

113TH CONGRESS
1ST SESSION

H. R. 1572

To prohibit the use of Federal money for print, radio, television or any other media advertisement, campaign, or form of publicity against the use of a food or beverage that is lawfully marketed under the Federal Food, Drug, and Cosmetic Act.

IN THE HOUSE OF REPRESENTATIVES

APRIL 15, 2013

Mr. SCHOCK introduced the following bill; which was referred to the
Committee on Energy and Commerce

A BILL

To prohibit the use of Federal money for print, radio, television or any other media advertisement, campaign, or form of publicity against the use of a food or beverage that is lawfully marketed under the Federal Food, Drug, and Cosmetic Act.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Stopping Taxpayer
5 Outlays for Propaganda Act” or the “STOP Act”.

6 **SEC. 2. FINDINGS.**

7 Congress finds the following:

1 (1) According to a study from Education Week
2 and the Journal of the American Medical Associa-
3 tion fewer than 4 in 10 elementary-aged children
4 achieved the recommended guidelines for physical
5 activity (60 minutes per day of moderate to vigorous
6 activity) and television viewing (less than 2 hours
7 per day of television screen time). As children get
8 older, their prevalence of sedentary behavior in-
9 creased.

10 (2) During the 1950s, the United States began
11 experiencing a physical inactivity crisis. The issue
12 garnered sufficient attention that the Eisenhower
13 Administration expressed concern about the United
14 States meeting its Cold War military manpower
15 needs. In response, the President’s Council on Phys-
16 ical Fitness and Sports was established in 1956
17 under the name of the “President’s Council on
18 Youth Fitness”. Today, only one state (Illinois) re-
19 quires daily P.E. for grades K–12.

20 (3) A 2009 study published in a supplement to
21 the International Journal of Obesity found no asso-
22 ciation between particular segments of the diet and
23 subsequent weight gain. Another key point from the
24 study is that obesity is a complex, multifactorial

1 issue that can be caused in part by genetic suscepti-
2 bility, behavior, and level of physical activity.

3 (4) The Centers for Disease Control and Pre-
4 vention states the fundamental rule of weight man-
5 agement is to consume less calories than one ex-
6 pends. Studies have shown one way to limit the
7 number of calories a person consumes is by control-
8 ling portion size.

9 (5) According to Time's Health and Family,
10 foods that are not inherently healthy can still be
11 eaten, but they should only be consumed in modera-
12 tion. A 1999 study found that "flexible dieting" was
13 associated with less overeating and lower body
14 weight than "strict dieting."

15 (6) The correlation between physical activity
16 and longevity is well documented. According to "Ex-
17 ercise is Medicine", sponsored by the American Col-
18 lege of Sports Medicine, regular, moderate physical
19 activity reduces the risk of heart disease by 40 per-
20 cent, lowers the risk of stroke by 27 percent, reduces
21 the incidence of high blood pressure by almost 50
22 percent, reduces the incidence of diabetes by 50 per-
23 cent, can reduce mortality and the risk of recurrent
24 breast cancer by almost 50 percent, can lower the
25 risk of colon cancer by over 60 percent, can reduce

1 the risk of developing Alzheimer’s Disease by one
2 third, and can decrease depression as effectively as
3 medications or behavioral therapy.

4 (7) A 2005 review published in Obesity Reviews
5 found that increasing physical activity participation
6 and decreasing television viewing should be the focus
7 of strategies aimed at preventing and treating over-
8 weight and obesity in youth. The authors compared
9 estimates of the prevalence of overweight among
10 school-aged youth in 34 countries and examined as-
11 sociations between overweight and selected dietary
12 and physical activity patterns.

13 (8) According to Full Service Restaurant Maga-
14 zine, several chain restaurants now offer their cus-
15 tomers the option of smaller portions of customer fa-
16 vorites. T.G.I. Friday’s, for example, offers the
17 “Right Portion, Right Price” menu while California
18 Pizza Kitchen has a “Smaller Cravings” program.

19 (9) As told by the New York Times, McDon-
20 ald’s restaurants in September 2012 began posting
21 calorie information on the large menus inside their
22 restaurants. McDonald’s also lists items that have
23 400 calories or less in its “Favorites Under 400”
24 menu.

1 (10) According to Reuters, in 2010, Panera
2 Bread became the first national restaurant chain to
3 voluntarily post calorie information on their menus.
4 Subway restaurants have also voluntarily made their
5 calorie information accessible to the public.

6 (11) Reported by the New York Times, non-al-
7 coholic beverage companies such as PepsiCo, Coca-
8 Cola, Dr Pepper Snapple, and Sunny D are revamp-
9 ing vending offerings and posting calorie information
10 on the front of every can, bottle, and pack. In addi-
11 tion, these companies have removed full-calorie soft
12 drinks from the nation's schools and continue to
13 provide consumers with calorie information, a vari-
14 ety of choices, and smaller portions.

15 **SEC. 3. FUNDING RESTRICTION.**

16 No part of any appropriation contained in any Act
17 may be used for print, radio, television or any other media
18 advertisement, campaign, or form of publicity against the
19 use of a food or non-alcoholic beverage that is lawfully
20 marketed under the Federal Food, Drug, and Cosmetic
21 Act (21 U.S.C. 301 et seq.).

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