Curbing the Marketing of Unhealthy Food to Children

Analyzing industry self-regulation and advancing policy actions to reduce youth exposure to unhealthy food marketing

SUMMARY

From 2008 to 2013, the Food Marketing Workgroup—guided by the Berkeley Media Studies Group and the Center for Science in the Public Interest—built policy-maker support, industry cooperation, and public demand for curbing the marketing of unhealthy food to children.

The Food Marketing Workgroup—a coalition of more than 200 national, state, and local organizations and experts—investigates marketing and advertising practices that undermine the health of children, especially those most vulnerable to obesity and other nutrition-related diseases, and promotes policies that limit such practices.

Key Results and Findings

Project staff cited the following results in reports to the Robert Wood Johnson Foundation (RWJF) and interviews for this report:

- The Center for Science in the Public Interest published a Report Card on Food-Marketing Policies in 2009, which gave a letter grade to each of 128 food and beverage manufacturers, restaurant chains, and entertainment companies. Among the findings:
  - Only 41 of the 128 companies had any policy governing their food marketing to children.
  - Most companies earned an F—either because their marketing policies were very weak (eight companies) or because they had no policy at all (87 companies). The highest grade was a B+.
- The Food Marketing Workgroup successfully encouraged companies to adopt policies for food marketing to children and strengthen existing policies.
- The Food Marketing Workgroup coordinated advocacy and educated regulators, Congress, White House officials, and the public on the importance of voluntary...
guidelines proposed by the federal Interagency Working Group on Food Marketed to Children.

- When the government abandoned the guidelines in the face of industry pressure, the Food Marketing Workgroup sought to curtail the promotion of unhealthy food to kids through other avenues. For example, it:
  
  — Highlighted food marketing targeted at African Americans and Latinos, especially in the digital realm
  
  — Secured a national policy proposal to remove marketing of unhealthy food in schools
  
  — Conducted research and advocacy campaigns aimed at improving the quality of restaurant meals aimed at kids
  
  — Helped achieve a decline in unhealthy food marketing on Nickelodeon, one of the largest children’s entertainment companies. The share of unhealthy food and beverages advertised on Nickelodeon fell from 90 percent in 2005 to 70 percent in 2012.

**Funding**

RWJF awarded one grant of $84,979 to the Center for Science in the Public Interest, and four grants totaling $818,557 to the Public Health Institute in Oakland, Calif., for this project.\(^1\) The grants ran from September 1, 2008 through August 14, 2013.

The Berkeley Media Studies Group and the Center for Science in the Public Interest also drew on funding from the California Endowment for related activities, while the center tapped grants from the Kresge Foundation and member donations.

**CONTEXT**

Industry spends some $2 billion a year marketing and advertising food and beverages to children, according to the Federal Trade Commission (FTC). This marketing occurs on TV channels and digital devices and in magazines aimed at kids; through product placements in movies and video games; on packaging, clothing, and other merchandise; and as toys, often included in restaurant meals—in short, almost anywhere a logo or product image can be shown.

Most of the marketing promotes items that are high in calories, fat, sugar, and sodium and do not contain fruits, vegetables, whole grains, and essential nutrients. Fast food, sugary

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\(^1\) Center for Science in the Public Interest: ID# 65058 ($89,979, September 1, 2008 to December 31, 2010). Public Health Institute: ID# 67822 ($396,873, July 15, 2010 to January 14, 2012); ID# 69751 ($60,222, January 15, 2012 to April 14, 2012); ID# 69976 ($200,000, April 15, 2012 to January 14, 2013); ID# 70674 ($161,462, January 15, 2013 to August 14, 2013).
cereals, snack foods, candy, beverages, and breakfast pastries are the most heavily advertised foods on Saturday morning children's television, for example.²

Children are uniquely vulnerable to advertising because they are unable to understand its persuasive intent, according to the American Psychological Association.³ In its 2005 report *Food Marketing to Children and Youth: Threat or Opportunity,*⁴ the Institute of Medicine (IOM) concurred that marketing and advertising influences children’s food preferences, requests, diets, and health. The IOM recommended that food and media companies shift marketing aimed at kids toward healthier options within two years—and that Congress act if they failed to do so.

**Leaders on Restricting Marketing to Children**

Two organizations have taken leading roles in efforts to curb the marketing of unhealthy food to children:

- The Berkeley Media Studies Group—a project of the Public Health Institute in Berkeley, Calif.—conducts research on how media portray public health issues, and works with community groups, journalists, and public health professionals to use the power of media to advance public health policy.

