

We write to express our strong support for the Stop Subsidizing Childhood Obesity Act (S. 2936/H.R. 5232), a bill to remove the tax deductibility of expenses for marketing foods of poor nutritional quality to children.

In these times of tight budgets and high deficits, government savings and potential offsets are needed. Not only does eliminating the tax deductibility of expenses associated with unhealthy food advertising and marketing not cost the federal government any money, it will raise \$550 million annually and save up to \$260 million in healthcare costs over ten years.

Food companies spend nearly \$2 billion a year advertising and marketing food and beverages to children. Companies market to children through television, Internet, schools, product placement in movies and video games, celebrities, toy giveaways and other premiums, product packages, toys, and clothing. While companies have made some progress reducing unhealthy food marketing to kids over the past decade, the overwhelming majority of foods advertised to children are still of poor nutritional value. This legislation would provide an incentive for companies to decrease unhealthy food marketing further.

As you know, childhood obesity rates are far too high. Obese children are at greater risk for numerous illnesses as they grow into adulthood, including type 2 diabetes, heart disease, stroke, high blood pressure, high cholesterol, certain cancers, and other debilitating diseases. Though a number of factors contribute to children's poor diets, food marketing is an important one. The National Academies Health and Medicine Division (formerly the Institute of Medicine) concluded that food advertising affects children's food choices, food purchase requests, diets, and health.

We applaud your efforts to reduce children's exposure to unhealthy food marketing and advertising, and look forward to working with you to help advance this important legislation.

Sincerely,

Academy of Nutrition and Dietetics

American Public Health Association

Advocates for Better Children's Diets

Arizona Public Health Association

American Academy of Sports Dietitians
and Nutritionists

Association of State Public Health
Nutritionists

American Heart Association

Berkeley Media Studies Group, a project
of the Public Health Institute

American Institute for Cancer Research

Bike San Gabriel Valley	Farm Sanctuary
Bronx Health REACH	FGE Food and Nutrition Team
California Center for Public Health Advocacy	Food and Water Watch
California Convergence	Food Fight
Campaign for a Commercial-Free Childhood	Franciscan Action Network
Center for Communications, Health, and the Environment	Health First Wisconsin
Center for Digital Democracy	Illinois African American Coalition for Prevention
Center for Science in the Public Interest	Illinois Alliance to Prevent Obesity
Central California Regional Obesity Prevention Program	Indiana Rural Health Association
Childhood Obesity Prevention Coalition (WA State)	Institute for America's Health
Children Now	Lane Coalition for Healthy Active Youth
Coalition for Healthy School Food	Latino Coalition for a Healthy California
Community Food and Justice Coalition	Maine Public Health Association
Consortium to Lower Obesity in Chicago	MAZON: A Jewish Response to Hunger
Children at Ann and Robert H. Lurie Children's Hospital of Chicago	MomsRising.org
Corporate Accountability International	National Action Against Obesity
Day One, Inc.	National Association of County and City Health Officials
Defeat Diabetes Foundation	National Center for Health Research
Earth Day Network	National Consumers League
Environmental Working Group	National Education Association
	National Physicians Alliance

National WIC Association

New York State Public Health
Association

North American Society for Pediatric
Gastroenterology, Hepatology, and
Nutrition

Northwest Coalition for Responsible
Investment (Seattle, WA)

Nutrition First

Oregon Public Health Institute

Partners for a Healthy Nevada

Partnership for Prevention

Physicians Committee for Responsible
Medicine

Pinnacle Prevention

Prevent Cancer Foundation

Prevention Institute

Public Citizen

Public Health Institute

Real Food for Kids

Real Food for Kids - Montgomery

Recipe for Success Foundation

Shape Up America!

Society for Nutrition Education and
Behavior

Sugar Free Kids Maryland

United Church of Christ, Office of
Communication, Inc.

Upstream Public Health

Young People's Healthy Heart Program

Youth Activism Project