

# Food Marketing to Children

April 22, 2016 2:00 p.m. Eastern

*Cosponsored with  
Sustainable Agriculture and Food Systems Funders*

Aliya Hussaini, Michael & Susan Dell Foundation

Glenn Schneider, The Horizon Foundation

Margo Wootan, Center for Science in the Public Interest

# Food Marketing to Kids



CENTER FOR  
Science IN THE  
Public Interest

*The nonprofit publisher of  
Nutrition Action Healthletter*

**Margo G. Wootan, D.Sc.**  
**Director, Nutrition Policy**

[www.foodmarketing.org](http://www.foodmarketing.org)

# CSPI Accomplishments

- Nutrition Facts labels on packaged foods
  - added trans fat to labels
- soda and junk food out of school vending, a la carte, school stores, etc.
- menu labeling
- remove trans fat from food supply
- define term "organic"
- warning labels on alcoholic beverages
- litigation -- ads, labels, trans fat in foods, marketing to children
- CFBAI and food/entertainment company reduce food marketing to kids
- funding for food safety and CDC's nutrition and physical activity
- food safety; Food Safety Modernization Act

<b>Nutrition Facts</b>	
Serving Size 2 Tbsp (34g)	
Servings Per Container 10	
Amount Per Serving	
Calories 30	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 330mg	14%
Total Carbohydrates 7g	2%
Dietary Fiber 0g	
Sugars 6g	
Protein 0g	
Vitamin A 6%	Vitamin C 4%
Calcium 0%	Iron 0%

\* Percent Daily Values are based on a 2,000 calorie diet

# Food Marketing Is Effective

- Companies know marketing works: \$2 billion/year
- Studies show marketing gets children's attention & affects food choices, food preferences, purchase requests, diets & health
  - Watching TV linked to obesity
- Kids misled by and don't understand advertising
- Parents know marketing works





## TV food ads viewed

	per year	per day
2-11 year olds:	4,672	13
12-17 year olds:	5,912	16





# On-Package Marketing

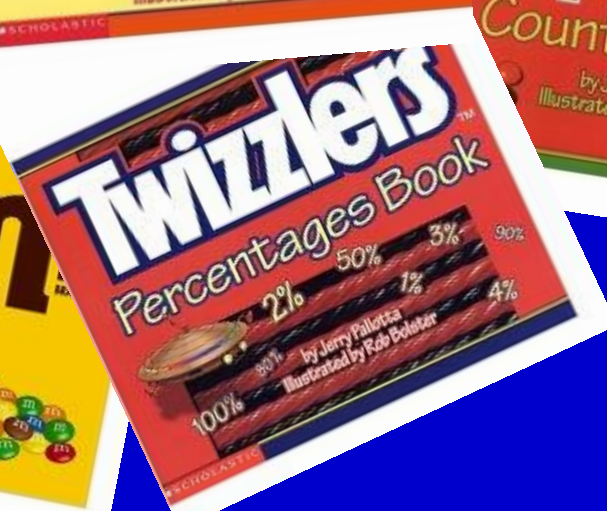
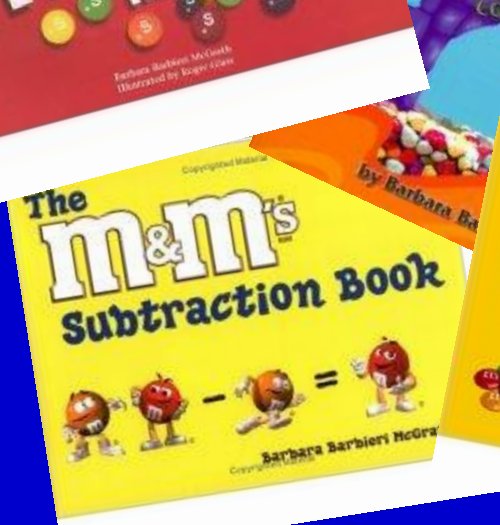
- premiums, toy give-aways
- company characters
- licensed characters
- website promos
- contests
- games





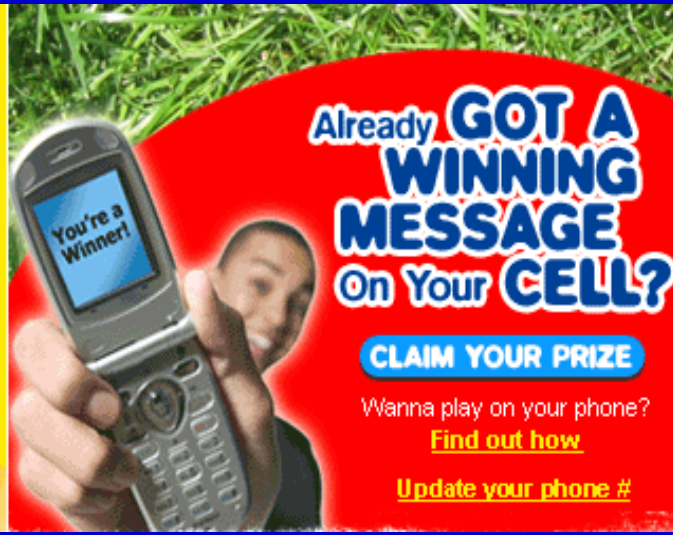


# Snack Brand Books

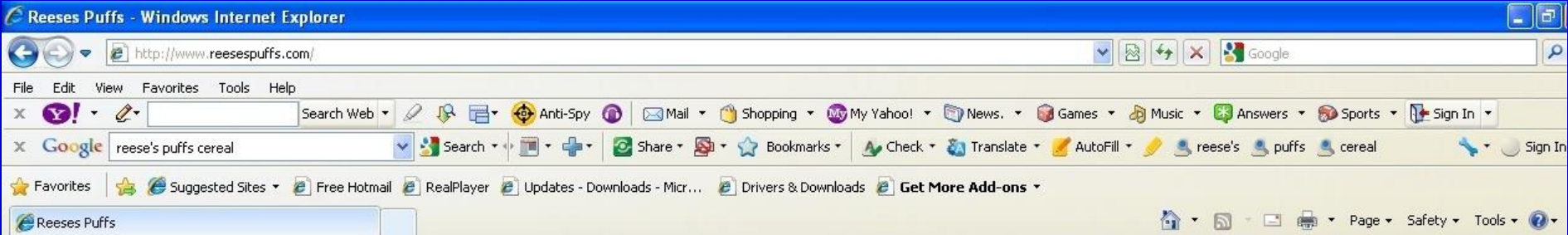


# Mobile Marketing

- Mobile games, ring-tone and wallpaper give-aways, text-in trivia contests and sweepstakes



# Reese's Puffs Website



**Reese's Puffs**

**UNLOCK** a Dance with a CODE

**Just Dance**

**Start Over**

**Gallery**

**PRACTICE** your Moves

Use your keyboard keys to choose your moves

**Reese's Puffs**

← Stage

When you're ready to perform click **Record** →

**DANCES:** X close

- 1 = FREAKY SHUFFLE
- 2 = HARLEM SHAKE
- 3 = KRUMP
- 4 = LEAN BACK
- 5 = MARCO POLO
- 6 = PLAYER
- 7 = STOMPER
- 8 = POP N LOCK
- 9 = ROBOT
- 0 = CALI WALK

LOCKED DANCE MOVE

LOCKED DANCE MOVE

**FLAIR:**

Q = AIR KICK

W = GIMME

E = POINT

R = JUMP SPLIT

T = MIC SPIKE

Y = MOON WALK

U = TURN BACK

I = HEAD SPIN

O = REESE'S MUNCH

P = SCISSOR KICK

LOCKED DANCE MOVE

LOCKED DANCE MOVE

LOCKED DANCE MOVE

**TELL A FRIEND**

JOIN NOW  
IT'S FREE!  
SIGN UP | LOG IN



McDonald's® Happy Meal® Presents  
**SNEAK PEEK AND PLAY** ON WATCH

At participating McDonald's. While supplies last. Ask about our special toys for children under 3. ©2011 McDonald's.

HOME GAMES VIDEO FAN TALK SHOP TV SCHEDULE SEARCH



ALL :

ADVERTISE HERE

WITH SPECIALLY MARKED BOXES OF *Kellogg's* CEREAL  
**GET CARS2 SPY GEAR AND MORE.**

Get started at:  
**KELLOGGS.COM/CARS2**

Terms of Use © 2011 Kellogg NA Co. © 2011 Disney/Pixar. ONLY IN THEATERS THIS FILM NOT YET RATED

JOIN NOW  
IT'S FREE!  
SIGN UP | LOG IN

Can **Apple™** and **CinnaMon™** keep the gray away?