- The Center for Science in the Public Interest, based in Washington, educates the public and advocates for policies that reflect scientific evidence on health and the environment. The center began petitioning the FTC to limit the advertising of sugary foods to children in the 1970s—when dental health rather than obesity was driving the issue. Margo G. Wootan, DSc, director of nutrition policy, led the initiative.

**Industry Takes the Initiative**

In November 2006, the Council of Better Business Bureaus launched the *Children’s Food and Beverage Advertising Initiative,* which proposed principles for shifting the mix of advertising to children toward healthier food and lifestyles. Within a year, 13 food companies—which placed more than 75 percent of TV food advertising during children's television shows—had pledged to advertise to children only food that meets nutritional standards. Each company set its own nutrition standards.

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Several entertainment companies also announced efforts to limit marketing to children—mostly by setting nutritional standards for food promoted by characters the companies license for use in various venues.

**Advocates for Kids Converge**

Meanwhile, with RWJF funding, some 70 advocates met in April 2007 in Washington, to discuss a policy agenda for curbing the marketing of unhealthy food and beverages to children. The Berkeley Media Studies Group, the Center for Science in the Public Interest, and Children Now—an organization that promotes children’s health and education in California—convened the meeting.

“The conference was significant because of the work we did up front to attract the right people in the room to ask what should be done,” said Lori Dorfman, DrPH, MPH, director of the Berkeley Media Studies Group and project co-director. “When you have Institute of Medicine–level researchers and national advocates concerned and speaking up, then you have a mechanism for bringing some national attention to federal regulators.”

National, state, and local advocacy organizations and public health experts created the Food Marketing Workgroup shortly afterward.

> “That conference hit the ground running, allowing us to proceed with this national coalition that meets regularly. It has had several opportunities to weigh in on a federal level on important policies related to childhood obesity.”—Lori Dorfman.

**Government Gets Involved**

In 2009, Congress directed federal agencies to create the Interagency Working Group on Food Marketed to Children, to develop voluntary guidelines for marketing to children and youth. The working group was composed of representatives from the Centers for Disease Control and Prevention (CDC), the FTC, the Food and Drug Administration (FDA), and the U.S. Department of Agriculture (USDA).

In April 2011, the working group proposed voluntary principles for marketing food to children, and asked for public comment.

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5 Grant ID# 56978 ($61,201; January 1, 2007 through December 13, 2007).
THE PROJECT

The Food Marketing Workgroup pursued a wide range of research and advocacy activities designed to curb the marketing of unhealthy food and beverages to kids—occurring disproportionately in disadvantaged communities. Activities initially centered on producing a report card on companies’ food marketing policies, urging food and entertainment companies to improve their marketing practices aimed at kids, and building support for the voluntary guidelines proposed by the Interagency Working Group on Food Marketing to Children.

After the Interagency Working Group abandoned those standards in December 2011 (see Results: The Federal Government Abandons the Guidelines), the Food Marketing Workgroup stepped up its efforts to:

- Build support for other local, state, and federal policies on marketing food and beverages to children
- Urge companies to improve their marketing policies and practices
- Strengthen consumer demand for strong industry self-regulation and government policies, including mobilizing support from parents

See Appendix 1 for members of the advisory committee for the Food Marketing Workgroup, and Appendix 2 for members of the advisory committee for the report card.

RESULTS AND FINDINGS: FOOD-MARKETING REPORT CARD

- The Center for Science in the Public Interest published a Report Card on Food-Marketing Policies in 2009. Researchers gathered their information through telephone interviews with company representatives, reviews of company websites and news articles, and online searches. The report gave a letter grade to each of 128 food and beverage manufacturers, restaurant chains, and entertainment companies—based on whether the company had a policy on marketing and advertising to kids.

The grade also reflected:

- The nutritional standards on which any such policy was based—such as whether the company restricted marketing of sugar-sweetened beverages and products high in total fat, saturated fat, trans fat, sodium, and added sugars
- The media covered by the policy—such as traditional and digital media, licensed characters, in-store displays, and marketing in schools

The report card provided a framework for encouraging a stronger and more uniform approach to limiting marketing of unhealthy food and beverages to kids, and for determining whether companies strengthened their policies and nutritional standards over time.
Findings

According to the *Report Card on Food-Marketing Policies:*

- Only 41 of the 128 companies had any policy governing food-related marketing to children.

- Policies varied widely among companies that did have a policy—including the 16 that were members of the Children’s Food and Beverage Advertising Initiative.

