

## **Food Marketing to Kids Workshop – Comment Project No. P034519**

American Council for Fitness and Nutrition

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The American Council for Fitness and Nutrition (ACFN) is a non-profit organization that brings together food and beverage companies, associations and health and nutrition advocates to work toward viable long-term solutions to the nation's obesity epidemic. ACFN represents a diverse group of more than 100 organizations and is chaired by Susan Finn, Ph.D., L.D., R.D., F.A.D.A. An Advisory Board of experts in the fields of nutrition, physical activity and behavior change guide ACFN. (A list of Advisory Board members and member organizations can be found at the end of these comments.)

An important goal of ACFN is to educate people about the very real benefits of good nutrition habits and physical activity in fighting obesity. We based that goal on what the preponderance of scientific data says: that childhood obesity cannot be blamed on any single factor, nor will it be solved by a single-minded approach. Experts across the health and nutrition spectrum agree that the rise in obesity is the result of a wide variety of economic, cultural, social and genetic factors.

The government, schools, parents, the food industry, academic institutions and community leaders all have a role to play in contributing to the overall health and wellness of our communities.

### **Education of Special Populations**

By way of education to fight childhood obesity, in 2004 ACFN launched two pilot programs to educate special populations on the benefits of healthy living, and tips for doing so. The first program, *Salud . . . Un Ingrediente para la Familia* (Health . . . An Ingredient for the Family) was a day long festival at the Corona Food Plaza in Corona, NY. Nearly 400 families crowded the Corona Food Plaza to compete in contests and raffles against the backdrop of Latino music. Leveraging the strong traditions and cultural pride that is integral to Latin meal rituals, the event also featured nutrition information within the context of everyday life in the bustling community. Chef Rafael Palomino, one of the first chefs to perfect Nuevo Latino cuisine, demonstrated how to prepare traditional dishes with a healthy flare. Festival-goers sampled healthy versions of chimichurri chicken skewers, mango and peach gazpacho and Ecuadorian ceviche. The Corona festival provided Hispanic residents with information about the importance of good health, smart eating and staying physically active. The program was co-sponsored by the National Supermarkets Association.

In the summer of 2004, more than 100 African-American youngsters enrolled in an eight-week program, *Summer Fun, Food & Fitness*, designed to help them learn practical, realistic ways to achieve better health through balanced nutrition and physical activity. In particular, the kids learned how to eat healthy and find ways to get moving and shake their sedentary ways. The program was a collaborative effort between ACFN, the Boys and Girls Club of Central Maryland

and the Baltimore International College of Culinary Arts. It featured weekly interactive cooking segments, basic nutrition instruction, an interactive educational component and fitness activities to help empower children to incorporate healthy eating and fun physical activities into their lives.

*Summer Fun, Food & Fitness* started with a bang when Maryland Gov. Robert Ehrlich issued a proclamation applauding the program's goals and efforts. Other community leaders and high profile residents also helped launch Summer Fun, including U.S. Congressman Elijah Cummings, who is Chairman of the Congressional Black Caucus, as well as senior representatives from the Boys and Girls Club of Central Maryland, the Baltimore International College of Culinary Arts and the Baltimore Ravens.

### **Spotlighting Great Local Programs that Are Finding Success**

By way of educating on successful obesity-fighting programs, ACFN developed a series of breakfast panel discussions in communities across the nation entitled "TRIUMPH" – *Trends, Resources and Inspiration for Understanding and Maintaining Physical Health* – to spotlight local programs that represent sustainable solutions to the obesity epidemic. The overall message is that good health is achievable and that there are numerous corporations, academic institutions, community groups, non-profit organizations and government groups that are empowering people to make positive choices.

TRIUMPH locations for 2005 include:

- Arkansas (Little Rock)
- Texas (Austin)
- Pennsylvania (Philadelphia)
- Maryland (Baltimore)
- Illinois (Chicago)
- Arizona (Phoenix)
- New Mexico (Albuquerque)
- Oklahoma (Oklahoma City)

### **ADVISORY BOARD**

The American Council for Fitness and Nutrition (ACFN) Advisory Board includes some of the nation's leading experts in the areas of nutrition, fitness, health, education and research. The board shapes and advances ACFN's message and guides ACFN in promoting existing programs and identifying opportunities for new research that support comprehensive and achievable solutions to overweight and obesity.