PLAY FLAVORLESS WORLD

HOME GAMES VIDEO FAN TALK SHOP TV SCHEDULE SEARCH



ALL :

# Ads as Toys



# School Marketing

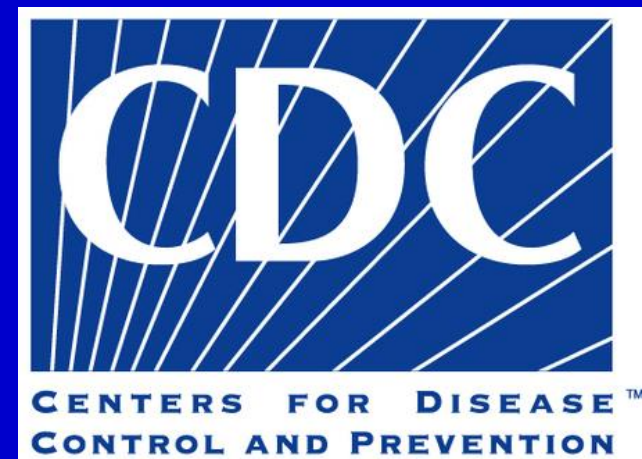


# Marketing undermines parents and affects what others feed children



# Interagency Working Group on Food Marketed to Children

- Develop nutrition stds
- Identify marketing approaches
- Define kid-targeted marketing







# Children's Food and Beverage Advertising Initiative

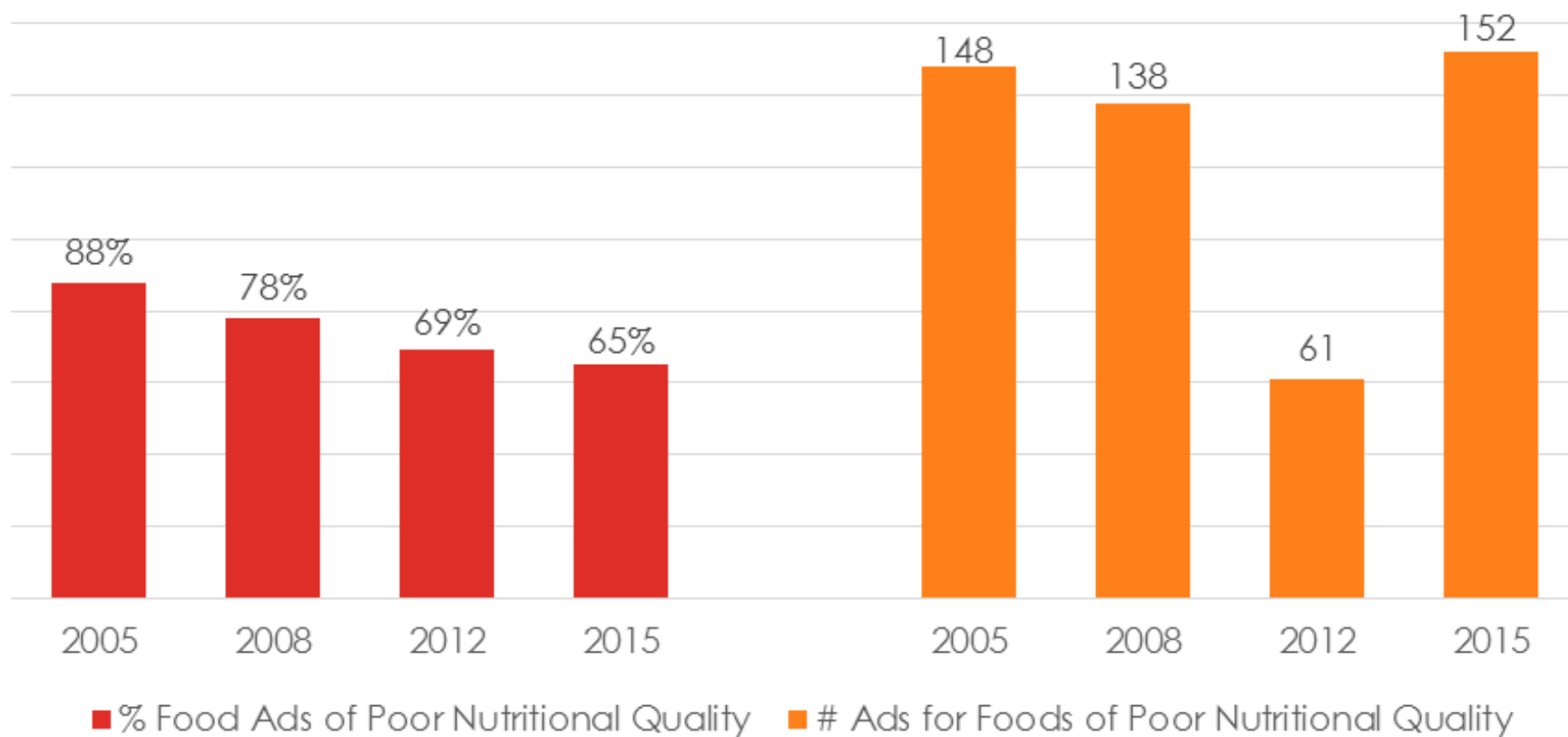
## 18 Participating Companies

12 use nutrition criteria for child-directed ads

6 pledge no child-directed ads



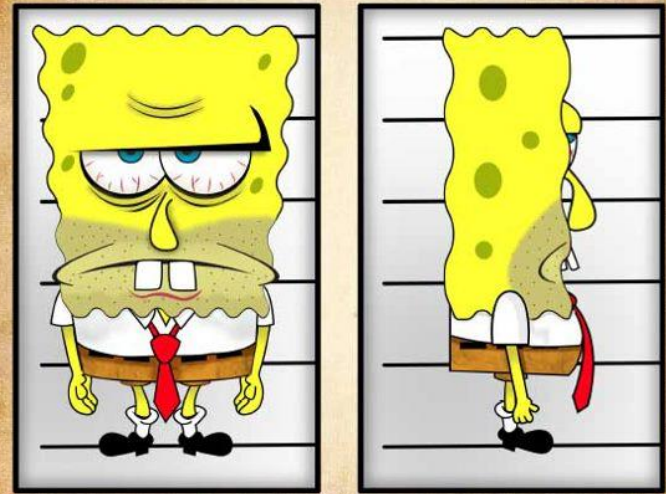
Figure 1: Ads for Foods of Poor Nutritional Quality  
(2005-2015)



# Media Companies

- 80% no policy
- Disney and Qubo cover TV, radio, magazines, Internet, & other marketing
- Nickelodeon, Cartoon Network, Discovery Kids - only licensed characters

## WANTED: Nickelodeon



Nickelodeon is wanted for impersonating a responsible media company while aggressively marketing obesity to kids.

**Approach with caution!** SpongeBob may be armed with nutritionally dangerous foods.

**REWARD: Healthier kids and happier, less-hassled parents.**



CHILDREN NOW



Voices

berkeley media studies group



Visit [Bit.ly/NickDumpJunk](http://Bit.ly/NickDumpJunk) to learn about Nickelodeon's marketing of unhealthy foods to kids.

# Nutrition Standards for Marketing

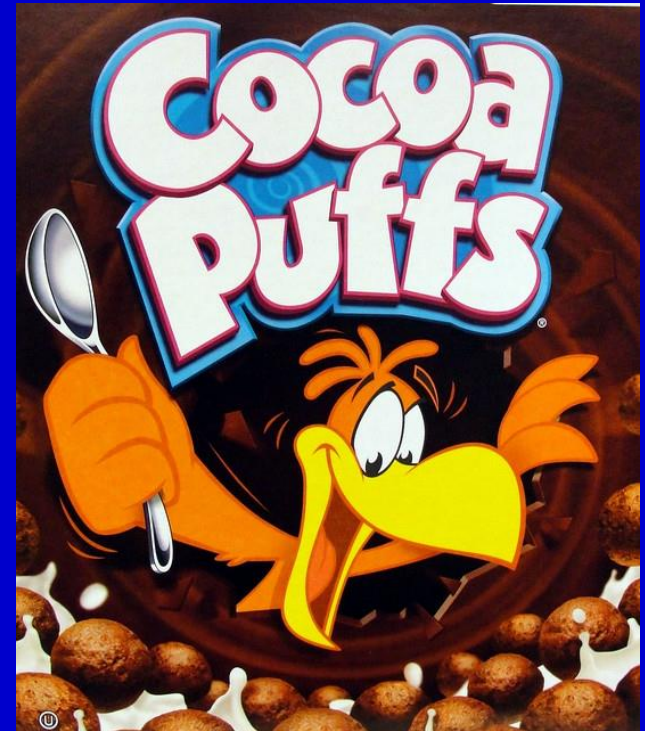
- Some companies don't market any products
- CFBAI standards
  - Address calories, saturated fat, trans well
  - Weaker on sodium, sugars, & positive nutritional value



What CFBAI considers healthy to market to kids

# Close marketing policy loopholes

- On-package marketing
- In-store displays, fees
- Toys and other premiums
- Include children 12-14 yr
- Brand advertising
- Merchandising
- Events
- Middle and high schools, fundraisers, sponsorship



# Remove Junk-Food Marketing from Schools

- National regulations on LWP
- State law/regulation
- Local wellness policy
- Local school board policy
- Company voluntary action
- State or local school marketing assessment study



① Channel One Network®

# Restaurant Children's Meals

- Eating out provides 1/3 of children's calories

- Studies link eating out with obesity and higher caloric intakes

- Children eat almost twice as many calories from restaurant meal than typical meal from home

- Encourage reformulation
- Change norm for kids' food

- People stick with default

[www.foodmarketing.org](http://www.foodmarketing.org)



**SHARE**  
if you  
agree:

**SODA shouldn't  
be the default  
drink for kids.**



- Unconscious, automatic choices
- Marketing-induced hunger

People make different choices depending on what is available







#### SPOTLIGHT

The USDA has recently proposed new nutrition standards to make healthier foods more available in schools. The changes would improve the quality of vending machine snacks and other foods sold outside the school meal program.