- Almost two-thirds of the food and beverage manufacturers (64%) had a policy on marketing to kids, while only 24 percent of restaurant chains and 22 percent of entertainment companies did.

- Most companies earned an F—either because their marketing policies were very weak (eight companies) or because they had no policy at all (87 companies).
  - No company earned a grade of A. Mars earned the highest grade (B+). Eight other companies earned a B or B-. Those included only one entertainment company, Qubo Venture (which is a broadcast, cable, and satellite TV network).
  - Thirteen companies earned a C or C-. Food companies included Burger King, Campbell Soup, Kellogg, Dannon, and Heinz. Entertainment companies earning this grade included Sesame Workshop, Walt Disney, Highlights for Children, and Viacom International.

- Companies were more likely to have policies for TV, radio, print, websites, product placements, and the use of licensed characters. The companies were less likely to have policies for digital marketing, on-package promotions, and marketing programs in schools, or those policies were weaker.

- Policies at the handful of entertainment companies that had them were more limited than those of food and beverage manufacturers. The policies of entertainment companies were most likely to address the use of licensed characters. For example, the Cartoon Network had standards for licensing its characters, but not for its TV advertising or website—the primary means by which it advertises to children.

“The nutrition standards that companies were using were weak and full of loopholes. Companies were not covering all the marketing approaches they were using.”—Margo G. Wootan, Center for Science in the Public Interest
**Recommendations**

Among the recommendations in the *Report Card on Food-Marketing Policies*:

- **All food and beverage manufacturers, restaurants, and entertainment companies that market to children should have a written food-marketing policy that is readily available to the public.**

- **All companies should participate in the Children’s Food and Beverage Advertising Initiative.** Although advocates did not consider the Initiative’s criteria ideal, participants usually spell out their policies and post them on the Initiative’s website, and the Council of Better Business Bureaus monitors compliance with the policies.

- **The Children’s Food and Beverage Advertising Initiative** should work with entertainment companies to develop criteria for their participation in the Initiative.

- **All companies should rely on a uniform set of strong nutrition standards for direct-to-children marketing.**

- **Company policies should cover all approaches used to market to children.** In particular, many companies need to strengthen their policies for digital marketing; on-package and in-store promotions; and marketing in elementary, middle, and high schools.

**Sharing the Findings**

Project staff distributed the report card to key members of Congress and staff at the FTC, FDA, and the Federal Communications Commission. Project staff also presented the findings at a 2009 FTC Forum on Food Marketing to Children, and at the 2009 meeting of the American Public Health Association.

Margo Wootan of the Center for Science in the Public Interest conducted webinars on the report, such as at events hosted by the RWJF Center on Childhood Obesity.  

**RESULTS: FOOD MARKETING WORKGROUP**

Project staff cited these results in reports to RWJF and interviews for this report:

**Strengthening the Coalition**

Project staff of the Food Marketing Workgroup and the two RWJF grantee organizations, the Public Health Institute’s Berkeley Media Studies Group and the Center for Science in the Public Interest:

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6 The center no longer exists. For more information, see the Program Results Report.
- Expanded the workgroup’s membership, focusing especially on recruiting more representatives of low-income and minority communities. By April 2014, the workgroup had more than 200 members—up from 120 when the project started. They include leaders and advocates in nutrition, public health, advertising and marketing, consumer protection, public policy, child development, government, and civil society, as well as several authors of the IOM 2005 report *Food Marketing to Children*.

The Workgroup particularly focused on adding more representation from low-income and minority communities. “We have not only expanded our membership, but the richness and diversity of the coalition and the level of involvement of our partners has grown over time,” said Project Co-Director Wootan.

- Held meetings and conference calls to enable Workgroup members to share information and discuss strategy on curbing marketing of unhealthy food to kids. Events included a national conference in April 2011 for advocates—the first since the 2007 meeting that launched the Workgroup.

**Promoting the Interagency Working Group’s Guidelines**

Project leaders:

- Organized briefings and meetings for regulators and congressional staff on the importance of the proposed federal guidelines on marketing foods and beverages to children. Project leaders also met with White House officials to review the report card findings and offer evidence that the guidelines were reasonable.

