

Whereas it has been demonstrated that food advertising has a significant impact on the food choices of young people, including their diets, food preferences, and desired food purchases;⁴ and

Whereas food advertising includes the different ways in which food products are displayed through television, online, on billboards, and in the way that products are organized on shelves;³ and

Whereas a large amount of food advertising is used to market unhealthy food to children, particularly young children;⁴ and

Whereas it has been found that well over a billion dollars was spent on advertising food and beverages to children in 2006, with more than half of that money going towards advertising to children under the age of 12;⁴ and

Whereas The Illinois Youth Survey compiles information about high school students in Illinois, and in the 2020 Youth Survey of Rural Counties, it reported that 23% of 8th graders, 33% of 10th graders, and 36% of 12th graders are overweight or obese;¹ and

Whereas Black and Latina/o/x children receive more advertising for unhealthy food than do children of other communities; ⁴ and

Whereas obesity is a pressing health problem in children and young rural Illinoisans; and

Whereas it may be inferred that food advertising's ability to impact food choices could be used to exert a positive influence on the food choices and diets of children and young people; and

Whereas the Healthy Food Checkout Lane is a policy created by the organization ChangeLab Solutions. It is designed to use the influence that food advertising at checkout lanes holds and use it to encourage healthier food choices. Many customers make impulse purchases in checkout lanes. The lane was put into action in a grocery store chain called Northgate Market. In the Los Angeles County stores that participated, the process looked like this: one checkout lane in the store was converted into a carrier of healthy snacks. So instead of the usual sugary drinks and candy bars that sit on checkout lane shelves, this one lane was lined with healthy snacks like

fresh fruits, oatmeal, and cartons of milk. The lanes were a success, during its first month, the healthy food checkout aisle had triple the sales of the other lanes in the store;² therefore

Be it resolved that we would like to encourage every grocery store in [community] to convert one of their checkout lanes into a healthy food checkout lane, as a service to their community in the fight against obesity.

Works Cited

1. Center for Prevention Research and Development. (2020). Illinois Youth Survey 2020 Frequency Report: Rural. Champaign, IL: CPRD, School of Social Work, University of Illinois. https://iys.cprd.illinois.edu/UserFiles/Servers/Server_178052/File/state-reports/2020/IYS%202020%20Rural%20Report%20Final_rev.pdf
2. ChangeLab Solutions. (2017, April 28). *Parents Push for Healthy Food at Supermarket*. <https://www.changelabsolutions.org/story/parents-push-healthy-food-supermarket>
3. ChangeLab Solutions. (2015). Marketing Matters Executive Summary White Paper on Strategies to Reduce Unhealthy Food and Beverage Marketing to Young Children
4. Robert Wood Johnson Foundation, Health Policy Snapshot: Does Food and Beverage Marketing Influence Children's Food Choices?, July 2011, www.rwjf.org/content/dam/farm/reports/issue_briefs/2011/rwjf71703