

# Legal Strategies in Childhood Obesity Prevention

Institute of Medicine  
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# Planning Committee

Kelly D. Brownell, Ph.D.

William H. Dietz, M.D., Ph.D.

Robert Garcia, J.D.

Mary Story, Ph.D., R.D.

Stephen P. Teret, J.D., MPH

Joseph W. Thompson, M.D., MPH

## IOM Staff

Nicole Holovach, M.S., R.D.

Lynn Parker, M.S.

Matthew Spear, B.A.

# Objectives

## Open and Creative Discussion of:

1. Current legal strategies in use at the national, state, and local levels and their outcomes
2. Other public health initiatives that have used legal strategies to elicit societal and industry changes
3. The challenges involved in implementation
4. When legal strategies are needed and effective
5. Opportunities for coordination and sharing of information on the success of existing and future legal strategies

# Potential for Change?

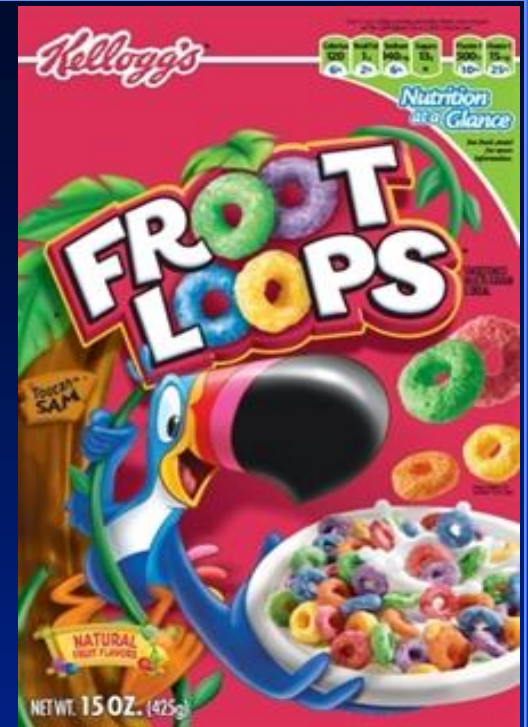
**Connecticut Attorney General**

**Vermont Attorney General**

**San Francisco City Attorneys**

# Smart Choices Case Study







# Key Dates

Critical <i>NY Times</i> article	Sept 4, 2009
Conn. Atty General Investigation	Oct 14, 2009
FDA Call	Oct 20, 2009
Smart Choices Closed Down	Oct 23, 2009

**Kellogg's**

Each 3/4 cup (1 1/2) serving provides these percentages of the GDA based on a 2,000 calorie diet.

Calories	Total Fat	Sodium	Sugars	Vitamin A	Vitamin C
120	1g	150mg	12g	1250i	15mg
6%	2%	6%	*	25%	25%

See side panel for more information.

# COCOA KRISPIES

CHOCOLATEY,  
SWEETENED RICE  
CEREAL



NOW HELPS SUPPORT YOUR CHILD'S  
**IMMUNITY**

**25%**  
DAILY VALUE OF  
ANTIOXIDANTS  
& NUTRIENTS  
VITAMINS  
A,B,C & E

ENLARGED TO  
SHOW TEXTURE

NET WT. 16.5 OZ. (1 LB. 0.5 OZ.) (467g)



**Stretch the boundaries of discussion**

**No stones unturned**

**Identify change agents**

**Partnership possibilities**

**Opportunities and barriers**