- Coordinated advocacy efforts among RWJF childhood obesity grantees and others and educated the public about the need for the federal guidelines. For example, coalition members:
  - Generated 28,000 comments to the FTC supporting the guidelines (out of 29,000 submitted), including from health researchers, legal scholars, and economists
  - Sent a letter supporting the guidelines to the White House. It was signed by 75 experts in nutrition, marketing, medicine, and public health.
  - Developed a quiz highlighting the many unhealthy options still promoted by participants in the Children’s Food and Beverage Advertising Initiative, and circulated the quiz through social media

- Met with leaders in the food and entertainment industries to discuss the guidelines, including General Mills, Kraft, Kellogg, Nestle, and PepsiCo.

- Spurred media coverage of the guidelines—partly to counter industry lobbying against them. For example, project staff sent a memo to editorial writers, published op-eds, and placed ads in Capitol Hill publications. The *New York Times, Washington Post, Adweek* and others published stories about the guidelines.
See Communications Results and the Bibliography for more information.

**The Federal Government Abandons the Guidelines**

Vigorous industry opposition, the absence of strong White House support, and criticism by some members of Congress made adoption of the guidelines politically unfeasible. In December 2011, Congress required the FTC to conduct a cost-benefit analysis before finalizing the guidelines.

That requirement was “the straw that broke the camel’s back,” according to Wootan. “I really thought the guidelines were a very stepwise approach—purely voluntary, just a benchmark to strengthen self-regulation—but they turned out to be one of the most controversial initiatives I have ever worked on,”

> The food industry pulled out all the stops. They commissioned a study claiming 74,000 jobs would be lost if the voluntary guidelines were adopted. We commissioned our own analysis to say that was nonsense.”—Lori Dorfman

**Advocates Shift Their Strategy**

Partly in response to the withdrawal of the proposed voluntary federal guidelines, coalition members:

- **Supported other federal efforts to curtail marketing of unhealthy food to kids, by, for example:**
  
  — Making recommendations to the USDA on proposed regulations on food and beverages sold in vending machines and à la carte in schools
  
  — Submitting comments to the FTC and meeting with FTC Commissioners before the FTC released a report on industry spending on marketing food to children

- **Provided technical assistance to state and local officials and advocates seeking to ensure that cafeterias, concessions, and other government venues provide healthy food and beverage options**

- **Highlighted food marketing targeted at Blacks and Latinos, especially online, and organized to curb it.** In partnership with Communities Creating Healthy Environments, an RWJF national program, workgroup members created case studies of how food companies take aim at mothers and youth of color.

Black and Latino youth adopt digital devices more quickly, and use them more often, than White kids, said Dorfman.
“That is important because the marketing that comes through that kind of vehicle is more engaging and intensive than a 30-second TV commercial,” Dorfman notes. “We explained that to the field.”

- **Monitored industry practices, including by examining trade publications and newsletters.** “We watch how the food industry talks about its own marketing when it is talking to itself,” explained Dorfman. “And then we extract the public health implications to share with the field.”

- **Asked about a dozen companies and organizations to adopt or strengthen food marketing policies, and to join the Children’s Food and Beverage Advertising Initiative.** For example:
  - Project staff complained to the Girl Scouts about their marketing of a new variety of cookie as “nutritious as a vegetable,” and to Dairy Queen about the sugary beverages and ice cream in its kids’ meals.
  - After successfully urging Disney to limit advertising of unhealthy food in its television, radio, and Web communications, project staff built on Disney's announcement and encouraged other entertainment companies to follow suit.

- **Organized a campaign to urge Nickelodeon—one of the largest children’s entertainment companies—to adopt nutritional standards for its ads.** Despite media coverage of the campaign, advertising in *Hollywood Reporter*, and efforts to engage parents in social media and letter-writing campaigns, the company is “still not budging,” Wootan said. “The next step would be legal action.”
  - Even though Nickelodeon has not yet adopted standards for its ads, the work group reported that project’s overall efforts had begun to pay off. The share of unhealthy food and beverages advertised on Nickelodeon fell from 90 percent in 2005 to 70 percent in 2012, according to an analysis by the Center for Science in the Public Interest.

- **Pursued research and advocacy to improve the quality of restaurant meals targeted at kids.** For example:
  - Researchers at the Center for Science in the Public Interest published *Kids’ Meals II: Obesity on the Menu*. The report found that 97 percent of children’s meals at the nation’s top chain restaurants are of poor nutritional value, with too many calories; too much saturated fat and sodium; and not enough fruits, vegetables, and whole grains.
  - The Food Marketing Workgroup urged the top 50 chain restaurants to join *Kids LiveWell*, the industry’s voluntary program to offer healthy food options. Participants in the program include KFC, which has improved the nutritional
quality of its kids’ meals, and McDonald’s, which added apples and dropped soda from its menu options specifically for kids.

