



ASTHO, Food Marketing Workgroup, and NPLAN present...

## **Unhealthy Food Marketing in Schools** *Reading, Writing, and a Candy Ad?*

**March 17, 2014**  
**2– 3 p.m. EDT**

*Part of the ‘What You Need to Know to Promote Healthy Eating in Your State!’ webinar series.*

**Register here:** <https://www4.gotomeeting.com/register/228683687>

The U.S. Department of Agriculture (USDA) recently released [proposed updated guidelines for local school wellness policies](#) (LWP). In addition to strengthening nutrition and physical activity in schools, the guidelines include a new provision to limit unhealthy food and beverage marketing in schools. Soon, school districts will only allow marketing of foods that meet the USDA “Smart Snacks” guidelines (i.e., the standards for foods sold through vending, a la carte, school stores, and other competitive foods).

Food marketing is ubiquitous in U.S. schools. In 2012, 70% of elementary and middle school students and 90% of high school students attended schools with in-school food marketing, most of which is for unhealthy food. Join ASTHO, the Food Marketing Workgroup, and NPLAN on **March 17 at 2 p.m.** to learn more about food marketing in schools, the proposed USDA guidelines, and emerging policy and legal considerations.

### Speakers:

- Elizabeth Walker Romero, MS; Senior Director, Health Improvement, ASTHO
- Hannah Jones, Nutrition Policy Coordinator, Center for Science in the Public Interest
- USDA, FNS (speaker TBD)
- Sabrina Adler, JD; Staff Attorney, ChangeLab Solutions