



May 28, 2011

RE: FTC Project No. PO94513

To Whom it may concern,

I am happy that the FTC is considering regulating food advertising to children. I do wish the regulation would be *mandatory*, not voluntary.

As you know, childhood obesity and overweight has tripled during the last 30 years. And, what was formerly referred to as "adult onset diabetes" has skyrocketed among children.

Children are not sophisticated enough to sort out "hype" from accurate information. And, today's parents are generally so busy trying to stay afloat financially that they don't always have time to monitor carefully what their young children are viewing. I understand this only too well as a grandmother to young children in busy career households where both parents must work. I am also a college health and nutrition professor, so I understand the issues around poor eating habits and how early they are established.

I applaud the guidelines that will limit unhealthful fats, sodium, and added sugars in advertisements aimed at children under 18. I also support including fruit, vegetables, extra-lean meat or poultry, and other healthful ingredients. I will re-iterate that I hope these guidelines will become mandatory in the very near future.

Thank you for your time and attention to this very important matter.

Regards,

Alice Shapiro, MS