STOP JUNK FOOD MARKETING TO CHILDREN

I PLEDGE TO STOP JUNK FOOD MARKETING BECAUSE:

► All people have the right to have access to healthy, nourishing food.

► We are in the midst of a national epidemic of diet-related disease. One in three children born in the year 2000 is predicted to develop Type 2 diabetes in his or her lifetime.

► Junk food corporations like McDonald’s and Coca-Cola directly contribute to the rise in diet-related disease by spending billions of dollars on marketing.

► The American Academy of Pediatrics considers “advertising directly to young children to be inherently deceptive” and exploitative of children under the age of eight.

► Junk food corporations co-opt health and education institutions to market their unhealthy brands by siting stores inside of hospitals, offering so-called school fundraisers like “McTeacher’s Nights,” branding education materials, and creating and promoting misleading “nutrition education” films.

PLEDGING TO STOP JUNK FOOD MARKETING MEANS:

► Publicly committing to eliminate the sale or promotion of junk food on my institution’s premises.

► Rejecting any and all partnerships and affiliations with junk food corporations, as well as sponsorship and financial contributions.

► Supporting public officials’ initiatives that prioritize protecting children’s health over corporate profits by significantly restricting or ending child-targeted junk food marketing.

► Challenging industry efforts to delay, weaken, and block public health policies.

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For More Information

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I pledge to stop junk food marketing in my institutions(s).

NAME ________________________________

SCHOOL/INSTITUTION _______________________

TITLE ________________________________

TELEPHONE ________________________________

EMAIL ________________________________

ADDRESS ________________________________

Yes, I want to get more involved!

Value [the] Meal is a Corporate Accountability International campaign to protect children from the epidemic of diet-related disease, which strives to create a more sustainable future by challenging the corporate abuse of our food system.

MAIL TO
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