

RESOURCES



American Psychological Association

750 First Street, NE
Washington, DC 20002-4242
(800) 374-2721—VM Options to Department or Switchboard
(202) 336-5700—Administrative Services
(202) 336-5500—Switchboard
www.apa.org

Search: "advertising to children" to find the following documents.

"Television Advertising Leads to Unhealthy Habits in Children" reports on the findings of an American Psychological Association task force, which recommends that advertising targeting children under the age of eight be restricted.

"Protecting children from advertising" reports on APA's Council of Representatives adoption of a policy and research recommendations to help counter the potential harmful effects of advertising on children.

"APA Task Force Recommendations" is an article that discusses the APA's Task Force on Advertising and Children proposed research and policy recommendations to help counter the potential negative effects of ads aimed at children.

"Selling to children" Is an APA Monitor article (Nov 2002) that provides a brief overview of the impact of commercialization on children and the need for more research.

California Project LEAN (Leaders Encouraging Activity and Nutrition)

P.O. Box 997413, MS. 7211
Sacramento, CA 95899-7413
(916) 552-9907
Fax: (916) 552-9909
www.CaliforniaProjectLEAN.org

"Food and Beverage Marketing on California High School Campuses Survey: Findings and Recommendations" is a report of the presence of marketing and advertising of healthy and unhealthy foods and beverages on California school campuses.

"Fast Food Sales on High School Campuses: Results from the 2000 California High School Fast Food Survey" is a report on the prevalence of fast food on California school campuses.

"Student Wellness: A Healthy Food and Physical Activity Policy Resource Guide" is a step-by-step guide for school governance leaders to develop effective local wellness policies.

CAPTIVE KIDS: SELLING OBESITY AT SCHOOLS

An ACTION GUIDE to Stop the Marketing of Unhealthy Foods and Beverages at School

California School Boards Association

3100 Beacon Blvd.
West Sacramento, CA 95691
(800) 266-3382 or (916) 371-4691
Fax: (916) 371-3407
www.csba.org

“School-Based Marketing of Foods and Beverages: Policy Implications for School Boards” is a policy brief that discusses the pros and cons of commercial activities and highlights critical policy considerations.

“Student Wellness: A Healthy Food and Physical Activity Policy Resource Guide” is a step-by-step guide for school governance leaders to develop effective local wellness policies.

Campaign For A Commercial-Free Childhood

Judge Baker Children's Center
53 Parker Hill Ave.
Boston, MA 02120
(617) 278-4172
Fax: (617) 232-7343
www.commercialfreechildhood.org

Search “Articles” for the following documents.

“Public Attitudes Towards the Youth Marketing Industry and its Impact on Children” is an article that reports survey results from the public regarding the impact and ethical practices of marketing to children.

“Food Marketing to Children in the Context of a Marketing Maelstrom” is an article that takes a close look at the nature, depth, and breadth of food marketing aimed at children.

“The Facts About Marketing to Kids” is a 28-page resource booklet of fact sheets about marketing to children. Topics include schools and food and childhood obesity.

“Consuming Kids: The Hostile Takeover of Childhood” is a book that takes a comprehensive look at the kid market. All aspects of children’s lives—their health, education, creativity, and values—are at risk of being compromised by their status in the marketplace.

“Consuming Kids: Protecting Our Children from the Onslaught of Marketing and Advertising” is a book that reveals how the marketing industry preys on kids from the day they’re born, exploiting their vulnerabilities and skewing their values in order to influence what they eat, wear, and play with.

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California Adolescent Nutrition and Fitness Campaign

2140 Shattuck Avenue, Suite 610 • Berkeley CA 94704

(510) 644-1533

Fax: (510) 644-1535

www.canfit.org

Fast Food Presentation: “Outside the Wrapper and Inside the Bun: The Whole Truth about Fast Food” is a power point presentation for use with middle and high school students to educate them about marketing practices of the food industry.

Centers for Disease Control and Prevention

Division of Adolescent and School Health

1600 Clifton Rd. • Atlanta, GA 30333

(404) 639-3311

(800) 311-3435 or (404) 639-3534 (For public inquiries)

Fax: (404) 639-3111

www.cdc.gov/nccdphp/dash

“Making It Happen! School Nutrition Success Stories” shares stories from 32 schools and school districts that have made innovative changes to improve the nutritional quality of all foods and beverages offered and sold on school campuses. The most consistent theme emerging from these case studies is that students will buy and consume healthful foods and beverages, and schools can make money from healthful options.

Center for Informed Food Choices

P.O. Box 16053 • Oakland, CA 94610

(510) 465-0322

www.informedeating.org

“Informed Eating” is an online newsletter that tracks the politics of food, nutrition, and health and corporate responsibility.

