boycotts of companies that specifically target young children with advertisements of unhealthy foods.
- Call on the California Legislature and local school boards to prohibit the sale and marketing of all unhealthy foods and beverages on public school campuses K-12.
- Demand that school boards, city and county governments (including public health and parks/recreation departments), and California state government stop accepting sponsorship funds from companies that sell unhealthy foods.
- Call on the California Legislature to impose a special tax on food and beverage advertising to children and use the money to fight obesity among children and teens.
- Call on the California Legislature and local governments to prohibit food companies and fast food restaurants from linking the sale of unhealthy foods with toys, games and other “freebies.”
- Call on local governments to establish zoning ordinances that prohibit unhealthy food outlets from being located near child-sensitive areas.
- Call on the California Legislature to provide funding to the California Department of Health Services for media campaigns that highlight the dangers of junk food marketing to children.
- Call on California’s media and entertainment industries to stop product placement of unhealthy foods in films, television shows, video games and on Web sites that children, teens and preteens watch.



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ACTIONS YOU CAN TAKE WITH OTHERS IN YOUR COMMUNITY (CONTINUED)

- Demand that grocery stores and other commercial establishments stop placing unhealthy foods within easy reach of children.
- Call on Congress and the California Legislature to adequately fund public education, daycare and after-school programs to help ease the need for corporate funding from companies that sell unhealthy food.
- Call on Congress and the California Legislature to regulate market research conducted with and about children in the same way that academic research is regulated.
- Call on public television to stop licensing their characters to food companies or partnering with fast food companies.
- Call on Congress and the California Legislature to provide adequate public funding of television, radio and Internet sites for children to help ease the need for corporate funding.
- Call on California Attorney General Lockyer to consider options for using the courts to protect children from junk food advertising.
- Call on federal, state and local governments to fund media literacy training for children and parents.
- Urge your representative and senators in Washington, D.C., to carry out the provisions of Senate Joint Resolution 29:
 - Require the Federal Trade Commission to develop and implement nutrition standards for foods and beverages that are acceptable to advertise to children, and prohibit the advertising of foods and beverages that do not meet these standards.
 - Require the Federal Communications Commission to ensure that equal time be provided during programming with a significant youth audience to advertisements that promote fruit and vegetable consumption and discourage consumption of unhealthy foods.
 - Fund new and existing media campaigns to promote healthy eating and physical activity.
 - Fund the National Institutes of Health and CDC to study the effects of advertising and marketing on children's diet and health.
 - Call on food and beverage companies, restaurants, retail stores, the entertainment industry and the media that operate in California to adhere to a voluntary code of practice developed by experts that contains guidelines and standards for responsible advertising and marketing of food and beverages aimed at children.
- Call on local governments and school boards to pass resolutions similar to Senate Joint Resolution 29.

For more information, call us at (530) 297-6000 or visit us at www.PublicHealthAdvocacy.org

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