

Contents

1 Introduction	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
2 Formal and Informal Approaches to Food Policy	9
2.1 Overview.....	9
2.2 Formal Policy	11
2.3 Informal Policy	14
References.....	18
3 Protecting Children from Obesity: A History of Television and Internet Food Advertising Regulation in the United States	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
4 American School Lunch Policy: A History	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