



## Community Board 12 - Manhattan Washington Heights & Inwood

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George Fernández Jr. - Chairman  
Ebenezer Smith, District Manager

February 19, 2015

Hon. Melissa Mark-Viverito  
Council Speaker  
City Hall  
New York, NY 10007

Hon. Ben Kallos  
Council Member  
250 Broadway  
New York, NY 10007

Dear Council Speaker Mark-Viverito and Council Member Kallos:

I am pleased to inform you that Community Board 12-Manhattan, at its general meeting on January 27, 2015, voted 28-1-0 to approve the following resolution in support of Int. 442, in relation to setting nutritional standards for distributing incentive items aimed at children:

**WHEREAS:** Council Member Ben Kallos has introduced a bill in the City Council (Int. No. 442) to restrict the ability of restaurants to provide toys or other incentives aimed at children together with kids' meals if those meals do not meet the following nutritional standards: less than 500 calories, less than 600 milligrams of sodium, less than 35% of total calories from most items with fat, less than 10% of total calories from most items with saturated fats, less than 10% of total calories from added sugars, contains one-half cup of fruit or vegetables or one serving of whole-grain products, and a beverage that meets similar nutritional standards; and

**WHEREAS:** The national obesity epidemic is hitting New York City's children particularly hard: half of elementary schoolchildren are overweight, and one-fifth of kindergarten students and one-fourth of Head Start students are obese, according to the city's Health Department; and

**WHEREAS:** On average children consume 25% of their daily calories at fast food and other restaurants, according to the U.S. Department of Agriculture publication *Amber Waves*, and only 3% of such meals met government nutrition standards in 2012; and

**WHEREAS:** The Federal Trade Commission found that the fast-food industry spent \$714 million in 2009 on marketing to children, with close to half that amount on toy giveaways and other incentives; and

**WHEREAS:** Food and beverage companies target children through TV, radio, Internet, product placement in movies and even in schools, and numerous studies have found that children are especially susceptible to these commercial messages and that food advertising has a powerful impact on their food choices and therefore their health status; and

**WHEREAS:** This legislation would not ban kids' meals with toys or other incentives but would support parents by requiring restaurants to reformulate menu items if they wish to attract children with this marketing strategy; now, therefore, be it

**RESOLVED:** Community Board 12-Manhattan endorses Int. No. 442 as an important step towards combating the rising epidemic of childhood obesity in our community and the city as a whole, and urges the City Council to pass this legislation and the Mayor to sign it into law at the earliest possible opportunity.

Please refer this resolution to the Committee on Health so that our support can be taken into account as the merits of this legislation are being considered.

Sincerely,

  
for George Fernandez  
Chair

- c: Hon. Bill de Blasio, Mayor
- Hon. Letitia James, Public Advocate
- Hon. Scott Stringer, Comptroller
- Hon. Gale Brewer, Manhattan Borough President
- Hon. Charles B. Rangel, Congressman
- Hon. Adriano Espaillat, State Senator
- Hon. Bill Perkins, State Senator
- Hon. Herman D. Farrell, Jr., Assembly Member
- Hon. Guillermo Linares, Assembly Member
- Hon. Ydanis Rodriguez, Council Member
- Hon. Mark Levine, Council Member