



## **WE ALL WANT HEALTHY CHILDREN**

### **Protecting Our Children from Unhealthy Food & Beverage Marketing**

The health of our country and our city is threatened by obesity. The majority of New York City adults are now overweight or obese, as are 4 in 10 elementary school children. The health consequences are staggering, ranging from hypertension to diabetes – a condition that can lead to blindness, amputations and kidney failure. The obesity epidemic has many causes, but one contributor is the marketing of unhealthy foods and beverages to our youth.

The food and beverage industry spends nearly two billion dollars annually marketing to youth. Most of the food and beverages marketed to youth is unhealthy. Marketing is effective, directly influencing children's and adolescents' preferences and choices. To combat the advertising efforts of the food and beverage industry, we are asking for your organization's help in limiting marketing of unhealthy products to our youth. We urge you to:

- Share information on marketing to youth with staff and clients.
- Adopt the New York City Food Standards for meetings and events, and for food and beverage vending machines.
- Work with a local bodega or supermarket to limit promotion of unhealthy foods and beverages.
- Create and implement healthy fundraising policies and practices.
- Negotiate the terms, if accepting sponsorships, donations, in-kind support or awards from the food and beverage industry, so as not to promote any unhealthy foods or drinks.
- Join with other organizations that are working hard to limit marketing to children.

This kit is designed to help get you started. If you have any questions, email us at [dpho@health.nyc.gov](mailto:dpho@health.nyc.gov).