**Center for Science in the Public Interest
And Nutrition Action Newsletter**

1875 Connecticut Ave. N.W. Ste. 300 • Washington, D.C. 20009

(202) 332-9110

Fax: (202) 265-4954

www.cspinet.org

“Pestering Parents: How Food Companies Market Obesity to Children” outlines the importance of good nutrition to children’s health, children’s exposure to food marketing, the types of venues and techniques used to market food to children, the effect of that marketing on children’s food choices, current regulation of food marketing aimed at children, and actions that have been taken in other countries and for other health behaviors.

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“Guidelines for Responsible Food Marketing to Children” are for schools, food manufacturers, restaurants, supermarkets, television and radio stations, movie studios, magazines, public relations and advertising agencies, toy and video game manufacturers, and organizers of sporting or children’s events. The Guidelines provide criteria for marketing food to children in a manner which does not undermine children’s diets or harm their health.

Children Now
1212 Broadway, 5th Floor
Oakland, CA 94612
(510) 763-2444
Fax: (510) 763-1974
www.childrennow.org

**Citizen’s Campaign for
Commercial-Free Schools**
3724 Burke Ave. N.
Seattle, WA 98103
(206) 523-4922
www.scn.org/cccs/

Commercial Alert
4110 SE Hawthorne Blvd. #123
Portland, OR 97214
(503) 235-8012
Fax: (503) 235-5073
www.commercialalert.org

Commercialism in Education Research Unit (CERU)

College of Education
Education Policy Studies Laboratory
Arizona State University
P.O. Box 872411 • Tempe, AZ 85287-2411
(480) 965-1886
Fax: (480) 965-0303
www.asu.edu/educ/epsll/ceru.htm

CERU is the only national academic research unit that conducts research, disseminates information, and helps facilitate dialogue between the education community, policy makers, and the public at large about commercial activities in schools. It includes many research reports on its web site on commercialism in schools.

Institute of Medicine

500 Fifth Street NW • Washington DC 20001
(202) 334-2352
Fax: (202) 334-1412
www.iom.edu

“Food Marketing to Children and Youth: Threat or Opportunity?” reports on the most comprehensive review to date on the scientific evidence on the influence of food marketing on the diets and diet-related health of children and youth.

“Preventing Childhood Obesity: Health in Balance” identifies factors associated with childhood obesity and promising approaches for prevention efforts. It includes a section on the role of schools.

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National Institutes of Child Health and Human Development

Information Resource Center

P.O. Box 3006 • Rockville, MD 20847

(800) 370-2943

TTY: (888) 320-6942

Fax: (301) 984-1473

Email: NICHDInformationResourceCenter@mail.nih.gov

www.nichd.nih.gov

“Media-Smart Youth: Eat, Think, and Be Active!” is a 10-lesson curriculum that focuses on helping young people ages 11 to 13 understand the connections between media and health. The program uses nutrition and physical activity examples to help youth learn about these connections and build their media analysis skills.

Parents’ Action for Children

(Formerly the I am Your Child Foundation)

DC Office

1875 Connecticut Ave., NW, Suite 650 • Washington, DC 20009

(202) 238-4878

Fax: (202) 986-2539

www.iamyourchild.org

California Office

335 N. Maple Drive, Suite 135

Beverly Hills, CA 90210

(310) 285-2385

Fax: (310) 205-2760

“Stir It Up Campaign” is a national movement of parents working together to ensure all children eat food that is good for them and get the physical activity they need to grow up healthy and strong. Visit www.stiritupamerica.com for more information.

Public Health Law Program

Public Health Institute

180 Grand Avenue, Suite 750 • Oakland, CA 94612

(510) 302-3300

Fax: (510) 444-8253

www.phlaw.org

“Controlling Junk Food Advertising in Schools” is a legal document for schools about to enter into or renew a contract that grants advertising rights.

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Strategic Alliance

c/o Prevention Institute
265 29th Street • Oakland, CA 94611
(510) 444-7738
Fax: (510) 663-1280
www.preventioninstitute.org

“Taking Action for a Healthier California,” identifies concrete steps that business and government can take to create healthier places to live and work.

United States Department of Agriculture

Food and Nutrition Services
3101 Park Center Dr., Rm. 926 • Alexandria, VA 22302
(703) 305-2062
www.fns.usda.gov

“Making It Happen! School Nutrition Success Stories” produced in collaboration with the Centers for Disease Control and Prevention shares stories from 32 schools and school districts that have made innovative changes to improve the nutritional quality of all foods and beverages offered and sold on school campuses. The most consistent theme emerging from these case studies is that students will buy and consume healthful foods and beverages, and schools can make money from healthful options.

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