— Workgroup members educated advocates and policy-makers about the need to set nutrition standards for restaurant children's meals that are sold with toys and other incentives. The Workgroup also helped the National Policy and Legal Analysis Network to Prevent Childhood Obesity (NPLAN) update its model standards on the use of such items.7

● Developed a bad-food-ad-of-the-month campaign to highlight harmful marketing practices. The Workgroup created a Wall of Shame on its website with examples of unhealthy kids’ meals, on-package promotions, and product placements. They also publicized those marketing campaigns via Facebook, Twitter, Pinterest, and by pitching stories to reporters.

— Taco Bell pulled an ad ridiculing vegetables after a Twitter campaign urging it to discontinue the ad.

● Secured a national policy proposal to remove marketing of unhealthy food from schools. The Workgroup’s “food marketing in schools” Web page provides fact sheets, model policies, and reports. “Now that we know it is inappropriate to serve some kinds of food on campuses, we can also say that it is inappropriate to be marketing foods that don’t meet those nutritional standards,” says Dorfman.

● Shared information and resources with related RWJF national programs and projects. These included the Yale Rudd Center for Food Policy and Obesity (read the Progress Report for more information), Healthy Eating Research (read the Progress Report for more information), Bridging the Gap (read the Progress Report for more information), and Communities Creating Healthy Environments (read the Progress Report for more information). Many of these programs are represented on the steering committee of the Food Marketing Workgroup (see Appendix 1).

Communications Results

The Food Marketing Workgroup published reports, issue briefs, talking points, model standards, journal articles (such as in the American Journal of Preventive Medicine), and popular articles (for example, in the Atlantic). Workgroup members—many of them experts on food marketing—were widely quoted in newspaper articles and editorials.

The Food Marketing Workgroup created www.foodmarketing.org to provide easy access to resources for advocacy campaigns. Project staff also actively used social media, including Facebook and Twitter, blogged on a variety of sites, and emailed weekly news

7 The National Policy and Legal Analysis Network to Prevent Childhood Obesity (NPLAN), based in Oakland, Calif., provides legal research, model policies, fact sheets, toolkits, training, and technical assistance. RWJF is one of its funders.
One tweetchat by the Center for Science in the Public Interest reached nearly 1.1 million Twitter users.

See the Bibliography for more information.

LESSONS LEARNED

1. **Uncovering companies’ food marketing policies is challenging.** Companies often do not make them publicly available, some are reluctant to share them, and tracking down knowledgeable contacts is difficult.

   Still, efforts to collect information on those policies for the report card “put us directly in touch with the executive offices of leading food and beverage manufacturers, restaurants, and entertainment companies,” Wootan noted. That, in turn, opened doors to asking company executives to create or bolster their policies.

2. **Inquiring about food-marketing policies can sometimes prompt a company to develop them.** Some companies apparently drafted policies before returning a telephone call to report card researchers. While that may have muddied the waters a bit from a research standpoint, it was a welcome development for advocates.

   “When you rely on self-regulation, transparency, and shining a light on a company’s activities are a really important part of the plan,” said Wootan.

3. **Anticipate an aggressive industry response to food-marketing guidelines—even when they are voluntary.** The vigor with which food, beverage, and entertainment industries opposed the federal Interagency Working Group’s voluntary guidelines surprised the Food Marketing Workgroup. “We were not up on Capitol Hill educating members of Congress,” says Wootan. “We weren’t expecting so much pushback, given that these were voluntary.”

4. **A “win” can come in unexpected ways.** The fate of the guidelines was not a traditional advocacy win, acknowledged Wootan, but she believes the effort yielded benefits. “The process really strengthened the Food Marketing Workgroup and galvanized the advocacy community.”

   *Dorfman notes:* “One way to tell this story is to say we got the attention of the food companies. While the guidelines were not adopted, the draft exists; you can make decisions based on it. It was taken seriously. It was a phenomenal failure and an amazing success.”

   With admiration for both women and their organizations, Tracy Orleans, PhD, RWJF senior scientist and program officer for these grants, commented, “They countered
adversity with strategy.” They recoiled from that major setback and are right back at it again, making changes large and small.”

