This guide aims to help parents, community residents, health professionals, activists, youth and others take action to safeguard their communities’ health against the abuses of global fast food corporations.

In this guide, we describe and analyse strategies communities can use to improve the health of children and families by reducing the influence of food and beverage corporations on nutrition. We examine four main strategies to reduce the harmful influence of fast food corporations and their impact on children’s and community health.

**Strategies to change fast food practices**

This guide describes four main strategies and a few others designed to curb fast food industry marketing abuses and unhealthy products. We chose the first three because they have been advanced successfully in communities around the United States, demonstrate promise in reducing the availability of fast food, and can be readily implemented at the local level. We chose the fourth strategy because it is especially attractive in today’s budget-cutting political environment.

The four strategies are:

1. Advance school policies to make healthier food more available in schools and reduce the availability and promotion of unhealthy foods like fast food, soda and candy.
2. Restrict the places where fast food corporations can operate through the use of zoning as well as other administrative actions to remove fast food from parks, hospitals, government buildings in the areas around schools.
3. Limit kid-targeted marketing of unhealthy products to children, such as toy giveaways and the use of kid-friendly characters.
4. Reduce public subsidies for fast food corporations by ending economic development incentives to fast food outlets or tax breaks for fast food corporations, and require corporations that do get subsidies to offer healthier products.

**Actions to reduce fast food corporations’ influence on the health of your community**

**Change school policies**

1. Remove fast food outlets from your school or university
2. Prohibit fast food and fast food marketing on school grounds
3. Establish a policy of rejecting contributions of educational materials or financial support from fast food corporations
4. Develop school programs to help children analyse and resist fast food advertising

Restrict the places where fast food corporations can operate
1. Prohibit fast food outlets from hospitals, health centres and other public buildings
2. Advocate for zoning laws to reduce the density of fast food outlets in neighbourhoods with high rates of obesity
3. Establish guidelines or laws that set standards for the distance between schools and fast food outlets

Limit marketing of unhealthy products to children
1. Restrict fast food marketing in schools, hospitals, public buildings, mass transit systems, and other public settings
2. End fast food giveaways that entice children to eat unhealthy food
3. Encourage the FTC and state attorneys general to protect children from unfair and deceptive advertising campaigns
4. Encourage local and national media to set standards for fast food advertising to children
5. Organise campaigns to pressure fast food corporations to end aggressive advertising of unhealthy food to children and young people

Reduce public subsidies for fast food corporations
1. End any local or state economic development subsidies for fast food corporations
2. Support federal legislation to end tax deductibility of fast food advertising

Other strategies
1. Encourage your school, hospital or workplace cafeteria to post calories whether or not they are legally mandated to do so.
2. Encourage your elected officials to monitor, implement, and enforce local and national calorie labelling requirements.
3. Encourage your school or university to organise a counter-advertising contest in which students design campaigns on the health dangers of fast food.
4. Encourage your local health department to sponsor counter-advertising campaigns exposing the dangers of fast food.
5. Organise a community forum on the pros and cons of taxes on fast food.
6. Create your own strategy to counteract the harmful influence of the fast food industry and share it with others.