



DOCTORS' ORDERS: STOP MARKETING JUNK FOOD TO KIDS

*An open letter to McDonald's
CEO Jim Skinner from more than
550 health professionals and
institutions in all 50 states.*

To join the growing movement
of health professionals, visit:
www.LetterToMcDonalds.org

BROUGHT TO YOU BY:



AND ITS CAMPAIGN TO:



Dear CEO Skinner,

As health professionals engaged directly in the largest preventable health crisis facing this country, we ask that you stop marketing junk food to children.

The rates of sick children are staggering. Ballooning health care costs and an overburdened health care system make treatment more difficult than ever. And we know that reducing junk food marketing can significantly improve the health of kids.

Our community is devoted to caring for sick children and preventing illness through public education. But our efforts cannot compete with the hundreds of millions of dollars you spend each year directly marketing to kids.

Indeed, as health professionals, we know that parents exercising responsibility for their children's diets and exercise is vital. We also know that no authoritative data indicates a breakdown in parental responsibility.

Obesity and disease levels among kids are rising even though parents continue to parent and kids continue to exercise at rates similar to those of two decades ago. So what has changed?

What has changed is the food children eat and the amount of marketing they are bombarded with.

We know the contributors to today's epidemic are manifold and a broad societal response is required. But marketing can no longer be ignored as a significant part of this massive problem.

We ask that you heed our concern and retire your marketing promotions for food high in salt, fat, sugar, and calories to children, whatever form they take – from Ronald McDonald to toy giveaways.

Our children and health care system will benefit from your leadership on this issue.

Sincerely* (*View the full text and signatures at www.LetterToMcDonalds.org*)

(Affiliation is for ID purposes only)

> INSTITUTIONS:

American Academy of Child and Adolescent Psychiatry

American Medical Student Association

Arizona Center for Integrative Medicine, University of Arizona

Baltimore Medical System

Chicago Hispanic Health Coalition

Department of Family Medicine at Tufts University School of Medicine

Doctors for America

Family Practice and Counseling Network, Philadelphia, PA

Illinois Maternal & Child Health Coalition

Inpatient Diabetes Program, Boston University

Massachusetts Public Health Association

Mercy Hospital & Medical Center, Chicago, IL

National Council of Asian and Pacific Islander Physicians

New Mexico Public Health Association

Nutrition and Weight Management Center, Boston Medical Center

Oregon Academy of Family Physicians

Physicians Committee for Responsible Medicine

The Prevention Institute

Science and Environmental Health Network

The Vermont Nurse Practitioners Association

> NATIONAL HEALTH LEADERS:

Patch Adams, MD, Activist Physician, Gesundheit! Institute, Arlington, VA

T. Berry Brazelton, MD, Pediatrician, Author, and Prof., Harvard Medical School and Children's Hospital Boston, MA

T. Colin Campbell, PhD, Author, *The China Study*; Prof. Emeritus, Nutritional Biochemistry, Cornell University, Ithaca, NY

David L. Katz, MD, MPH, FACP, FACP, Director, Yale Prevention Research Center; Editor-in-Chief, *Childhood Obesity*, New Haven, CT

Robert S. Lawrence, MD, Director, Center for a Livable Future; Johns Hopkins Bloomberg School of Public Health, Baltimore, MD

Robert Lustig, MD, Director of the weight Assessment for Teen and Child Health (WATCH) Program at University of California, San Francisco, CA

Alan Meyers, MD, MPH, Associate Prof. of Pediatrics, Boston University School of Medicine; Co-Chair, Massachusetts Chapter of the American Academy of Pediatrics' Obesity Committee, Boston, MA

William Neal, MD, James H. Walker Chair of Pediatric Cardiology; Director, Coronary Artery Risk Detection in Appalachian Communities (CARDIAC) Project, West Virginia University, Morgantown, WV

Marion Nestle, PhD, MPH, Author, Paulette Goddard Prof. in the Dept. of Nutrition, Food Studies, and Public Health, and Prof. of Sociology, New York University, New York, NY

William C. Roberts, MD, Executive Director, Baylor Cardiovascular Institute; Editor-in-Chief, *The American Journal of Cardiology*, Dallas, TX

Janine Sanchez, MD, Associate Prof. of Pediatrics; Director, Pediatric Diabetes Program, Division of Pediatric Endocrinology, University of Miami Miller School of Medicine, Miami, FL

Walter Tsou, MD, MPH, Adjunct Prof., Family Medicine, University of Pennsylvania; Fmr. President, American Public Health Association, Philadelphia, PA

Andrew Weil, MD, Author; Founder and Director, Arizona Center for Integrative Medicine; Prof. of Medicine and Public Health, and Jones-Lovell Endowed Chair for Integrative Rheumatology, University of Arizona, Tucson, AZ

Walter Willett, MD, DrPH, Chair, Dept. of Nutrition, Harvard School of Public Health, Boston, MA

> CHICAGO-AREA HEALTH LEADERS

Deborah Burnet, MD, MA, Chief, General Internal Medicine; Prof. of Pediatrics and Medicine Vice Chair for Faculty Development, University of Chicago

Tim Kasser, PhD, Prof. and Chair of Psychology, Knox College

Yvette Roberts, MS, MHA, RN, CPHIT, Associate Director of Nursing, University of Illinois Chicago

Paul Rockey, MD, MPH, Director, Division of Graduate Medical Education, American Medical Association

Anne Scheetz, MD, FACP, Organizer and Steering Committee Member, Health Care for All Illinois

David Scheiner, MD, Doctor of Internal Medicine, Hyde Park Associates in Medicine and Physicians for a National Health Program

Jeremiah Stamler, MD, Chair, Department of Preventive Medicine, Cardiologist, Northwestern Feinberg School of Medicine

Ho Luong Tran, MD, MPH, President and CEO, National Council of Asian and Pacific Islander Physicians

John Tulley, MD, Chief of General Medicine and Associate Prof. of Clinical Medicine, University of Illinois Chicago

Quentin Young, MD, National Coordinator, Physicians for a National Health Program; Doctor of Internal Medicine, Hyde Park Associates in Medicine

Donald W. Zeigler, PhD, Director, Prevention and Healthy Lifestyles, American Medical Association; Visiting Assistant Prof., Community Health Program and Dept. of Preventive Medicine, Rush University Medical Center

*PARTIAL LIST OF SIGNATURES