

Policy Statement: Food Marketing and Advertising to Children

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?^~3p^g230k0~¢p2k~ }^0zk22rk~k fk,k0^qk~^rk^{2r» gr¢sgk~ĭ ¢0k,k~~kgk~^0» p¢0^
grs{i0rk^{2r q0¢ 12rĭ *{^s }~¢~p03s2ĭÁ^, ¢0ki i0s~z~^~i 2¢ i i{k0 i0s~z a^gz^qs~q èsĭkĭĭ p0¢~2 ¢p
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a k0gk^a2s¢~¢p 2rk a0¢ i 3g2ĭ rk^{2rs~k~^~i g0k^a2s~q^ ðrk^{2r r^{¢0 kppkg2ĭĖĖĖĖĭĖĭĖ Toddler
drinks are often promoted as beneficial for good nutrition and child development using claims
not supported by science, capitalizing on the trust parents have for infant formula and other
things.¹² Similar misperceptions were noted with caregivers serving fruit flavored drinks to their
2- to 17-

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a@s } ^@» qç^ { ð^2ç qk~k@^2k a@çÀ^2~ ðs^~2s^2rk^2sg^ {^2ç s } a@ç, s~q^2rk rk^ {2r çp grs {i@k~\ P^1 çî
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~rç@2gç } s~q çp~k{pî@kq^3{^2sç~s~2r^2^ {2rç^3qr gç } a^~sk~^i ç^a^2, ç {^3~2^@» @k~^2@s^2sç~\^2rk@k

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3k i k@^{ P@^ i k * ¢ } } s~s¢~ è3P*é	J@s } ^@» @k~a ¢~sfs{s2>> 1 s2r @k~a kg2 2¢ 2rk @kq3{^2s¢~ ¢p p^{kú i kgk^2s, k ^~i 3~p^s@ ^ i, k@2s~s-q è¢2rk@ 2r ^~{^fk{s~qé ¢p p¢¢ i~ú i k, sgk~ú ^~i g¢~ } k2sg~ú	Éù W^@~s~q {k22k@~2¢ 2@^ i k ^~ ¢gs^2s¢~ ^~i s~Á3k~gk@~1 r¢ p^s{k i 2¢ ^ i k~3^2k{>> is~g{¢~k 2r ^2 2rk>> 1 k@k a^s i f>>s~i 3~2@>> i 3@s~q a@¢ } ¢2s¢~ Êù Q a i ^2s~q ^ i, k@2s~s~q q 3s i k{s~k~ 2¢ g¢ } f^2 i kgk^2s, k @k, sk 1~ Èù, s@kg2s, k p@¢ } * ¢~q@k~2¢ s~, k~2sq^2k p¢¢ i } ^@zk2s~q k^a k~i s23@k~@k{^2k i 2¢ p¢¢ i ^~i f k, k@^qk } ^@zk2s~q 2^@qk2s~q grs{i@k~ ^~i ^ i ¢{k~gk~2~ ¢p g¢{¢@ú isqs2^ {p¢¢ i ^~i f k, k@^qk } ^@zk2s~q ^~i i ^2^ a@^g2sgk~ 2^@qk2s~q grs{i@k~ ^~i ^ i ¢{k~gk~2~ú ^~i p¢¢ i ^~i f k, k@^qk ^ i, k@2s~s~q ¢~ k i 3g^2s¢~^ { 2kgr~¢{¢q>> a{^2p¢@ } ~	Éù 33@2rk@ @kq3{^2k ~ ¢gs^ { } k i s^ } ^@zk2s~q ^~i isqs2^ { ^ i, k@2s~k } k~2~ p@¢ } 2rk p¢¢ i ^~i f k, k@^qk s~i 3~2@>> ^~i k~p¢¢gk g{k^@ is~g{¢~3@k~ ¢p a^s i a@¢ } ¢2s¢~ú Èù J@s¢@s2s¼k 3 a i ^2s~q ^~i a 3 f{s~rs~q 2rk 6~2k@^qk~g>> W¢@zs~q 4@¢3 a @k a ¢@2 ¢~ ~32@s2s¢~ g@s2k@s^ p¢@ g{^~sÀg^2s¢~ ¢p rk^{2r>>æ^ggk^2^ f{k p¢¢ i~
3k i k@^{ * ¢ } } 3~sg^2s¢~ * ¢ } } s~s¢~ è3* * é	6~2k@~2^2k ^~i s~2k@~^2s¢~^ { g¢ } } 3~sg^2s¢~^ f>> @^ i s¢ú 2k{k, s~s¢~ú 1 s@kú ~^2k{{s2kú ^~i g^f{k s~ ^{{ ÍÈ~2^2k~ú 2rk , s~2@s2 ¢p * ¢{3 } fs^ú ^~i QùNù 2k@@s2¢@sk~ú ! { ¢ @kq3{^2k~ g¢ } } k@gs^ {2s } k~p¢@ grs{i@k~ú k i 3g^2s¢~ 2k{k, s~s¢~	Éù B a a ¢@23~s2>> p¢@ 2rk 3* * 2¢ k^@ } s~k 2rk s } a^g2 ¢p 2rk } k i s^ú grs{i@k~ú 2k{k, s~s¢~ a@¢q@^ } } s~q ^~i ^ i, k@2s~s~q ¢~ q@¢1 s~q rk^{2r g¢~gk@~	

Prk ! } k0sg^~ 5k^02 ! ~ cgs^2sc~ s~ q0^2kp3{ 2c^2rk } k } f k0~ cp^2rk k^0ak0^2^i , s~c0» q0c^3a è. ! 4é
1 r c g c~20sf^32ki^2c^2rk i k , k{c^a } k~2 cp^2rs~^ac{sg}»^2^2k } k~2Wk^1c^3{i {szk^2c^agz~c^1{k i qk
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