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Director and State Public Health Officer
California Department of Public Health
P.O. Box 997377, MS 0500
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Re: AB 841 (Weber): Food & Beverage Advertising to Pupils (Support)

Dear Dr. Smith:

The California Conference of Local Health Officers (CCLHO) voted at the CCLHO Board Meeting on June 1, 2017 to take a Support recommendation on AB 841 (Weber), a bill that would prohibit, except as provided, a school from advertising on school campuses any food or beverage that does not meet the required nutritional standards for food or beverages sold on school campuses during the school day. AB 841 would also prohibit schools from participating in corporate incentive programs that reward pupils with free or discounted non-compliant foods or beverages when they reach certain academic goals.

Given the significance of the obesity epidemic, associated adverse health effects, and the negative impacts of junk food marketing on the dietary practices of children and adolescents, CCLHO recommends a Support position on AB 841. Prohibiting the promotion of junk food on school campuses would further encourage healthy eating habits and limit the school-based marketing of junk food and beverages that can undermine the health promotion efforts of parents and schools.

As you know, CCLHO was established in statute in 1947 to advise the California Department of Health Services (now the California Department of Public Health), other departments, boards, and commissions, as well as officials of federal, state and local agencies, the Legislature and other organizations on all matters affecting health. CCLHO membership consists of all legally appointed physician health officers in California's 61 city and county jurisdictions.

This position of support for AB 841 is consistent with CCLHO's strategic priority of promoting and protecting health and well-being through a focus on targeted outcomes for all people, and its legislative priority of providing recommendations on population-based issues that affect specific vulnerable populations.

If you have any questions, please feel free to contact me at Ken.Cutler@co.nevada.ca.us or at 530-265-7154.

Sincerely and on behalf of the CCLHO membership,

Original signed by Dr. Ken Cutler

Ken Cutler, MD, MPH
President, California Conference of Local Health Officers