

THE GENERAL ASSEMBLY OF PENNSYLVANIA

HOUSE RESOLUTION

No. 897 Session of
2012

INTRODUCED BY COHEN, BRIGGS, CALTAGIRONE, DALEY, DeLUCA,
FABRIZIO, FREEMAN, HESS, JAMES, JOSEPHS, KULA, PARKER,
SCHMOTZER AND WATERS, OCTOBER 3, 2012

REFERRED TO COMMITTEE ON HEALTH, OCTOBER 3, 2012

A RESOLUTION

1 Expressing support for the new regulations proposed by the
2 Federal Trade Commission to restrict national food and
3 beverage companies from advertising unhealthy foods to
4 children.

5 WHEREAS, Since 1963, unhealthy food has been directed toward
6 children by television advertisements beginning with fast-food
7 chains; and

8 WHEREAS, The food industry spends more than \$2 billion a year
9 advertising carbonated beverages, restaurant food and breakfast
10 cereals to children; and

11 WHEREAS, In 2010, the fast-food industry spent \$4.2 billion
12 advertising on television and in newspapers and magazines; and

13 WHEREAS, Children are exposed to at least ten food-related
14 advertisements every day during the three to four hours they
15 spend watching television alone; and

16 WHEREAS, An estimated 98% of foods advertised to young
17 children are deemed unhealthy with high levels of fat, sugar or
18 sodium; and

1 WHEREAS, In the past decade, children's diets have consisted
2 of approximately 40% junk food; and

3 WHEREAS, The United States' childhood obesity rate has
4 tripled in the past three years to 17% or approximately 12.5
5 million American children; and

6 WHEREAS, In 2012, the Congress of the United States advised
7 the Federal Trade Commission, together with the Food and Drug
8 Administration, Centers for Disease Control and Prevention and
9 the United States Department of Agriculture, to establish an
10 Interagency Working Group of Federal nutrition, health and
11 marketing experts to alter the effect of unhealthy food on
12 children; therefore be it

13 RESOLVED, That the House of Representatives express its
14 support of the new regulations proposed by the Federal Trade
15 Commission for the purpose of restricting national food and
16 beverage companies from advertising and marketing unhealthy
17 foods to children.