



## **State of São Paulo may lead battle against childhood obesity in Brazil**

*Geraldo Alckmin has until the end of January to enact two bills restricting advertising of non-healthy food addressed to children, and prohibiting the sale of snacks containing gifts – both approved by the Legislative Assembly*

**Sao Paulo (Brazil), January 11, 2013** – The State of São Paulo and its Governor, Geraldo Alckmin, are about to make history. Two bills approved by Legislative Assembly of São Paulo (Alesp) at the end of 2012 are to be enacted by the Governor, who has until the end of January to submit his decision.

If enacted, the bills will be a milestone in the fight against childhood obesity epidemics that is devastating Brazil – 30% of Brazilian children are overweight and 15% of them are already obese. By taking this step, the most populated State of Brazil, with over 41 million inhabitants, will be pioneer in the fight for children protection and preservation of their health and well being.

Bill 1096/2011, whose author is State Representative Alex Manente prohibits the sale of food accompanied with gifts or toys in the State of SP. Bill 193/2008, whose author is the State Representative Rui Falcão regulates advertisings addressed to children of food and drink that are poor in nutrients and have high content of sugar, saturated fats or sodium – no communication of this type is allowed within 6:00 a.m. and 9:00 p.m. in radios or TV channels, and in no time in public and private schools. Besides, the text also prohibits the use of celebrities or childhood characters in communication, as well as the association with gifts or collectible toys.

“These two projects are extremely important”, says Isabella Henriques, director of Defense and Future at Alana Institute. “São Paulo has the opportunity of giving a significant step in the fight against the incentive to consume food that contribute to the serious escalation of childhood obesity problem”, she concluded. If the bills are enacted, São Paulo will show alignment to pioneer countries, such as Chile, France and England, and cities like San Francisco and Santa Clara, in the U.S., that already have limited unhealthy food advertising.

### **About Alana Institute**

Alana Institute is a non-governmental, non-profit organization, which works in several fronts to find transforming ways to honor children, assuring their full development in a healthy environment. Through innovative projects, which go from direct action in children education and investment in qualifying educators, until the promotion of debates for society awareness, Alana Institute considers children’s future as its absolute priority. For further information, please check: [www.alana.org.br](http://www.alana.org.br)

### **Press Information:**

2PRÓ Comunicação – [alana@2pro.com.br](mailto:alana@2pro.com.br)

Myrian Vallone – [myrian.vallone@2pro.com.br](mailto:myrian.vallone@2pro.com.br)

Roseanne Café – [roseanne.cafe@2pro.com.br](mailto:roseanne.cafe@2pro.com.br)

Milka Veríssimo – [milka.verissimo@2pro.com.br](mailto:milka.verissimo@2pro.com.br)

Phones +55 11 3030.9461 / 9460 / 9464 / 9435 / 9404