

MARK B. COHEN, MEMBER
127 IRVIS OFFICE BUILDING
P.O. BOX 202202
HARRISBURG, PENNSYLVANIA 17120-2202
PHONE: (717) 787-4117
FAX: (717) 783-4820

6001 N. 5TH STREET
PHILADELPHIA, PENNSYLVANIA 19120
PHONE: (215) 924-0895

7601 CASTOR AVENUE, ROOM 200
GLENDALE OFFICE CENTER
PHILADELPHIA, PENNSYLVANIA 19152
PHONE: (215) 342-2167

WEBSITE: WWW.PAHOUSE.COM/COHEN



House of Representatives
COMMONWEALTH OF PENNSYLVANIA
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OTHER APPOINTMENTS:
PENNSYLVANIA COUNCIL ON THE ARTS

MEMORANDUM

TO: All House Members
FROM: Rep. Mark B. Cohen *MBC*
DATE: July 26, 2012
RE: Co-sponsorship of FTC Food and Beverage Regulation Resolution

For decades U.S. health officials have been considering the problem of childhood obesity. According to the American Psychological Association, 20% of American children are overweight or obese. The prevalence of obesity has more than doubled for children ages 2 to 5 during the past two decades.

Children are exposed to at least ten food and beverage related advertisements every day during the three to four hours they spend watching television. At least 9 out of 10 of those commercials will advertise food that contains high, unhealthy levels of fat, sugar and/or sodium. A diet based in large part on these foods result in early onset diabetes, childhood obesity and other illnesses.

The Federal Trade Commission has recently been directed by Congress to introduce regulations to develop a set of principles to guide food industry efforts to improve the nutritional profile of foods marketed directly to children.

I am introducing a resolution to support the new FTC regulations controlling how unhealthy food and beverages are marketed towards children.

Please contact Linda Huntington in my office to co-sponsor this resolution at lhunting@pahouse.net or at 7-3085.