



June 18, 2012

Re: Board Policy # 4237

Seattle School Board Members,

On behalf the Childhood Obesity Prevention Coalition, a state-wide coalition with 46 member organizations dedicated to protecting our children from the obesity epidemic, we are writing to express our continuing concerns about the Seattle School Board's proposed changes to policy number 4237, regarding advertising and commercial activities. While we appreciate the effort made in the amended draft to capture the spirit of our concern, the actual language used is quite problematic in its looseness and lack of specificity to the topic, namely *unhealthy foods and beverages*.

We would like to offer alternative language that is more precise in scope— see below:

Advertising or corporate sponsorship that promotes the following is prohibited:

1. Promotes the use of illicit drugs, alcohol, tobacco, firearms, or foods and beverages not meeting nutrition standards set forth in the district wellness policy (such as Policy H66.01 governing distribution and sales of competitive foods)

Please note that all of the cumulative efforts to enable the Seattle Schools to offer healthy foods in the cafeteria, vending machines, school stores, and fundraisers. So let's make sure the forthcoming changes to the advertising policy do not, intentionally or otherwise, step the Seattle School District backwards in time.

Thank you for your consideration.

Sincerely,

Victor Colman, JD
Director, Childhood Obesity Prevention Coalition

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COALITION MEMBERS

ACCESS TO HEALTHY FOOD COALITION
AMERICAN ACADEMY OF PEDIATRICS – WA CHAPTER
AMERICAN ASSOC. OF LANDSCAPE ARCHITECTS -- WA CHAPTER
AMERICAN DIABETES ASSOCIATION
AMERICAN HEART ASSOCIATION
AMERICAN PLANNING ASSOCIATION (WA CHAPTER)
ARTHRITIS FOUNDATION
BICYCLE ALLIANCE
CAMP FIRE USA CENTRAL PUGET SOUND COUNCIL
CASCADE BICYCLE CLUB EDUCATION FOUNDATION
CASCADE LAND CONSERVANCY
COALITION FOR SAFETY AND HEALTH IN EARLY LEARNING
COMPREHENSIVE HEALTH EDUCATION FOUNDATION (C.H.E.F.)
CHILDREN’S ALLIANCE
COMMUNITY CHOICES (CLARK COUNTY)
FEET FIRST
GROUP HEALTH COOPERATIVE
HOPE HEART INSTITUTE
LET’S MOVE CHENEY
MULTICARE HEALTH SYSTEMS
NUTRITION FIRST
ODESSA BROWN CHILDREN’S CLINIC
PHYSICAL THERAPY ASSOCIATION OF WASHINGTON
PUBLIC HEALTH ROUNDTABLE
SCHOOL’S OUT WASHINGTON
SEATTLE CHILDREN’S
SEATTLE AND KING COUNTY PUBLIC HEALTH
SEATTLE PARKS AND RECREATION
SKAGIT COUNTY HEALTHY COMMUNITIES PROJECT
SPOKANE REGIONAL HEALTH DISTRICT
TACOMA PIERCE COUNTY HEALTH DEPARTMENT
TRANSPORTATION CHOICES
TREE SWING
WASHINGTON ASSOC. OF COMMUNITY & MIGRANT HEALTH CENTERS
WASHINGTON COALITION FOR PROMOTING PHYSICAL ACTIVITY
WASHINGTON DENTAL SERVICE FOUNDATION
WASHINGTON HEALTH FOUNDATION
WASHINGTON RECREATION & PARK ASSOCIATION
WASHINGTON SCHOOL NUTRITION ASSOCIATION
WASHINGTON STATE ASSOCIATION OF LOCAL PUBLIC HEALTH OFFICERS
WASHINGTON STATE DAIRY COUNCIL
WASHINGTON STATE PTA
WASHINGTON STATE PUBLIC HEALTH ASSOCIATION
WASHINGTON SUSTAINABLE FOOD & FARMING NETWORK
YAKIMA COUNTY MEMORIAL HOSPITAL
YMCA – GREATER SEATTLE