Good nutrition is critical both to children's health and academic achievement. And with marketers targeting kids with unhealthy food at every turn, the USDA's proposal couldn't come soon enough. The new rules are open to public comment through April 9. [Learn more](#) and [submit a comment](#) or [contact your legislator](#) to express your support.



#### WHO WE ARE

The FMW is dedicated to eliminating harmful food marketing -- particularly marketing aimed at those who are most vulnerable to obesity and other nutrition-related diseases -- by actively identifying, investigating, and advocating changes to marketing practices that undermine health.

The FMW fosters ideas and momentum around national, state, and local strategies. It serves as a forum for researchers and advocates to share information, support one another's work, and identify priorities for research and action.



#### TAKE ACTION

Nickelodeon is the largest entertainment company for kids. It markets food to children through a variety of media and the use of branded characters on food packages.

On Nickelodeon, ads for unhealthy foods have decreased only modestly in recent years. The company addresses the licensing of its characters, but not its TV or web advertising —the main ways it markets to children. They can do better. Read one mom's perspective on [how junk food marketing makes parents' job harder](#). And help [urge Nickelodeon](#) to stop marketing junk food to kids.

**cspinet.org/  
actnow**



**nutritionpolicy@cspinet.org**

---

# FOOD MARKETING TO KIDS – WHY WE ENGAGE

Aliya Hussaini, MD MSc  
Portfolio Director, US Health



*Michael & Susan Dell*  
FOUNDATION

# FOUNDATION FOCUS & MISSION

Transforming the lives of children living in urban poverty through better education, family economic stability and health.

---

**Founded in 1999**  
by Michael & Susan Dell

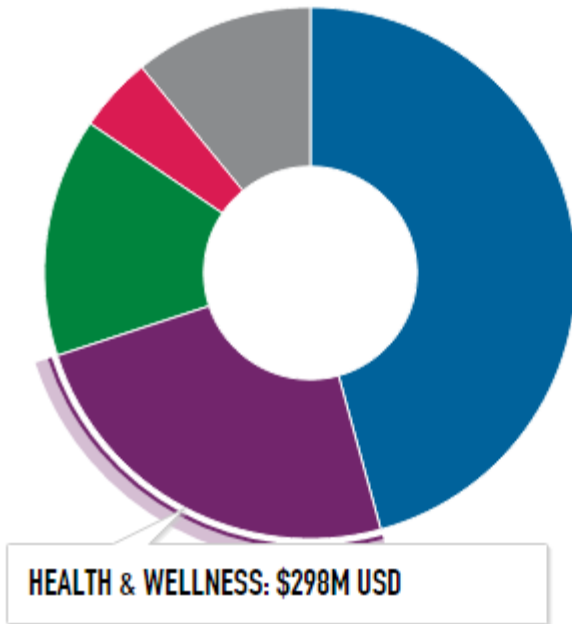
**\$100M per year**  
400+ active grants

**\$1.23B total commitments**  
through 2015

**75 team members**  
3 global offices

# FOCUSED GIVING AND FOCUSED GEOGRAPHIES

Sustainable change for vulnerable children living in urban poverty



- URBAN EDUCATION
- HEALTH & WELLNESS
- COLLEGE SUCCESS
- FAMILY ECONOMIC STABILITY
- OTHER



# UNITED STATES: HEALTH & WELLNESS



## CHILDHOOD HEALTH & WELLNESS

- Place-based health – improving the access to healthy food and physical activity and promoting healthy behaviors via resident-led, evidence-based approaches that partner community, individuals, institutions, and municipal government
- Evidence-based replication – scaling initiatives with an evidence-base and proven success in other geographies into the southeast United States
- Systems change at the national level – information and initiatives to activate systemic changes promotive of healthy eating and physical activity access and utilization



more than

**\$13  
MILLION**

leveraged in public and private funding, directly aligned with place-based action plans



**1 MILLION**

children and families reached



**1**

loan in US to support healthy food financing in southern states

# “MARKETING IS MORE THAN ADVERTISING”



Candy at Bed Bath & Beyond Checkout, Rockville, Maryland

Food is ubiquitous  
Can set off hunger cues  
Access affects the choices we make

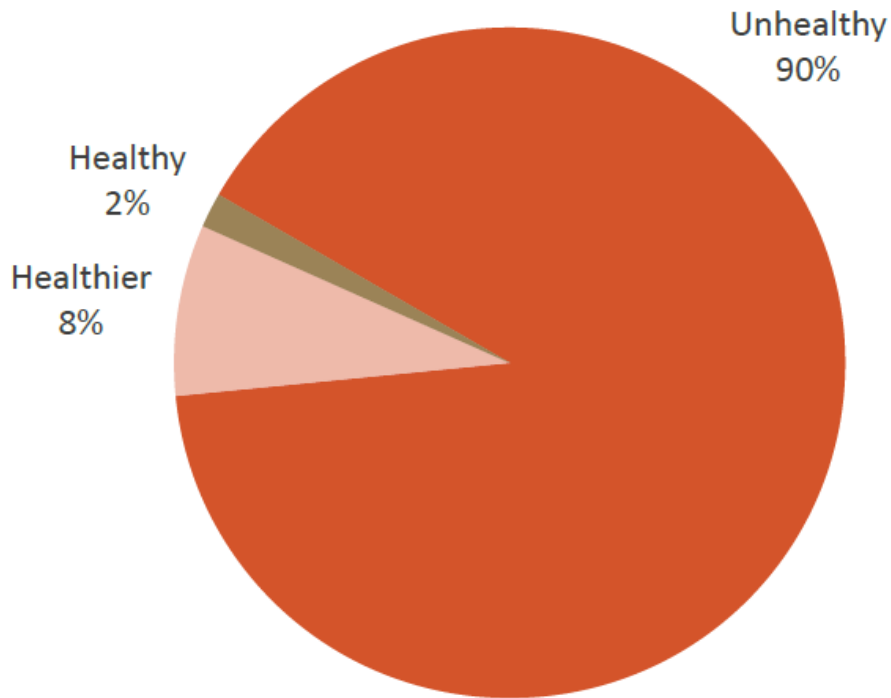
Promotion  
Product  
Price  
Placement

# DOES CHECKOUT REALLY MATTER?





# THE ISSUE OF CHOICE



- In 1968, food manufacturers spent 28 percent of their marketing budgets on incentives to get retailers to promote their products, with the remaining three-quarters going to advertising
- By 1997, the manufacturers' budgets were split 50-50 between retailer incentives and direct marketing to customers
- Now, big food companies spend about twice as much money on enticing retailers to promote their products in-store as they spend on advertising

Data from American Anti-Trust Institute as shared in *Temptation at Checkout*  
Figure from CSPI at [cspinet.org/healthcheckout](http://cspinet.org/healthcheckout)

