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INFORMATION FOR CATEGORY 1 CME CREDIT

Industry Progress to Market a Healthful Diet to American Children and Adolescents

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This article has been chosen to participate in the AJPM CME program. Please read and follow the instructions below:

Educational objectives

After reading this article, the learner should be able to:

1. List the five broad conclusions reached by the Institute of Medicine (IOM) Committee on Food Marketing and the Diets of Children and Youth that were included in the 2006 IOM report, *Food Marketing to Children and Youth: Threat or Opportunity?*
2. Identify the six industry sub-sectors collectively charged with applying their resources and creativity to substantially improve their marketing practices to promote a healthful diet to American children and adolescents.
3. Describe a decision-making framework developed by the Institute of Medicine in 2010 that encourages policymakers to use a systems perspective to identify the type of evidence needed when information is limited but actions must be taken to inform obesity prevention policy.
4. Identify the federal government agencies and industry groups and initiatives that have worked to improve and enforce marketing practice standards for food and beverage marketing directed at American children and adolescents.
5. Articulate at least four categories of a new infrastructure that has evolved during five years to improve the diet of American children and adolescents.

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