

1 June 2007

Rep. Peter Koutoujian
State House
Room 130
Boston, MA 02133

Representative Koutoujian:

I am writing to express support of H.B. 489 “An Act Relative to the Public Health Impact of Commercialism in Schools”. The increase of marketing, advertising, and commercialism in schools has been identified as a health determinant leading to poor health outcomes in our children. Of special note, marketing has been associated with the epidemic of overweight and obesity affecting children. HB 489 is a reasonable and moderate response to a serious problem in schools. The regulation of commercial speech is an accepted and often effective public health tool and, given the role of marketing and advertising in poor health outcomes in children, is an appropriate tool here.

HB 489 can be an effective first step in improving the health of children in the schools of Massachusetts.

Please feel free to contact me at any time.

Respectfully,

Jason A. Smith, MTS, JD
Associate Executive Director