Whereas, Black and Latino youth exhibit disproportionately higher rates of overweight and obesity compared to their white counterparts;¹ and

Whereas, Black and Latino youth face higher risks for the severe, lifelong health consequences of poor diet and obesity, including cardiovascular disease, asthma, diabetes, and cancer;²³⁴⁵ and

Whereas, It has been shown that Blacks and Latinos consume fast food and sugary drinks more often than non-Hispanic white youth;⁶¹ and

Whereas, Exposure to food advertising increases children’s and teen’s consumption of highly advertised fast food and sugary beverages, increases snacking, and increases total calories consumed;⁶⁸⁹¹⁰ and

Whereas, The Institute of Medicine found that food marketing to children results in increased preferences for nutrition poor foods and increased requests to parents for similarly unhealthy foods;¹¹ and

Whereas, Children are unable to recognize the persuasive intent of advertising and are therefore unable to modify their interpretations of advertising messages;¹² and

Whereas, Reports have shown that Black and Latino youth experience double the amount of unhealthy food marketing compared with white non-Hispanic youth;\textsuperscript{13} and

Whereas, Companies market nutrition products to poor black and Latino youth at a rate that is disproportionately high when compared with white non-Hispanic youth;\textsuperscript{14,15} and

Whereas, Current AMA policy states that “Our AMA … monitor existing research and identify opportunities where organized medicine can impact issues related to obesity, nutritional and dietary guidelines, racial and ethnic health disparities as well as assist physicians with delivering culturally effective care.” (D-440.978); and

Whereas, Current AMA policy states that “It is the policy of the AMA to join with appropriate organizations, including the American Academy of Pediatrics, in educating the public about the adverse effects of food advertising aimed at children.” (H-60.972); therefore be it

RESOLVED, That our American Medical Association establish a formal position advocating against the use of targeted marketing of nutrient-poor food toward youth from vulnerable populations, including minority and low-income populations (Directive to Take Action); and be it further

RESOLVED, That our AMA amend Policy H-60.972 by addition and deletion to read as follows:

(1) It is the policy of the AMA to join with appropriate organizations, including the American Academy of Pediatrics, in educating the public about the adverse effects of food advertising aimed at children.; and

(2) The AMA will support legislation that limits targeted marketing of products that do not meet nutritional standards as defined by the USDA toward youth from vulnerable populations; (Modify Current HOD Policy) and be it further

RESOLVED, That our AMA work with the appropriate stakeholders to heighten awareness and regulation of targeted marketing of nutrient-poor food toward youth from vulnerable populations. (Directive to Take Action)

Fiscal Note: not yet determined

Received: 04/26/18

RELEVANT AMA POLICY:

\begin{itemize}
\item \textbf{Banning Food Commercials Aimed at Children H-60.972}
\item \textbf{Culturally Responsive Dietary and Nutritional Guidelines D-440.978}
\item \textbf{Television Commercials Aimed at Children H-485.998}
\item \textbf{Alcohol and Youth D-170.998}
\item \textbf{Prevention of Underage Drinking: A Call to Stop Alcoholic Beverages with Special Appeal to Youths D-60.973}
\end{itemize}


\textsuperscript{14} Harris JL, Shehan C, Gross R, et al. Food Advertising targeted to Hispanic and Black youth: Contributing to health disparities. UCONN Rudd Center.

\textsuperscript{15} Harris JL, Schwartz MB, Brownell KD, Javadizadeh J, Weinberg M. Evaluating sugary drink nutrition and marketing to youth. New Haven, CT: Yale Rudd Center For Food Policy and Obesity. 2011.