- Mary M. Austin, R.D., MA, CDE, *The American Association of Diabetes Educators*
- Keith Ayoob, Ed.D., R.D., FADA, *Albert Einstein College of Medicine*
- Tom Baranowski, Ph.D., *Baylor College of Medicine*
- Albert Barrocas, M.D., *Tulane University, Memorial Methodist Hospital*
- George L. Blackburn, M.D., Ph.D., *Harvard Medical School*

- Sue Borra, R.D., *International Food Information Council*
- Benjamin Caballero, M.D., Ph.D., *Center for Human Nutrition, Johns Hopkins University*
- Mary Lee Chin, M.S., R.D., *Nutrition Edge Communications*
- Kristine Clark, Ph.D., R.D., FACSM, *Penn State University Sports Nutrition*
- Sharon Cox, M.S., R.D., CDE, *National Organization of Blacks in Dietetics & Nutrition*
- Lorena Drago M.S., R.D., CDN, CDE
- Cecilia Pozo Fileti, M.S., R.D., FADA, *Latino Health Communications*
- Anne Flannery, *PE4Life*
- Molly Gee, *Baylor College of Medicine*
- G. Ken Goodrick, Ph.D., *Baylor College of Medicine*
- Philip L. Haberstro, *Wellness Institute of Greater Buffalo and WNY, Inc.*
- David Heber, M.D., Ph.D., *UCLA Center for Human Nutrition*
- James Hill, Ph.D., *University of Colorado Health Sciences Center, Center for Human Nutrition*
- Lisa D. Katic, R.D., *K Consulting, LLC*
- Elizabeth Lascoutx, *Children's Advertising Review Unit*
- Phil Lawler, *PE4Life*
- Lisa Mosing, M.S., R.D., FADA, *NutriTalk, Inc.*
- Frances B. Smith, *Consumer Alert*
- Kathy J. Spangler, CPRP, *National Recreation & Park Association*
- Maureen Storey, Ph.D., *Center for Food and Nutrition Policy of Virginia Tech*
- Lisa Sutherland, Ph.D., *UNC Department of Nutrition*
- Wendell Taylor, Ph.D., MPH, *University of Texas Health Science Center at Houston*
- Judith Young, Ph.D., *American Alliance for Health, Physical Education, Recreation & Dance*

## MEMBERSHIP LIST

American Advertising Federation  
American Association of Advertising Agencies\*  
American Association of Diabetes Educators  
Americans for Our Heritage  
American Bakers Association  
American Beverage Association\*  
American Beekeeping Federation, Inc.  
American Dietetic Association  
American Frozen Food Institute  
American Meat Institute  
American Running Association  
American Sheep Industry Association  
American Society for Clinical Nutrition  
American Wholesale Marketers Association  
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Arkansas Children's Hospital  
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Birds Eye Foods  
Biscuit & Cracker Manufacturers Association  
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Cancer Research and Prevention Foundation  
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Child, Inc.  
Coca-Cola Enterprises Inc.  
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Continental Mills, Inc.  
Corn Refiners Association  
Dean Foods Company  
Del Monte Foods\*  
Diamond of California  
Dreyer's Grand Ice Cream  
Egg Nutrition Center  
Fayetteville Public Schools  
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Food Marketing Institute  
General Mills, Inc.\*  
Go with the Flo, llc.  
Grocery Manufacturers of America\*  
Hershey Foods Corporation\*  
Hispanic Heritage Awards Foundation  
H.J. Heinz Company\*  
Independent Bakers Association  
International Advertising Association  
International Bottled Water Association  
International Dairy Foods Association  
International Health, Racquet and Sportsclub Association  
Jack in the Box, Inc.  
Jewish Community Association of Austin  
Juice Products Association  
J. M. Smucker Company  
Kellogg Company\*  
Kikkoman Foods, Inc.  
Kraft Foods, Inc.\*  
Land O' Lakes, Inc.  
Latino and Hispanic American Dietetic Association  
League of American Bicyclists  
League of United Latin American Citizens  
Louisa E. Perritt Primary School  
Marilyn Magaram Center (CSUN)  
Masterfoods USA\*  
McCain Foods  
McCormick & Company, Inc.  
McDonald's Corporation  
McKee Foods Corporation  
Medifit  
National Association for Health & Fitness  
National Automatic Merchandising Association  
National Coalition for Women with Heart Disease  
National Confectioners Association  
National Council of Chain Restaurants  
National Grocers Association  
National Organization of Blacks in Dietetics & Nutrition  
National Restaurant Association\*  
National Supermarkets Association, Inc.  
National Turkey Federation  
Nestle USA, Inc.  
Ocean Spray Cranberries  
Pepsi-Cola Company  
PepsiCo, Inc.\*  
Pip Start Ministries  
PTO Today, Inc.  
Pulaski County Government  
Reily Foods Company  
Sara Lee Corporation\*  
Schwan Food Company  
Senior Arkansas Sports Organization/Arkansas Senior Olympics  
Snack Food Association  
Society for Women's Health Research  
Sugar Association  
Texas Rowing Center  
The Coca-Cola Company\*  
The Procter & Gamble Company  
The Quaker Oats Company  
Trips For Kids  
U.S. Chamber of Commerce  
U.S. Hispanic Chamber of Commerce  
Unilever United States, Inc.\*  
Weston Foods, Inc.  
William Wrigley Jr. Company  
Women Entrepreneurs, Inc.  
Yum! Brands, Inc  
Zen Alternative Medicine

***\*Denotes Executive Board Member***

