

## Coalition for Healthy Children

The food and beverage industry is also working with the Ad Council on the Council's new campaign with the Department of Health and Human Resources and media groups to bring important messages to parents and kids about health, nutrition and physical activity. The Coalition for Healthy Children (CHC), initiated in 2005, is helping combat childhood obesity by developing consistent, research-based messaging for marketers, media, government agencies, non-profits, academics and the private sector. The Robert Wood Johnson Foundation provided support for the research and development of the health messages, and ultimately they will be disseminated to the public by CHC member organizations such as PepsiCo, General Mills, Kraft Foods, Kellogg, Coca-Cola, SUBWAY, McDonald's, American Heart Association, Girl Scouts of the USA, Shaping America's Health, Nickelodeon, Cartoon Network and Univision Communications. As part of this important campaign, creative messages around portion-control and physical activity will be disseminated via public service announcements. A new portion-control logo will be used in the PSA's—joining the program's already existing and successful "Be a Player" and "Make it Balance" logos. This program helps to drive home the message to children that a healthy lifestyle is accomplished by focusing on a balanced diet, proper portions and physical activity.

<http://healthychildren.adcouncil.org/messages.asp>)