

Industry Efforts to Fight Childhood Obesity

A 2009 study showed that regardless of sweetness level, cereal eaters have healthier body weights than those who don't eat cereal. They also have significantly higher intakes of fiber, whole grain, folate, calcium, iron, zinc and several other nutrients.

Calories from all beverages shipped to schools nationwide have been slashed by 88 percent (between 2004-2009).

The National Association of Broadcasters Education Foundation (NABEF) hosted the "Let's Move! Flash Workout" featuring Beyoncé on May 3, 2011. The event called for middle school students across the country to participate in a pre-choreographed "Let's Move!" dance exercise routine at an identical time. Hundreds of NAB member television stations across the country covered the event during their evening newscasts.

In 2010, Viacom-owned networks Nickelodeon, BET, CMT and MTV Tr3s joined First Lady Michelle Obama's *Let's Move!* campaign and filmed and aired public service announcements featuring the First Lady.

Between 2004 and 2008, the average child saw 400% more ads for fruit and vegetable juices while seeing 99% fewer ads for soft drinks on children's television.

Shipments of full-calorie soft drinks to schools have declined by 95% (since 2004).

Mars, Incorporated was an early adopter of front-of-package labeling. All Mars Incorporated's food products include front-of-package GDA labels for calories, total fat, sugar, and sodium.

The Ad Council has contributed to complimentary PSA campaigns educating youth on the importance of eating healthy and being active, including "Fuel Up to Play 60" featuring Dallas Cowboys quarterback Tony Romo.

Kraft Foods partners with the National Latino Children's Institute and the YMCA of the USA in sponsoring "Salsa, Sabor y Salud," a healthy lifestyles program designed for Latino families. The program uses the unique traditions of Latino family gatherings to teach and model healthy living choices.

Seventeen companies from the food and beverage industry comprise the Children's Food and Beverage Advertising Initiative (CFBAI), providing meaningful science-based nutrition standards to govern child-directed ads.

In 2010, among advertisements on children's television programming, 76% were for non-food products.

The CFBAI commitment applies beyond traditional measured media to child-directed digital and mobile media, video games, word-of-mouth, and use of licensed characters or celebrities.

Between 2004 and 2008, advertisements for bottled water on children's television increased 1,000%.

Early in 2011, Cartoon Network's annual Hall of Game sports award show featured First Lady Michelle Obama in a special taped appearance to recognize 25 Louisiana schools that successfully created healthier environments through the promotion of nutrition and physical activity. Cartoon Network will continue to promote Let's Move through this and other activities.

Clear on Calories is a commitment by the nation's leading beverage companies to uniformly display calorie counts on the fronts of containers, on vending machine buttons, and on some soda fountain equipment.

On July 14, 2011, CFBAI released enhanced and more uniform criteria for its members to further strengthen voluntary efforts to change child-directed food advertising. Approximately one in three products currently advertised to kids does not meet the new nutrition criteria. CFBAI companies must change the recipes of these products to continue to advertise them and remain in good standing after December 31, 2013.

CFBAI's new, uniform nutrition criteria create ten different food categories that specifically address nutrition content across a variety of foods. Recognizing the role that different foods play as part of a healthy diet, these categories range from grains and dairy to main dishes and entrees.

Kraft Foods is reducing sodium by an average of 10% in its North American products.

NAB, in conjunction with the Partnership for a Healthier America for the Let's Move! campaign, produced radio and television PSAs featuring members of the Senate Spouse's Club from numerous states encouraging their communities to get active. The spots offer parents ideas for healthy snacks, ways to exercise as a family and resources for additional information.

By reducing the sugar content in Capri Sun juice drinks, Kraft Foods has removed more than 100 billion calories from kids' diets each year.

Cartoon Network worked with nutrition experts to implement robust nutritional guidelines for the use of its characters in product licensing and promotional tie-ins.

General Mills Big G cereals are the number one source of whole grain at breakfast and provide Americans with more whole grain at breakfast than any other breakfast food.

Eating cereal has the added benefit of encouraging milk consumption. About half of the milk in African-American and Hispanic kids' diets is eaten with cereal.

All Mars, Incorporated products sold in school vending machines meet the strict nutrition standards developed by the American Heart Association's Alliance for a Healthier Generation.

The General Mills Foundation last year donated \$22.4 million to support hunger and nutrition wellness initiatives.

For more than 10 years, Nickelodeon has championed health and wellness for children. Through its "The Big Help" and "Let's Just Play" pro-social campaigns, Nickelodeon has empowered children to make healthy lifestyle choices and combat childhood obesity. Each year, these health and wellness efforts culminate in the World Wide Day of Play (WWDOP), when Nickelodeon turns off its television networks and websites on a Saturday afternoon to demonstrate the importance of a balanced lifestyle. In 2011, Nickelodeon's "The Big Help" campaign partnered with the President's Challenge, the premier program of the President's Council on Fitness, Sports and Nutrition to help promote the Presidential Active Lifestyle Award (PALA) Challenge - the "Million PALA Challenge."

As of December 2010, all General Mills kid cereals include 10 grams of sugar or less per serving.

Cartoon Network's Move It Movement is a year round multiplatform effort designed to motivate children and families to adopt healthy, active lifestyles. For the seventh summer in a row, Cartoon Network is complimenting its on-air and online campaigns by sponsoring a nationwide physical activity tour visiting over 20 U.S. markets.

Mars' Uncle Ben's® product line offers 58 rice varieties containing Whole Grain Brown Rice, many with lower sodium.

Across the country, broadcast stations are running obesity prevention and awareness campaigns, incentivizing physical activity through free gym membership promotions, sponsoring team walks, and partnering with medical centers in the community to host discussions on healthy living.

Beginning in 2009, Nickelodeon limited the licensing of all its characters to food packaging that meets "better for you" criteria as determined by its partners in accordance with governmental dietary guidelines.