



Food Marketing to Children: Where We've Been and Where We're Going Resource List

General Background

Institute of Medicine Report: Food Marketing to Children and Youth: Threat or Opportunity (Executive Summary)

http://www.nap.edu/openbook.php?record_id=11514&page=1

Federal Trade Commission: Report on Food Marketing to Children and Adolescents (Executive Summary)

<http://www.ftc.gov/opa/2008/07/foodmkting.shtm>

HER brief on food marketing to children (remind Lori 3/31 to see if it is ready)

Unhappy Meals: Marketing of Restaurant Children's Meals

Kids' Meals: Obesity on the Menu (Center for Science in the Public Interest)

<http://cspinet.org/new/pdf/kidsmeals-report.pdf>

Fast Food Facts in Brief (Rudd Center for Food Policy and Obesity, Yale University)

http://www.fastfoodmarketing.org/fast_food_facts_in_brief.aspx

Model Ordinance for Healthier Toy Giveaways (National Policy and Legal Analysis Network, NPLAN)

http://www.nplanonline.org/system/files/ToyGiveawayOrd_FINAL_20100607.pdf

Fact Sheet: Un-Happy Meals: Toy Giveaways with Restaurant Children's Meals (Currently being reviewed by the SC, will be online soon!!)

Fact Sheet: Restaurant Children's Meals: The Fault with Defaults (Center for Science in the Public Interest)

http://cspinet.org/new/pdf/fact_sheet_defaults.pdf

Literature Review: Defaults and Choice (Center for Science in the Public Interest)
<http://cspinet.org/new/pdf/defaultlitreview.pdf>

Healthy Check Out and Other Retail Marketing

Shasta County Middle School Students Enlist Wal-Mart in Creating Healthier Snack Options for Kids (Shasta County Public Health Department)
http://healthyeatingactivecommunities.org/communications3_17.php

In-Store Food and Beverage Availability and Advertisement Assessment Tool (Samuels and Associates)

Harnessing the Power of Supermarkets to Help Reverse Childhood Obesity (Robert Wood Johnson Foundation and The Food Trust)

Soda Taxes

Website on Soda Taxes (Rudd Center for Food Policy and Obesity, Yale University)
http://yaleruddcenter.org/what_we_do.aspx?id=271

Website on Soda Taxes (Center for Science in the Public Interest)
<http://www.cspinet.org/liquidcandy/>

Marketing to Children and Youth of Color

**Target Marketing Soda & Fast Food: Problems with Business as Usual
The Soda and Fast-Food Industries Target their Marketing towards Mothers of Color
(Berkeley Media Studies Group)**
<http://www.bmsg.org/tools.php> (2 links above)

Self-Regulation: What's Working, What's Not

Report Card on Food Marketing Policies (Center for Science in the Public Interest)
<http://cspinet.org/new/pdf/marketingreportcard.pdf>

The Impact of Industry Self-Regulation on the Nutritional Quality of Foods Advertised on Television to Children (Dale Kunkel, University of Arizona and Children Now)

http://www.childrennow.org/uploads/documents/adstudy_2009.pdf

Better for Who? Revisiting Company Promises on Food Marketing to Children (Center for Science in the Public Interest)

<http://cspinet.org/new/pdf/pledgereport.pdf>

Cereal F.A.C.T.S. Food Advertising to Children and Teens Score (Rudd Center for Food Policy and Obesity, Yale University)

http://www.cerealfacts.org/media/Cereal_FACTS_Report.pdf

Menu Labeling

Website on Menu Labeling (Center for Science in the Public Interest)

www.menulabeling.org

Digital Marketing

Website on Digital Marketing (Center for Digital Democracy and Berkeley Media Studies Group)

<http://digitalads.org/index.php>