

# Contents

<b>1</b>	<b>Introduction</b> .....	1
1.1	Childhood Obesity in America .....	2
1.2	The Historical Use of the Bully Pulpit by Presidents and First Ladies .....	3
	References.....	7
<b>2</b>	<b>Formal and Informal Approaches to Food Policy</b> .....	9
2.1	Overview .....	9
2.2	Formal Policy.....	11
2.3	Informal Policy .....	14
	References.....	18
<b>3</b>	<b>Protecting Children from Obesity: A History of Television and Internet Food Advertising Regulation in the United States</b> .....	23
3.1	Television Advertising of Food to Children: Early Efforts at Regulation by the FCC and the FTC.....	27
3.2	Self-Regulation by the Food and Advertising Industries.....	32
3.3	A New Public Concern About Childhood Obesity .....	35
3.4	Food Advertising and First Amendment Rights .....	41
3.5	Marketing Food to Children Through the Internet and Other Means .....	43
3.6	Conclusions.....	47
	References.....	49
<b>4</b>	<b>American School Lunch Policy: A History</b> .....	61
4.1	Government Food Programs for Schools.....	62
4.2	USDA Evaluation of School Lunches.....	66
4.3	Private Critiques of School Lunches.....	67
4.4	Competitive Foods in the Schools.....	68
4.5	Legislative and Other Attempted Remedies .....	74
4.6	Conclusions.....	79
	References.....	80

**5 Food Policy During the Depression and the Second World War: FDR’s New Deal Legislation and Eleanor Roosevelt’s Bully Pulpit**..... 85

5.1 Eleanor Roosevelt’s Use of the Bully Pulpit..... 86

5.2 Formal and Informal Policy Approaches to Food and Nutrition During the 1930s ..... 89

5.2.1 Surplus Food ..... 90

5.2.2 Food and Nutrition Education..... 91

5.2.3 Employment, Diet, and Exercise: CCC, TVA, REA, and Camp Tera ..... 93

5.2.4 Social Security ..... 93

5.2.5 Food Stamps, School Lunches, and Other Programs to Feed Poor Families ..... 96

5.2.6 Planned Communities ..... 97

5.2.7 Model Meals ..... 98

5.3 Formal and Informal Policy Approaches to Food and Nutrition During the Second World War..... 100

5.3.1 Kitchen Appliances as War Materiel ..... 101

5.3.2 Nutritional Standards and Habits ..... 102

5.3.3 Physical Education..... 103

5.3.4 Rationing and Price Controls ..... 104

5.3.5 Victory Gardens ..... 107

5.3.6 Eleanor Clubs..... 108

5.4 Conclusions..... 108

References..... 109

**6 Food Policy Since 2009: The Obama Administration’s Policies and Michelle Obama’s Bully Pulpit**..... 113

6.1 The White House Garden..... 115

6.2 Let’s Move! ..... 118

6.2.1 Healthy Schools ..... 120

6.2.2 Remaking the President’s Physical Fitness Challenge Program..... 121

6.2.3 Nutrition Labeling, Food Pyramids, and BMI Monitoring ..... 125

6.2.4 Access to Affordable Healthy Food..... 130

6.2.5 Food Deserts ..... 131

6.3 Opposition to Federal Regulation ..... 133

References ..... 133



<http://www.springer.com/978-3-319-04965-6>

Formal and Informal Approaches to Food Policy

Aspray, W.; Royer, G.; Ocepek, M.G.

2014, VIII, 137 p. 9 illus., 1 illus. in color., Softcover

ISBN: 978-3-319-04965-6