# FOOD RETAIL SCORECARD



# RUDD CENTER

---

## Look-alike products

Nutritionally improved Smart Snacks sold  
in schools



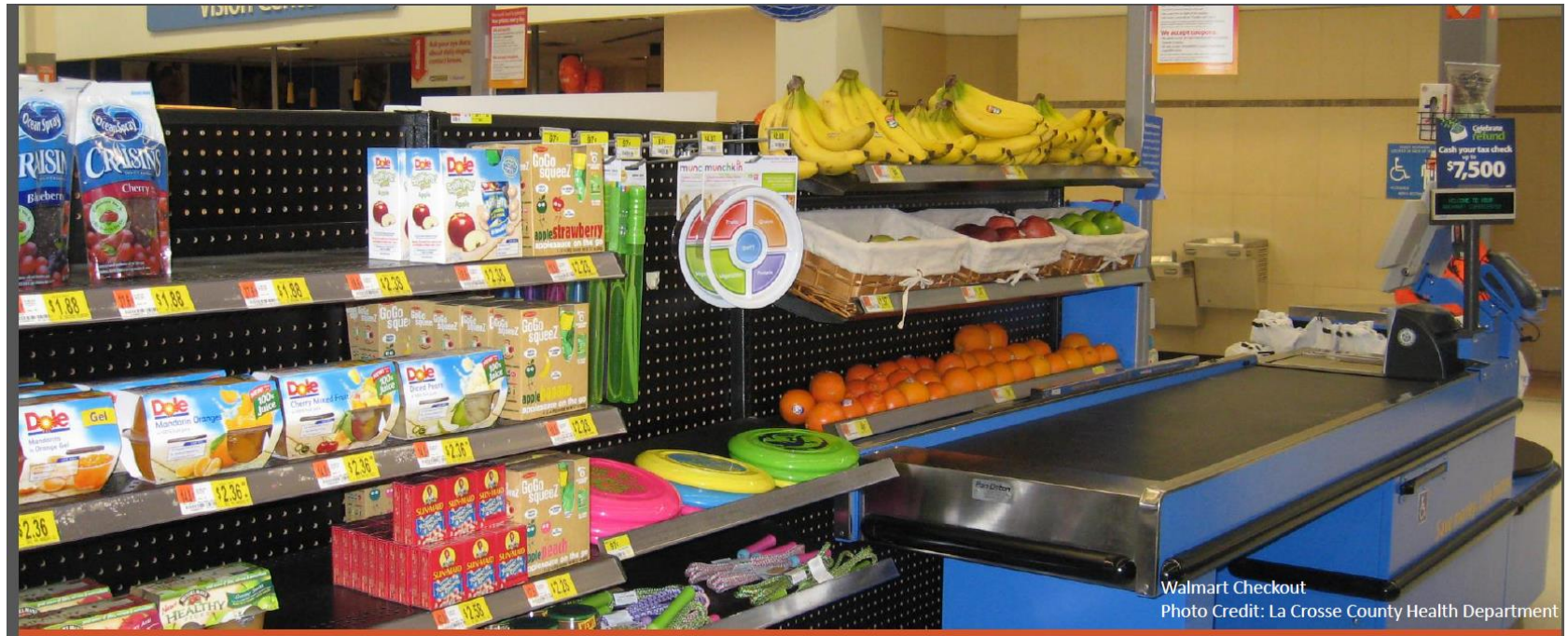
Advertised snacks sold in stores



*Can you tell the difference?*

---

# WHAT HEALTHY MARKETING COULD LOOK LIKE





# Making the Healthy Choice, the Easy Choice

**GIH Food Marketing to Children**  
**April 22, 2016**



# The Horizon Foundation





## **Mission**

“To improve the health and wellness of those who live or work in Howard County.”

## **Vision**

“All people in Howard County should live long, healthy lives.”



# 2015 Impact

Community Giving

\$1.1 Million

Community Investment

\$2.9 Million

Endowment

\$86 Million





# Strategic Plan Buckets



“All residents can achieve and maintain a healthy weight.”



“All residents have access to high quality, affordable health care.”

# Bucks and Brains



# Childhood Obesity

MD YRBSS (2011) & HCPSS Fitness Gram (2013)

	Healthy Weight or Underweight	Overweight or Obese
<b>Maryland</b>	<b>73%</b>	<b>27%</b>
<b>Howard County</b>	<b>75%</b>	<b>25%</b>

# Adolescents with diabetes or pre-diabetes

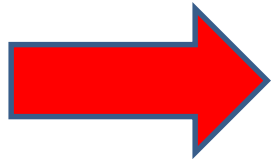
1999-2000: 9%

2007-2008: 23%

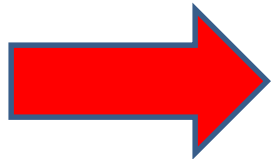
# Adolescents with diabetes or pre-diabetes

**1999-2000: 9%**

**2007-2008: 23%**



**33% boys / 38% girls born in 2000**



**50% of African Am & Latino kids**

In search of the cause...



In search of the cause...



In search of the cause...





# In search of the cause...



In search of the cause...



In search of the cause...



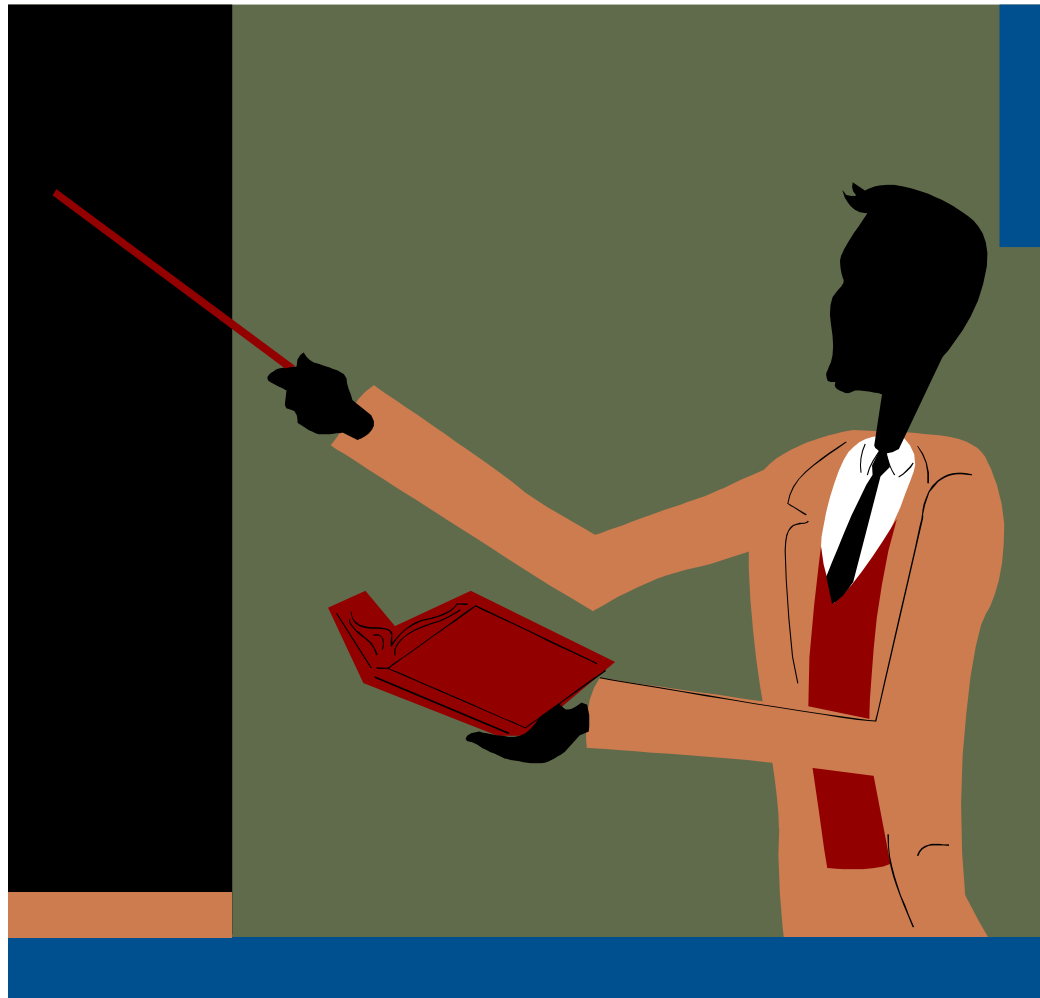
In search of the cause...



