

Strategies to Address Unhealthy Food and Beverage Marketing to Children

STUDIES SHOW THAT SUGARY BEVERAGES CONTRIBUTE TO OBESITY



Retail Environment

- Healthy zoning
- Improving the in-store marketing environment
- Improving the in-restaurant marketing environment
- Taxation and tax incentives

Childcare & Schools

- Improving the food environment in childcare and schools
- Nutrition standards for government procurement and vending

Government Property

- Nutrition standards for government procurement and vending
- Reducing unhealthy marketing on government property and public transit
- Adopting a policy to guide government sponsorship

Community-Wide

- Improving the outdoor advertising environment
- Reducing unhealthy advertising in broadcast media
- Reducing unhealthy marketing in digital media
- Improving the print media advertising environment