

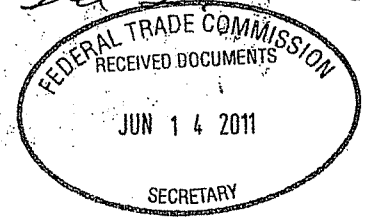
TO: FTC PROTECT

6/6/11

CC: Sue, Sean, Laura, Ted, Jen

Chris, Charles. Margaux, Ted 2

ORIGINAL



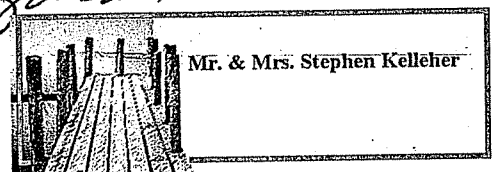
Gentlemen,

I support the proposal as described in the attached "DOING RIGHT BY KIDS" editorial from the Center for Science in the Public Interest.

Note that I would really prefer a ban on all advertising that was directed to young children as proposed in the 70's.

Note also that I have annotated the editorial from the viewpoint of the extreme opposite to mine just to be sure I understand a different point of view.

Regards,



MEMO FROM MFJ

Doing Right by Kids



It has taken 30 years, but the government has finally decided that it's time to protect children from companies that try to sell them junk food.

Back in the late 1970s, the Federal Trade Commission suggested a ban on all advertising, not just food advertising, that was directed to young children.

(A petition from the Center for Science in the Public Interest, publisher of *Nutrition Action*, and another consumer group triggered that proposal.)

The FTC argued that advertising to young children is unfair because kids don't understand what ads are and can easily be hoodwinked.

Sadly, the food, toy, broadcasting, and advertising industries convinced Congress to repeal much of the FTC's authority to regulate advertising to children, which still hampers the FTC today.

As Congress looked the other way for 30 years, an obesity time bomb exploded. The percentage of young children and teenagers who are overweight or obese has tripled.

That alarming increase has led many to question the wisdom of exposing unsophisticated youngsters to sophisticated advertising for pizzas, hamburger-and-fries meals, sugary drinks, and the like. Michelle Obama's passion to improve children's diets and health helped put the issue on the front burner.

The proposed voluntary guidelines would limit unhealthy fats, sodium, and added sugars in foods advertised to children under 18. Advertised foods would also have to include some fruit, vegetables, extra-lean meat or poultry, or other healthful ingredients.

The advertising industry immediately charged that the guidelines were "overly restrictive" and "sufficiently onerous that they would basically block a substantial amount of advertising."

"I hope so!"

If the proposal is finalized, we'll see dramatic reductions in ads for unhealthy foods on children's TV shows and Internet sites. Though the guidelines are voluntary, they would still pressure advertisers to clean up their act.

June 13 is the deadline for the public to comment on the proposal. You can bet that the food industry will weigh in big time.

To voice your views, write to FTC Project No. P094513, FTC, Office of the Secretary, Room

H-113 (Annex W), 600 Pennsylvania Avenue N.W., Washington, D.C. 20580. Or file a comment at <https://ftcpublishcommentworks.com/ftc/foodmarketedtochildreniwg>.



In April, the government proposed voluntary limits on foods advertised to kids.

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THE OLD "CAMEL'S NOSE" UNDER THE TENT TRICK. NEXT THING YOU KNOW IT WILL ALL BE THE LAW. THIS IS A REAL CONSPIRACY. IT NEEDS TO BE STOPPED NOW. THEY SURE ARE SNEAKY!

Jeremiah Stamler, M.D.
Northwestern University Medical School
Regina G. Ziegler, Ph.D., M.P.H.
National Cancer Institute

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A DEMOCRAT MIGHT SAY... DID NOT KNOW THIS... OUTSTANDING... WHY NOT DO IT NOW?

Photo: © Prod. NutriMedia.com

Do you mean abuse?? NAW! Campaign Contributions?

Who the Hell is she! This is more of that "Obama Care" crap. We need to take back our government.

IF THE JACOBSON GET THE FTC CAN'T WHO NEEDS THE JOB DONE... BESIDES THE FTC? FREE AMERICAN INDUSTRY FROM ALL THESE B.S. RULES & REGULATIONS THAT INCREASE THEIR COSTS + HOLD DOWN HIRING. THE HELL! LET'S REDUCE THE BUDGET & JUST CHOP OUT THE FTC!!

Nutrition Action

JUNE 2011 \$2.50

HEALTH LETTER™
CENTER FOR SCIENCE IN THE PUBLIC INTEREST

DECODING DIABETES

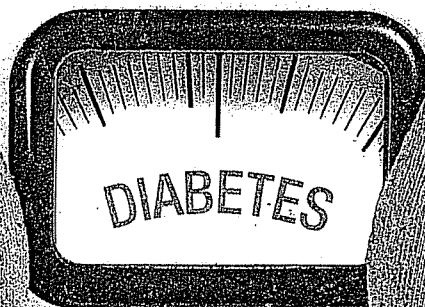
BY BONNIE LIEBMAN

Heart attacks, strokes, kidney disease. Cancers of the breast, colon, lung, ovary, liver, and bladder. Liver disease, lung disease, pneumonia and other infectious diseases. Having type 2 diabetes increases the risk of dying of those illnesses and more, according to a new compilation of 97 studies on 820,900 people.¹

The average 50-year-old with diabetes dies six years earlier than the average 50-year-old without diabetes. For comparison, the average long-term smoker dies 10 years earlier than the average non-smoker.

Here's the latest on diabetes and how to lower your risk.

Continued on p. 3



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