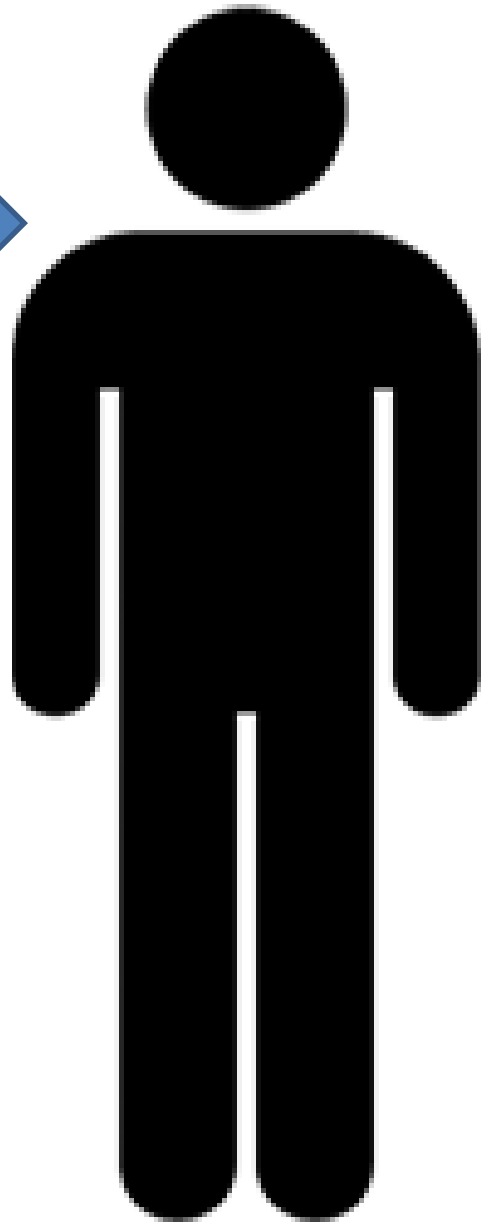
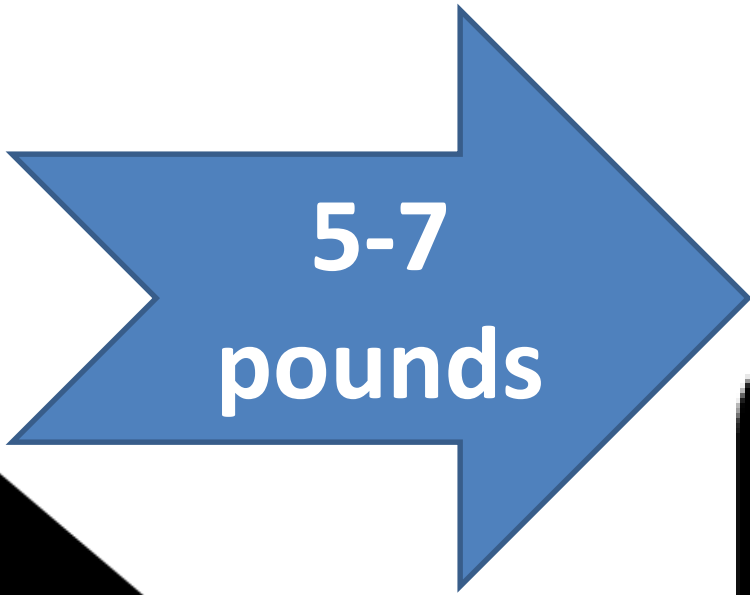
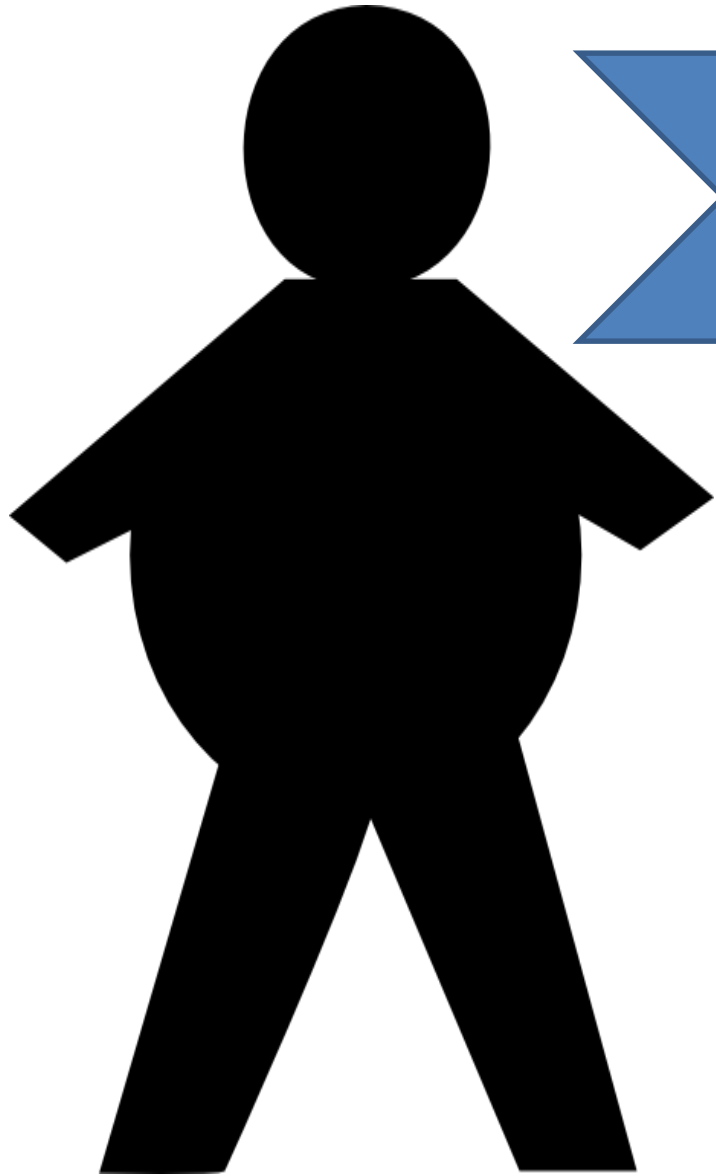
In search of the cause...



# Expert Help









30% Gym  
70% Diet

Ab's are made  
in the kitchen  
not in the Gym

# Best place to start: sugary drinks

**Sodas** 100 kcal/8 oz  
6 teaspoons of sugar



**Iced Teas** 50 kcal/8 oz  
3 teaspoons of sugar



**Sports/Energy Drinks**  
140 kcal/8 oz  
8.75 teaspoons of sugar



**Flavored Waters** 50 kcal/8 oz  
3 teaspoons of sugar



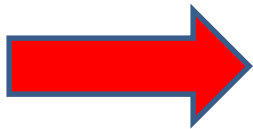
**Fruit Drinks**  
120 kcal/8 oz  
7.5 teaspoons of sugar



**Flavored Milk**  
44 kcal/8 oz  
2.75 teaspoons of sugar



# Institute of Medicine Report



TODAY'S REALITY	TOMORROW'S VISION
<p>Sugar-sweetened beverages contribute more calories and added sugars to our diets than any other food or beverage.</p>	<p>Intakes of calories and added sugars from sugar-sweetened beverages are substantially reduced.</p>
<p>A majority of children's fast-food meals are high in calories, unhealthy fat, and salt, and fail to meet the Dietary Guidelines.</p>	<p>Fast-food and chain restaurants offer children's meals that meet the Dietary Guidelines.</p>
<p>Some government-run locations have not taken full advantage of making healthy, competitively-priced foods and beverages accessible.</p>	<p>All government-run locations serve foods and beverages recommended by the Dietary Guidelines.</p>
<p>Many low-income neighborhoods have limited access to healthy, affordable foods.</p>	<p>Everyone has access to food outlets that sell a variety of healthy, affordable foods.</p>
<p>During the process of making farm policies, there is little attention paid to how proposed policies could affect obesity and health.</p>	<p>A Presidential task force reports on the relationships between U.S. agriculture policies and the American diet.</p>

# Daily Sugary Drink Consumption

Howard County 6<sup>th</sup> Grade Survey (2012)

Daily Sugary Drink Consumption	58%
Fruit Drinks	31%
Flavored Milk	22%
Sports Drinks	22%
Flavored Water/Tea	19%
Regular Soda	17%
Energy Drinks	5%

Water (97%); Plain milk (60%); 100% Juice (44%); Diet drinks (7%)

**Each day, 6<sup>th</sup> Grade daily drinkers have...**

**310 Calories**

- > 20% daily recommended Calories
- > 4x daily limit for added sugar

**...from sugary drinks alone**

1 day



Sunday      Monday      Tuesday      Wednesday      Thursday      Friday      Saturday

