



January 30, 2014

Mr. Leonard Comma  
Chief Executive Officer  
Jack in the Box, Inc.  
9330 Balboa Ave.  
San Diego, CA 92123-1516

Dear Mr. Comma:

We, the undersigned, write to ask Jack in the Box, Inc. to strengthen its commitment to providing children with healthy meal options, including by removing soda and other sugary beverages from your children's menu.

Families eat out twice as often as they did in the 1970s, with children consuming about a quarter of their calories at fast-food and other restaurants. Given the growing role of restaurant foods in children's diets and the high rates of childhood obesity, restaurants should do more to help children eat better.

Soda and other sugary drinks promote obesity, diabetes, and heart disease. According to the *Dietary Guidelines for Americans, 2010*, sugar-sweetened beverages are the single largest source of calories in children's diets and provide nearly half of their added sugars intake. A 2001 study published in the *Lancet* found that drinking just one additional sugary drink every day increases a child's chances of becoming obese. With one in three children overweight or obese in the United States, it no longer makes sense to include sugary beverages in restaurant meals for young children.

McDonald's recently announced it would no longer list soda on the kids' meal section of its menu board. Subway, Chipotle, Arby's, and Panera also do not offer soda as a beverage option on their children's menus. Offering only healthier beverages, such as low-fat or fat-free milk, water, or seltzer, as beverage options, helps children to eat better and supports parents' efforts to feed their children more healthfully.

We encourage you to remove soda and other sugary drinks from your children's menu, as well as to join the National Restaurant Association's Kids LiveWell program. We look forward to your response and would welcome the opportunity to work with you and your staff to improve the nutritional quality of your restaurants' children's meals and beverages.

Sincerely,

**Organizations**

A World Fit For Kids

Academy of Nutrition and Dietetics  
Advocates for Better Children's Diets  
American Academy of Sports Dietitians and Nutritionists  
American Cancer Society  
American Diabetes Association  
American Institute for Cancer Research  
American Medical Student Association  
American School Health Association  
Asian and Pacific Islander Obesity Prevention Alliance  
Association of State Public Health Nutritionists  
Bangor Health and Community Services  
Bay Area Nutrition and Physical Activity Collaborative  
Berkeley Media Studies Group  
California Center for Public Health Advocacy  
California Conference of Local Health Department Nutritionists  
The California Endowment  
California WIC Association  
Cancer Prevention and Treatment Fund  
Center for Communications, Health & the Environment  
Center for Digital Democracy  
Center for Global Policy Solutions  
Center for Nutrition and Activity Promotion  
Center for Science in the Public Interest  
Central California Regional Obesity Prevention Program  
ChangeLab Solutions  
Childhood Obesity Prevention Coalition  
Children Now  
Community Food and Justice Coalition  
Congregation of Sisters of St. Agnes  
Consortium to Lower Obesity in Chicago Children  
Consumer Federation of America  
Day One  
Defeat Diabetes Foundation  
D'fine Sculpting & Nutrition LLC  
Directors of Health Promotion and Education  
Earth Day Network  
Eat Smart, Move More South Carolina  
Energy Up!  
First 5 Yolo  
Florida Prevention Research Center  
Food and Water Watch  
Food Fight  
Food, Nutrition & Policy Consultants, LLC  
Food Trust

GW Cancer Institute	National Association of County and City Health Officials
Healthy Living Rochester	National Center for Weight & Wellness
Hispanic Dental Association	National Congress of Black Women
The Horizon Foundation of Howard County, MD	National Consumers League
Indian Rural Health Association	National Council of La Raza
Institute for America's Health	National Network of Public Health Institutes
Institute for Integrative Nutrition	National Physicians Alliance
Institute for a Sustainable Future	National WIC Association
Interfaith Center on Corporate Responsibility	The Nemours Foundation
Iowa Public Health Association	New York State Public Health Association
KC Healthy Kids	Northwest Coalition for Responsible Investment
Lane Coalition for Healthy Active Youth	Nutrition First
Latino Coalition for a Healthy California	Oral Health America
LiveWell Colorado	Oregon Public Health Institute
Louisiana Public Health Institute	Parents, Educators & Advocates Connection for Healthy School Food (PEACHSF)
Maine Public Health Association	Partners for a Healthier Community
Mercyhurst University Institute for Public Health	Partnership for a Healthier New York City
Midwest Coalition for Responsible Investment	Partnership for a Healthy Lincoln
MomsRising.org	Partners for a Healthy Nevada
National Action Against Obesity	Partnership for Prevention
National Association of Chronic Disease Directors	Philadelphia Department of Public Health
	Praxis Project
	Prevention Institute

Progressive Leadership Alliance of Nevada

Project LEAN

Public Health Advocacy Institute

Public Health Institute

Recipe for Success

Real Food for Kids

Real Food for Kids - Montgomery

Rudd Center for Food Policy & Obesity

Shape Up America!

Social Justice Learning Institute

Society for Nutrition Education and Behavior

SuperKids Nutrition

Tweens Nutrition and Fitness Coalition

Upstream Public Health

Young People's Healthy Heart Program

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