5. **Take a flexible approach to advocacy.** When it became evident that the Interagency Working Group would set aside its proposed guidelines, the Food Marketing Workgroup focused on other opportunities to build momentum on restricting the marketing of unhealthy food to children. (Grantee report to RWJF)

6. **“Cue up the environment and make it visible.”** U.S. culture reinforces that idea that the choices individuals make determine their health outcomes, Dorfman observed. “What is harder to see are the influences in the environment that impinge on the decisions people make and their ability to create a healthy life….Once you bring that into view, the rest will be easier for people to understand.”

7. **To reach parents, find the right messages.** “Most parents think food marketing is annoying but not dangerous,” Dorfman noted. That may partly reflect lack of knowledge: some parents were alarmed to learn in focus groups how much industry spends on marketing to kids.

8. **Don’t let the perfect become the enemy of the good.** When the Center for Science in the Public Interest praised Kellogg’s Scooby Doo cereal because it has less sugar than most kid-targeted cereals (6 grams of sugar per serving rather than 9 grams), some Workgroup members complained that the cereal is not healthy enough. However, project staff felt it was important to highlight better corporate behavior even if it is not ideal. (Grantee report to RWJF)

**AFTERWARD**

The Food Marketing Workgroup continues to promote policies that restrict the marketing of unhealthy foods to children by:

- Educating congressional staff and other policy-makers about the opportunity to close a tax loophole that allows companies to write off the cost of marketing unhealthy food

- Serving as the hub for campaigns nationwide to reduce food marketing to children as part of **Voices for Healthy Kids**—an initiative of RWJF and the American Heart Association. The Center for Science in the Public Interest provides policy support to the American Heart Association through a subcontract.

- In addition to its work with the Voices for Healthy Kids: Marketing Matters Hub, the food Marketing Workgroup plans include:
  - Urging companies to improve the nutritional quality of restaurant children’s meals

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8 This initiative is authorized for up to $22.8 million.
— Supporting adoption and implementation of the national policy to limit unhealthy food marketing in schools and urging food and restaurant companies to adopt stronger school marketing practices and policies

— Urging food companies and retailers to adopt stronger in-store food marketing practices and policies, and to strengthen their marketing pledges and practices

— Conducting strategic research connected to campaign goals (for example, updating the Nickelodeon study, doing a study of restaurant children’s meals)

- Conducting focus groups and polling to refine messages designed to better mobilize parents to support policies that restrict marketing of unhealthy food to kids. KRC Communications is guiding that effort under a contract with RWJF and working closely with the Food Marketing Workgroup to craft the research presentation and interpret and disseminate the results.

- Developing a one-page “principles of target marketing to kids” explaining why industry marketing aimed at vulnerable populations is unethical

In December 2013, the Children’s Food and Beverage Advertising Initiative adopted uniform nutrition standards for food marketed to children—a key goal of the Food Marketing Workgroup. Under those standards, participating companies will stop marketing to kids about one-third of the food they were previously targeting at them. The standards will also make it easier to monitor industry compliance with self-regulation. Wootan notes that adherence by participating companies “has been excellent since the program began.”

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APPENDIX 1

Steering Committee for the Food Marketing Workgroup

(Current as of the end date of the program; provided by the program’s management; not verified by RWJF.)

Organizational Members

African American Collaborative Obesity Research Network
University of Pennsylvania

Berkeley Media Studies Group
Berkeley, Calif.

Center for Digital Democracy
Washington, D.C.

Center for Science in the Public Interest
Washington, D.C.

National Policy and Legal Analysis Network to Prevent Childhood Obesity
Oakland, Calif.

National Parent Teachers Association
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Praxis Project
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APPENDIX 2

Advisory Committee for the Report Card on Food-Marketing Policies

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Articles


Wootan M. “Traveling with Kids: Healthy Food Options While on the Road.” One Hungry Mama, July 17, 2013. Available online.


**Reports, Fact Sheets, and Issue Briefs**


**Communications or Promotions**

[www.foodmarketing.org](http://www.foodmarketing.org). Information on advocacy campaigns, such as efforts to urge Nickelodeon to stop allowing companies to advertise junk food to kids. Includes a Wall of Shame on egregious ad campaigns.

*Social media.* Members of the Food Marketing Workgroup posted food marketing items on social media, including Facebook, Twitter, and Pinterest, and scheduled Food Friday tweetchats that reached audiences of nearly 1 million or more.

*Blogs.* Project staff posted blogs on food marketing on the International Fruit and Vegetable newsletters, MomsRising, Community Commons, and Babes for Breasts.

*News digests.* Berkeley Media Studies Group emailed weekly news digests on food marketing; advertising that targets communities of color and low-income communities; and news on sugary drinks. These are archived online.