# January 2015

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



# HOW ARE **SOFT DRINKS** MARKETED?

## THE GOAL

More ounces per day per person



## THE STRATEGY

Increase share of stomach



## THE EXECUTION

Everywhere and all the time

- Affordable
- Available
- Accessible

**“Within an arm’s reach of desire”**



# SOFT DRINKS ARE AFFORDABLE



AFFORDABLE



# SOFT DRINKS ARE AVAILABLE



AVAILABLE

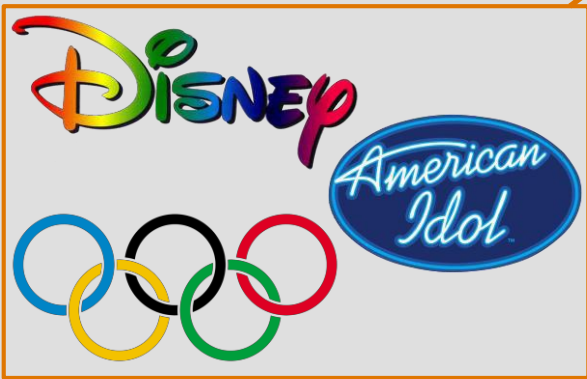


360°  
MARKETING

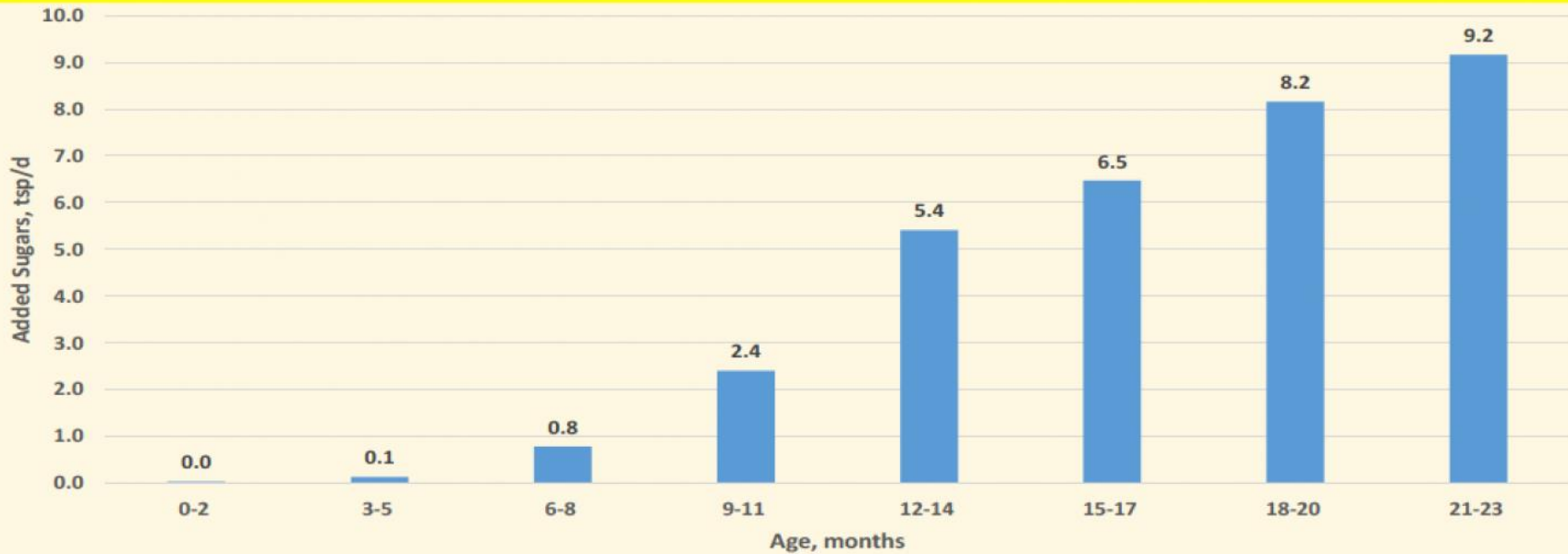
# SOFT DRINKS ARE ACCESSIBLE



ACCESSIBLE



## Figure 4. Added Sugars Intake



Washington Post: [Americans' junk food habits start in toddler years. At age 1, we eat fries and brownies — but few veggies](#), April 6, 2016

*“According to the data, added sugar intake increases almost linearly. From zero to 2 months, it's virtually nothing, but by 9 to 12 months, it is the equivalent of 2.4 teaspoons, and by 21 to 23 months, the equivalent of 9.2 teaspoons.”*

# HOWARD COUNTY. *Unsweetened.*



# Every child should enter kindergarten at a healthy weight



**Launch public awareness campaign**

**Add healthier drinks to public property**

**Improve private workplace nutritional environment**

**Restrict sale of SSBs near schools**

**Serve better drinks in childcare and afterschool programs**

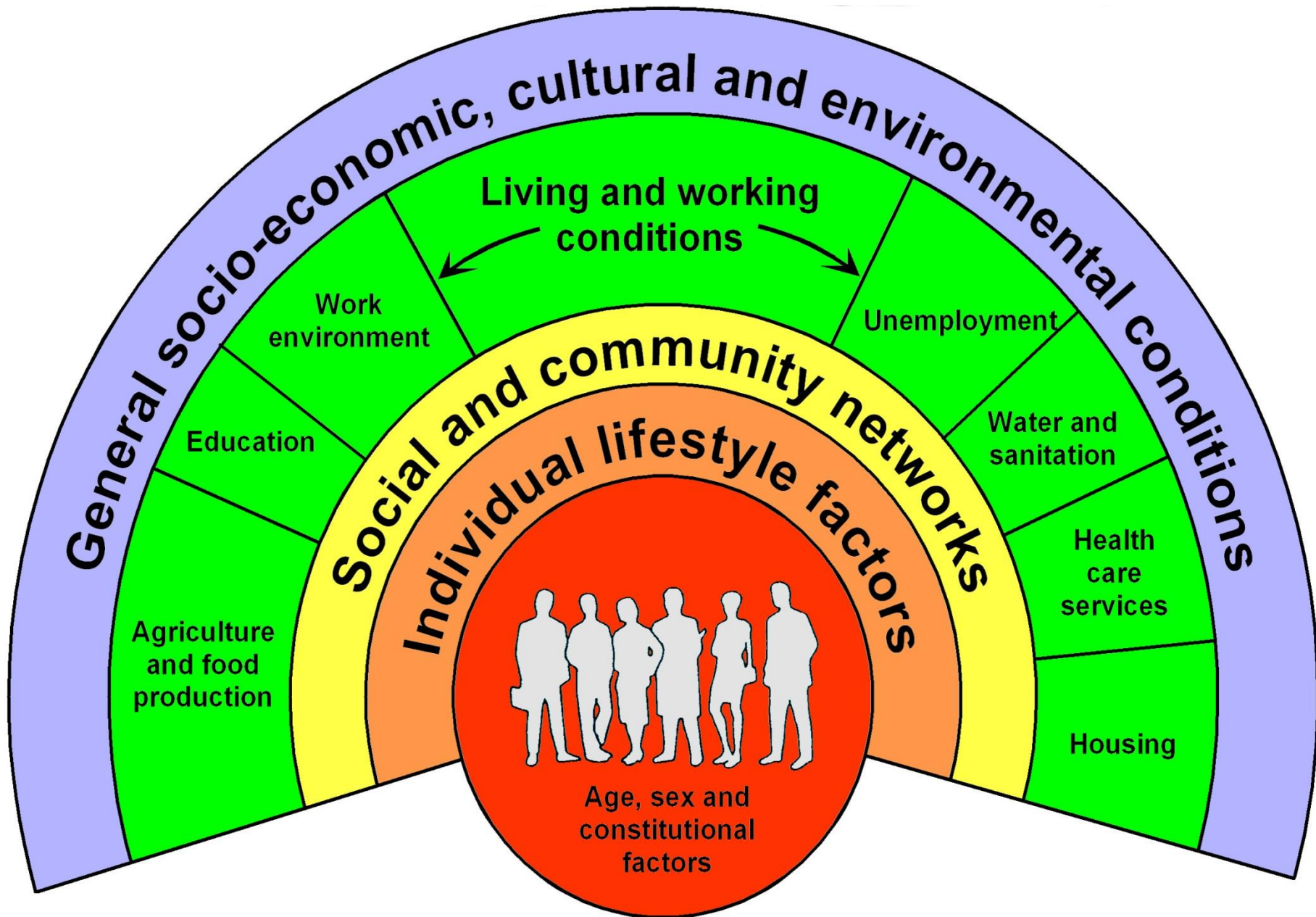
Restrict SSB marketing in schools

Replace SSBs with healthier drinks on kids' menus

License SSB retailers

Raise the price of SSBs

Limit SSB portion sizes



Source: Dahlgren and Whitehead, 1991

# AVAILABILITY





Howard County.

# Making the Healthy Choice the Easy Choice.

The Howard County Public School System's Wellness Policy  
now ranks among the top third in the nation.

## How Well Did Howard County's Wellness Policy Score?



### Comprehensive

Overall Score:

Extent to which content  
area is covered in the policy



### Strength

Overall Score:

How effectively the content  
is stated and enforced



Policy Section	Average National School District Score*	Howard County School District WellSAT Score*
Nutrition Education & Wellness Promotion	70	89
USDA Child Nutrition Programs & School Meals	52	100
Competitive** and Other Foods & Beverages	45	100
Physical Education & Physical Activity	50	86
Evaluation	51	100
<b>Overall Score</b>	<b>48</b>	<b>95</b>

Policy Section	Average National School District Score*	Howard County School District WellSAT Score*
Nutrition Education & Wellness Promotion	48	78
USDA Child Nutrition Programs & School Meals	30	86
Competitive** and Other Foods & Beverages	20	94
Physical Education & Physical Activity	34	57
Evaluation	34	100
<b>Overall Score</b>	<b>28</b>	<b>83</b>

### How Are the Policies Scored?

Howard County's scores are based on the WellSAT tool, which was created by experts in food, nutrition, and school health. It provides a standard, consistent, and reliable method of quantitatively assessing the **comprehensiveness and strength of school wellness policies.**

National scores are sourced from: Bridging the Gap, February 2013. Brief Report. School District Wellness Policies: Evaluating Progress and Potential for Improving Children's Health Five Years after the Federal Mandate. Data are weighted to represent school districts nationwide.



