

May 15, 2003

Dr. Gro Harlem Brundtland  
Director General  
World Health Organization  
20 Avenue Appia  
CH-11 Geneva 27  
Switzerland

Dear Dr. Brundtland:

We wish to state our support for the WHO's Global Strategy on Diet, Physical Activity, and Health.

As part of this strategy, we urge you to support the development of recommendations to national governments such as to:

- Restrict television advertising of high-calorie, low-nutrient foods to children and require television broadcasters to provide messages promoting healthy eating and physical activity;
- Require fast food and other chain restaurants to provide information about calorie content on menus or menu boards;
- Provide funding for mass media campaigns that promote healthy eating and physical activity;
- Create policies, including fiscal, that encourage the use of healthier fats and oils in the production of processed foods;
- Subsidize the cost of nutritious, low-calorie foods, perhaps by raising the costs of selected high-calorie, low-nutrient foods in vending machines and school cafeterias, and reducing the prices of fruits and vegetables;
- Offer incentives to restaurants that provide free salads (or other fruits or vegetables) with meals and that reduce the prices of the most nutritious foods on their menus;

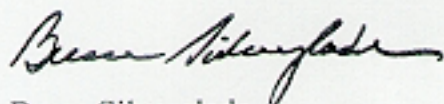
While not the sole reason for poor diets, advertising, labeling, fiscal policies, and other aspects of the food environment encourage and support the consumption of high-calorie, low-nutrient foods. While physical activity plays a key role in reducing the incidence of chronic



disease, restrictions on food marketing aimed at children, educational efforts, and appropriate fiscal policies are essential tools in the effort to improve diet and health.

Thank you for considering our views.

Sincerely,



Bruce Silverglade  
Director of Legal Affairs

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