

Policy Extract

[Summary Policy Position to the American Heart Association Food Marketing and Advertising to Children in Schools, May 2012](#)

Special Considerations for the School Environment

Advertising and marketing to children in schools requires special consideration because the food industry is reaching children in a closed environment where parents have little or no oversight or consent and students should have a learning environment free of commercial influence of pressure.

It is extremely important that children receive quality nutrition education and that healthy foods are offered and promoted in school meals, foods and beverages sold in the cafeteria, vending machines, school stores, and fundraisers. Comprehensive nutrition education and promotion, high quality physical activity and physical education have proven successful in preventing and reducing obesity, most importantly in low income students and are an important part of the school environment.