### What is Competitive Food?

**Foods SOLD or SERVED outside of school meals.** Think à la carte food and beverages sold in the cafeteria, from vending machines or school stores, and "reward" or "celebratory" foods served in the classroom.



YALE RUDD CENTER  
FOR FOOD POLICY & OBESITY

# HOWARD COUNTY. *Unsweetened.*



## Survey Finds Strong Support for Healthy Vending

A poll released today shows strong support in Howard County for legislation that would expand healthy food and drink choices in vending machines on government property. The poll of more than 600 re...

[THEHORIZONFOUNDATION.ORG](http://THEHORIZONFOUNDATION.ORG)

# THE



# SUN

[baltimoresun.com](http://baltimoresun.com)

Informing more than 1 million Maryland readers weekly in print and online

Price \$2 Our 178th year, No. 72

FRIDAY

March 13, 2015

IN WKND

St. Patrick's Day will be brought to Baltimore by the city's Irish



# FORSETT RETURNS

Ravens re-sign RB Justin Forsett to a three-year, \$9 million deal while backup QB Tyrod Taylor joins the Bills

SPORTS

## Making kids' meals better

Compromise bill in Annapolis would require healthy drink options

BY ANDREA K. MCDANIELS  
The Baltimore Sun

Restaurants could be required to offer healthy drink options — not just soda — with kids' meals under legislation that has pitted public health advocates against the beverage and dining industries in Annapolis.

The original legislation would have banned the sale of sugary drinks in kids'

meals, but a committee quashed that bill this week, prompting a behind-the-scenes scramble by health advocates who crafted a compromise proposal.

The new language would allow restaurants to continue to offer soda with kids' meals but would require them to offer three healthy options such as low-fat milk or bottled water. The change came together so quickly there was not enough time to make copies of the new language

for the state senators reviewing the plan during a Thursday hearing.

"We brought life back to the issue," said Michealene Fedder, head of government relations for the American Heart Association of Maryland and a supporter of the bill.

The bill still has a long way to go to gain passage. Both the Senate Finance committee and then the full state Senate would see **DRINKS**, page 15



Michael Johnson



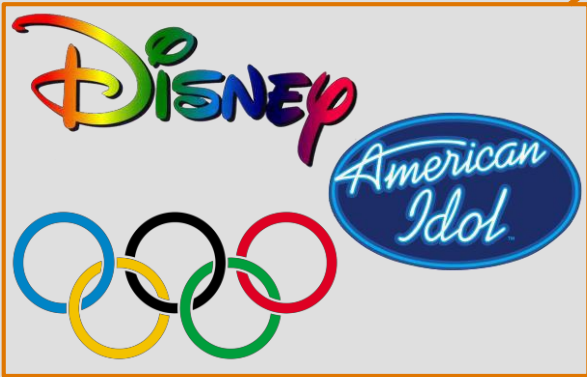
Phyllicia Barnes

# Michael Johnson

# SOFT DRINKS ARE ACCESSIBLE



ACCESSIBLE



# Life is better here.

Making it easier for parents to serve the best stuff they can to their kids.



Share this video [f](#) [t](#) [g+](#)

[View All Videos »](#)

## Better Beverage FINDER<sup>TM</sup>

Find the best beverages for your family. Search what's healthy out there and learn where in Howard County each drink can be found.

All Types ▾

All Sweeteners ▾

No Caffeine

Only Best for Kids

[Find It!](#)

### LATEST FROM [UN]SWEET TALK

[View All](#)



### Valentine's Candy: Easy Come, Easy Go.

### THE LATEST IN BETTER BEVERAGES

[Follow](#)

[t](#) Is sugar's effect on the brain similar to cocaine? Research from @OUT suggests it may be. <https://t.co/l9c8OUBdmw> <https://t.co/n23v87YMTv...> 13 hours ago

[t](#) Before you pick up a drink to quench your thirst, check to



**BUY 1, GAIN  
25 lbs. OF EMPTY  
CALORIES  
FREE\***

If you drink **ONE 20oz SODA A DAY**,  
you need to walk 21 miles a week to  
burn off the calories.

**THAT IS LIKE WALKING FROM  
COLUMBIA MALL TO FELLS POINT  
IN BALTIMORE.**



\*20oz regular cola/day = 25 lbs/year worth of empty calories

There are better choices.  
Choose something other than sugary drinks.  
[www.HoCoUnsweetened.org](http://www.HoCoUnsweetened.org)

HOWARD COUNTY,  
*Unsweetened.*<sup>TM</sup>  
Life is better here



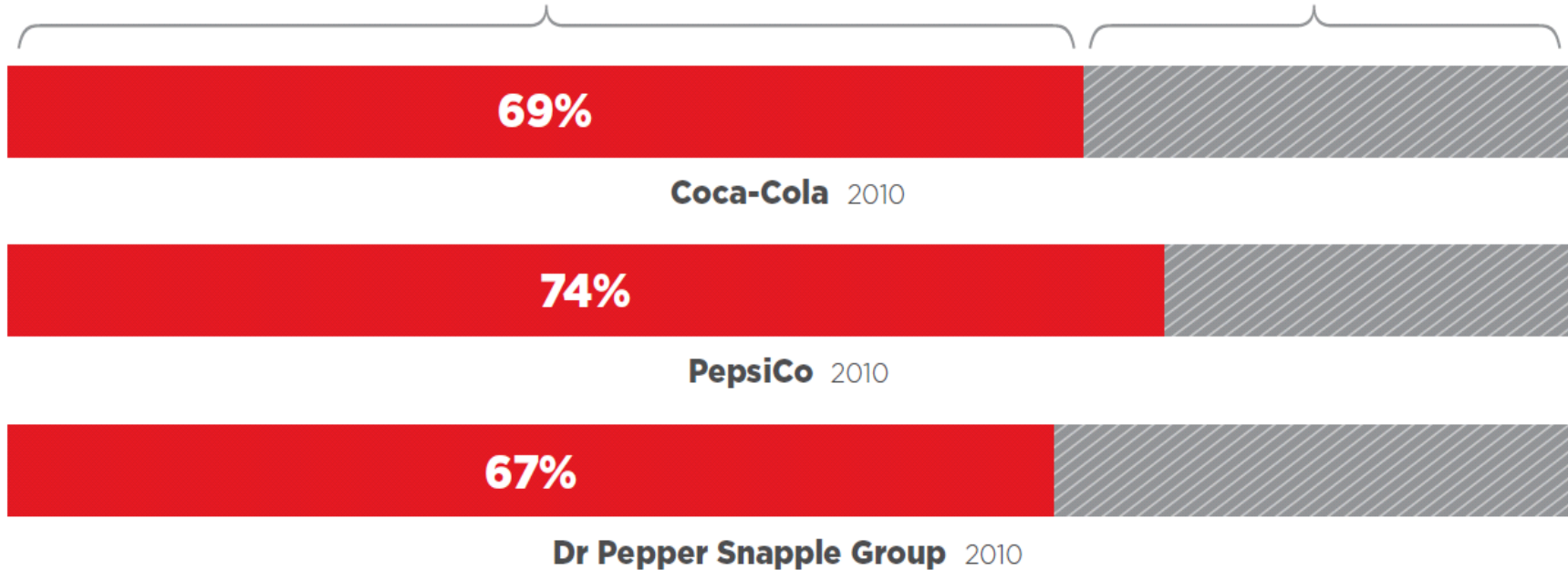
[SwitchTheDrink.com](http://SwitchTheDrink.com)



# Percentage of advertising budgets

allocated to  
**sugary drinks.**

allocated to other beverage  
choices including:  
100% juice, diet drinks, low-calorie teas,  
sparkling water, flavored water, and plain water.



**"We have provided a tremendous amount of choice."**

- Muhtar Kent, Coca-Cola CEO

Source: Sugary Drink FACTS Report. Rudd Center for Food Policy and Obesity, 2011.

