

**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