

**CHILDREN NOW**

Jon Leibowitz, Chairman  
Federal Trade Commission

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about the almost year-long delay in publishing the proposed  
rule for marketing food to children for public comment - and  
report to Congress that was to have been submitted in July. We  
urged the Commission to promptly release the proposed nutrition standard  
for public comment.

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Obesity epidemic continues to affect all levels of American  
children, the Centers for Disease Control and Prevention,  
reports. Obesity has more than tripled in the past 30 years putting millions

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Those recommendations include:

- “The food and beverage industry and the media and entertainment industry should jointly adopt meaningful, uniform nutrition standards for marketing food and beverages to children, as well as a uniform standard for what constitutes marketing to children.”
- “The media and entertainment industry should develop uniform guidelines to ensure that a higher proportion of advertisements shown on their networks and platforms are for healthy foods and beverages.”

The White House affirmed the concern that the response from media companies to address childhood obesity in their own advertising practices to children has been poor. In lieu of a meaningful response by the media companies, the proposed Interagency Working Group nutrition standard will serve as a benchmark to measure the health and compliance of the numerous, confusing food and beverage standards.

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Cc: Interagency Task Force on Nutritional Standards Members

- Tom Vilsack, Secretary of Agriculture, U.S. Department of Agriculture
- Margaret A. Hamburg, M.D., Commissioner of Food and Drugs, Food and Drug Administration
- Thomas R. Frieden, MD, MPH, Director, Centers for Disease Control and Prevention

The Honorable Sam Brownback

The Honorable Tom Harkin, Chairman, United States Senate Committee on Health, Education, Labor and  
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The Honorable John D. Rockefeller, Chairman, United States Senate Committee on Commerce, Science,  
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