HOWARD COUNTY.  
*Unsweetened.*<sup>™</sup>  
Life is better here.  
[HoCoUnsweetened.org](http://HoCoUnsweetened.org)



# Better Way Video -- #BurpBetter

See <http://www.hocounsweetened.org>



**MedChi**  
*The Maryland State Medical Society*



SUGAR  
FREE  
**KIDS**  
MARYLAND

# Measures Collected

Sales Data

Promotions Data

6<sup>th</sup> Grade Nutritional Practices

Health Professional Practice Surveys

Childcare Data (WellCCAT, Director Survey)

Social Media Metrics

County Vending Machine Survey

Wellness School Assessment Tool (WellSAT)

Biennial Health Survey (2000 Residents)

BMI – Grades K-9

# POLICY

Maryland Healthy Eating and Physical Activity in Childcare Act (2014)

# COMMUNITY

HoCo Unsweetened Media Campaign  
TV, Digital, Earned Media

# ORGANIZATIONAL

Better Choices Coalition

# INTERPERSONAL

Better Beverage Finder

# INDIVIDUAL

School System Wellness Policy Update PHASE II (POLICY 9090: 2014)

Healthy Food and Beverage Options – County Property Executive Order (09-2012) REPEALED 2015

African American Community Roundtable Partnership

PATH-Faith Community Partnership

Sugar Free Kids Maryland Coalition

AAP Pediatric Obesity Collaborative

Better Choices Coalition

MDAC SSB Best Practices Initiative

Local Health Improvement Coalition Partnership

School System Wellness Policy Update PHASE I (POLICY 9090: 2013)

Your Voice Your Choice Youth Documentary Contest

Healthy Play Campaign

# INTERPERSONAL

Better Beverage Finder

Eat, Play, Grow in Head Start Program

Howard County Public Schools Partnership

Healthy Food and Beverages – County Property Act (CB 17-2015) ENACTED VIA VETO OVERRIDE

Joint Data Collection & Priority Setting

Hopkins Medicine Healthy Beverage Initiative

HoCo Unsweetened Social Media

# INDIVIDUAL

HoCo Unsweetened Street Teams

Healthy Childcare Program

Joint Chamber of Commerce Obesity Study

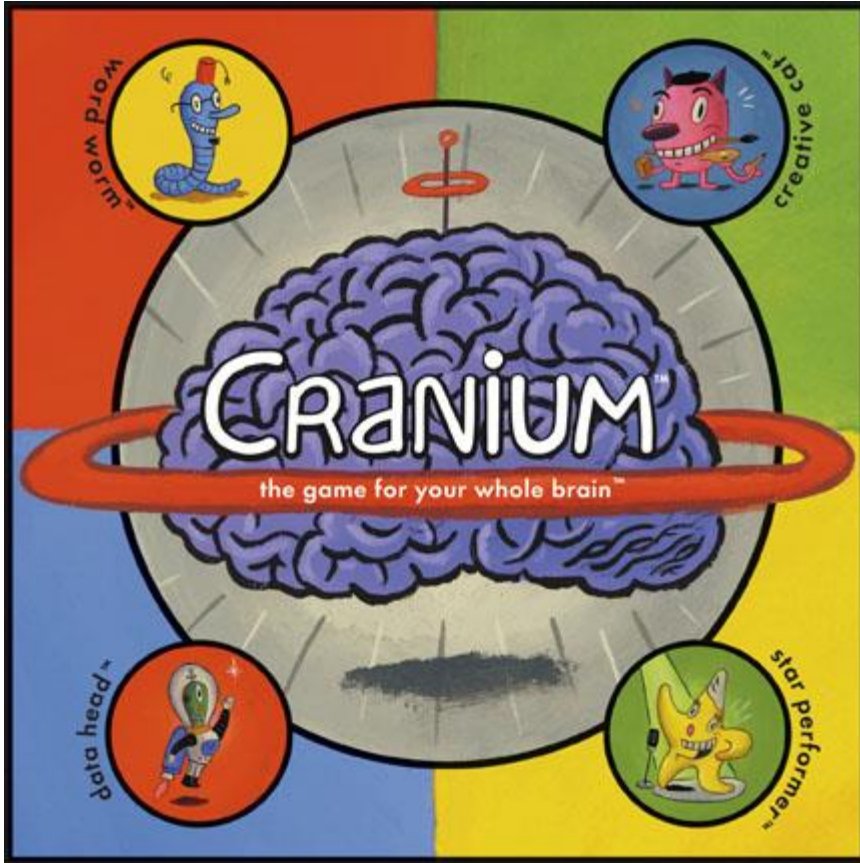
# Every child should enter kindergarten at a healthy weight



<p>Launch public awareness campaign</p> 	<p>Add healthy drinks to school vending machines</p> 	<p>Improve private workplace nutritional environment</p> 	<p>Restrict sale of SSBs near schools</p>	<p>Serve better drinks in cafeterias and after-school programs</p> 
<p>Restrict SSB marketing in schools</p>	<p>Replace vending machines with healthy options</p> 	<p>Warning Labels/Signage</p>	<p>Raise the price of SSBs</p>	<p>Limit SSB portion sizes</p>

# Funder Considerations?

- Convene, fund, or otherwise contribute to policy/advocacy campaigns that will change the experience of generations to come:
  - Kids' Meal
  - Healthy Vending
  - School Wellness/Food Marketing in Schools
  - Child Care
- Invest in data collection to measure, report and document your success.



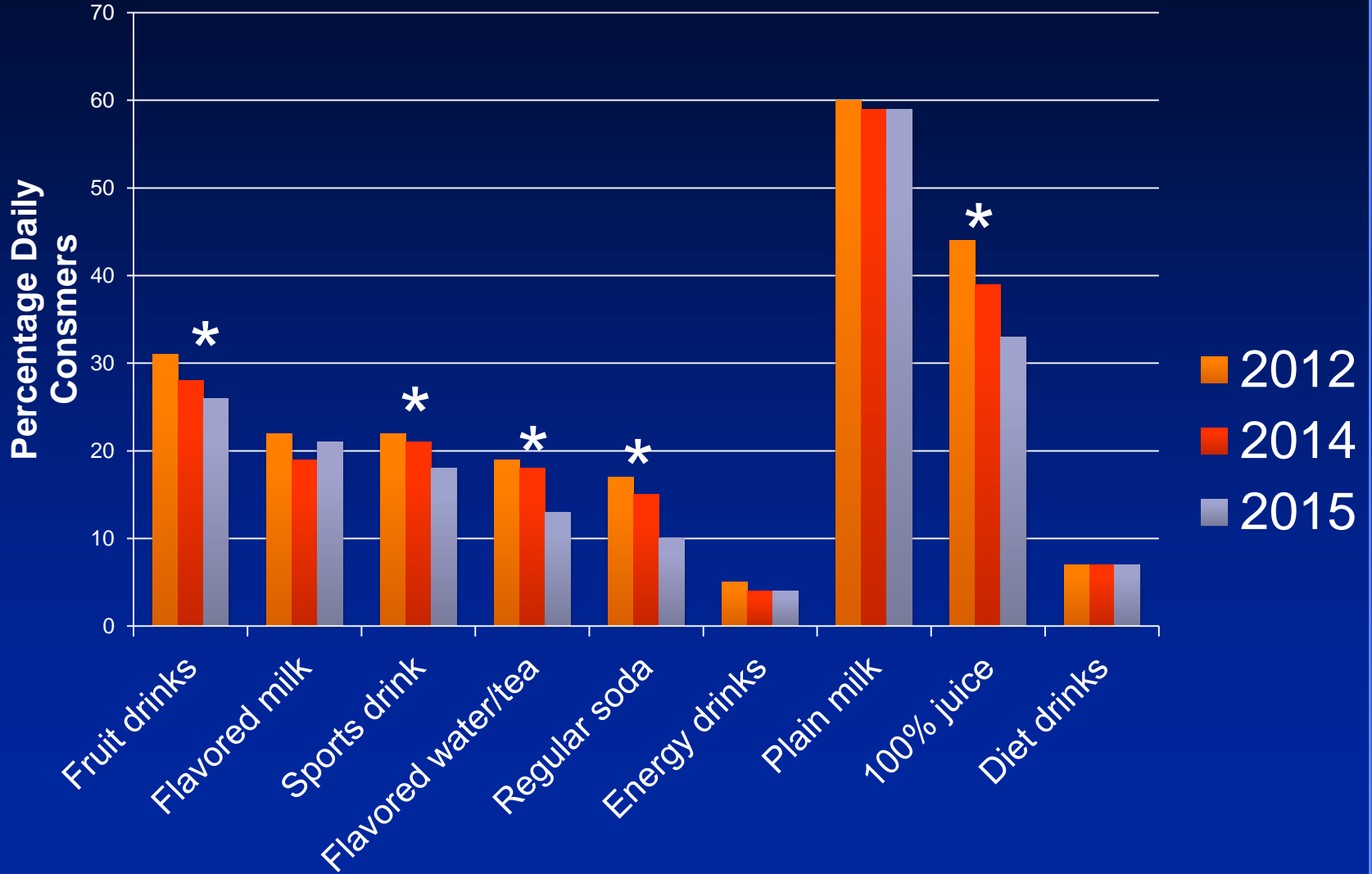
# Soda sales are dropping in Howard County



2-3 times faster than national rates.



# 6th Grade Beverage Consumption



# Questions?

*Glenn E. Schneider*  
Chief Program Officer

**The Horizon Foundation**

phone: 443-766-1217

cell: 443-812-6955

[gschneider@thehorizonfoundation.org](mailto:gschneider@thehorizonfoundation.org)

[www.thehorizonfoundation.org](http://www.thehorizonfoundation.org)



- More webinars on this topic?
- New topics you want to tackle or learn more about?
- Innovative work that you want to share?
- A question you want to pose to your colleagues?

Contact us at [heal@gih.org](mailto:heal@gih.org)