



Campaign for a Commercial-Free Childhood



Open Letter from Educators

Dear CEO Easterbrook,

As teachers, school support staff, principals, school nurses, and advocates dedicated to the education and well-being of children, we urge you to end the exploitative practice of McTeacher's Nights.

On McTeacher's Nights, teachers "work" at a local McDonald's in hopes of raising much-needed funds for their schools. Parents and children are encouraged to eat at McDonald's so they can see "their very own educators serve up hamburgers, fries and shakes."¹

It is wrong to enlist teachers to sell kids on a brand like McDonald's whose core products are burgers, fries, and soda. Marketing junk food to children is a harmful practice. We are in the midst of the largest preventable health crisis in the U.S.—one that is spreading throughout the world, and that increasingly affects children. If this trend is not reversed, many children will be burdened with diet-related diseases like obesity and Type 2 diabetes, affecting their health for life.

Health professionals on the front lines of treating these diseases have long urged you to stop targeting children. The World Health Organization and the American Academy of Pediatrics recommend restrictions on junk food marketing to children.^{2, 3} Study after study from esteemed organizations such as the Institute of Medicine and the National Bureau of Economic Research suggest that junk food marketing targeted at kids is a serious health concern.^{4, 5}

McTeacher's Nights undermine these important efforts, exploiting educators' authority and popularity to lure kids to McDonald's. Transforming teachers into McDonald's marketers is

¹ "In Your Community: McTeacher's Night," *McDonald's Educates*, <http://www.mcdonaldseducates.com/mcedu.html> (accessed March 11, 2015).

² "Set of recommendations on the marketing of foods and non-alcoholic beverages to children," *World Health Organization*, 2010, http://whqlibdoc.who.int/publications/2010/9789241500210_eng.pdf (accessed March 11, 2015).

³ Committee on Communications, "Children, Adolescents, and Advertising," *Pediatrics* 95, no. 2 (February 1, 1995), 295–97, <http://pediatrics.aappublications.org/content/95/2/295> (accessed August 13, 2015).

⁴ Chou et al., "Fast-Food Restaurant Advertising on Television and its Influence on Childhood Obesity," *National Bureau of Economic Research*, December 2005, http://www.nber.org/papers/w11879.pdf?new_window=1 (accessed August 14, 2015).

⁵ Dan Glickman et al., "Accelerating Progress in Obesity Prevention: Solving the Weight of the Nation," *Institute of Medicine of the National Academies*, 2012, <http://www.iom.edu/Reports/2012/Accelerating-Progress-in-Obesity-Prevention.aspx> (accessed February 26, 2015).



Campaign for a Commercial-Free Childhood



particularly egregious in light of a recent study in *Clinical Pediatrics* linking fast food consumption with lower educational outcomes.⁶

What's worse, this is merely one of many tactics McDonald's uses to market junk food to children in schools. From serving up branded fast food in school cafeterias to sending its corporate mascot into schools to "teach" everything from physical activity to healthy eating,⁷ McDonald's has actively contributed to the degradation of the school food environment in communities across the country. These tactics have a devastating impact on children's health, especially in communities that already see disproportionately high rates of diet-related disease.

Children deserve special protection, especially in schools. That's why First Lady Michelle Obama and the United States Department of Agriculture took action to curb school-based marketing of unhealthy food.⁸

McTeacher's Nights negate the good work of educators to create healthy food habits and environments in schools. Parents and children trust us to make decisions based on what's best for our students. Using teachers to market anything to children undermines that trust. But given the dire health consequences, promoting any fast food brand is especially unconscionable. Educators should not have to choose between school resources today and the health of our students tomorrow.

This is the moment for action. In your first year as CEO, it is finally time to end your corporation's abusive practice of using teachers and educational institutions to promote McDonald's to schoolchildren.

The health of current and future generations of children will benefit from your leadership on this issue.

Sincerely,

⁶ Kelly M. Purtell, et al., "Fast Food Consumption and Academic Growth in Late Childhood," *Clinical Pediatrics*, December 5, 2014, <http://cpj.sagepub.com/content/early/2014/12/04/0009922814561742.full.pdf+html> (accessed February 26, 2015)

⁷ "In Your Community: Ronald McDonald," *McDonald's Educates*, <http://www.mcdonaldseducates.com/ronald.html> (accessed March 11, 2015).

⁸ Office of the First Lady, "The White House and USDA announce School Wellness Standards," Press Release, February 25, 2014, <http://www.whitehouse.gov/the-press-office/2014/02/25/white-house-and-usda-announce-school-wellness-standards> (accessed February 26, 2015)



Campaign for a Commercial-Free Childhood



Teachers Unions

National Education Association

National Education Association Healthy Futures

AFT Michigan

AFT Missouri

AFT New Jersey

AFT Oklahoma

AFT Pennsylvania

AFT Utah

AFT Vermont

AFT West Virginia

California Federation of Teachers

California Teachers Association

Connecticut State Vocational Federation of Teachers

Florida Education Association

Georgia Federation of Teachers

Ohio Federation of Teachers

Vermont National Education Association

Virginia Education Association

West Virginia Association of School Nurses

Albuquerque Teachers Federation

Allegany County Education Association

Amsterdam Teachers Association

Arlington Education Association (Massachusetts)

Arlington Education Association (Virginia)

Atlanta Federation of Teachers

Birmingham AFT

Boston Teachers Union

Brookline Educators Union

Charlotte-Mecklenburg Association of Educators

Chicago Teachers Union

Cleveland Heights Teachers Union, Local 795

Cleveland Teachers Union, Local 279

District Twelve Education Association

Exeter West Greenwich Teachers Association

Fairfax Education Association



Campaign for a Commercial-Free Childhood



Fremont Education Association
Grand Rapids Education Association
Green Bay Education Association
Holliston Federation of Teachers
Houston Federation of Teachers
Jefferson Elementary Federation of Teachers
Madison Teachers Inc.
Metropolitan Nashville Education Association
Milwaukee Teachers Education Association
Montgomery County Federation of Teachers
Moore Association of Classroom Teachers
Pajaro Valley Federation of Teachers
Pittsburgh Federation of Teachers
Pittsfield Federation of School Employees
Red River United, AFT Local 4995
Saint Paul Federation of Teachers
Salt Lake Federation of Teachers
Savannah Federation of Teachers
School District 14 Classroom Teachers Association
Schaumburg Education Association, District 54
Springfield Federation of Paraprofessionals
Tiverton Teachers Association
Toledo Federation of Teachers
United Teachers Los Angeles
United Teachers of Santa Clara

Education Advocates

Organizations

Campaign for a Commercial-Free Childhood
Corporate Accountability International

Citizens for Public Schools
Class Size Matters
Defending the Early Years
Educational Studies Department of Colgate University
Engaging Schools
Healthy School Food Maryland



Campaign for a Commercial-Free Childhood



Movement of Rank & File Educators (MORE)
New York State Foundations of Education Association
North Country Alliance for Public Education
NYS Allies for Public Education
Obligation, Inc
Oneonta Area for Public Education
Parents 4 Teachers
Parents Across America
Peace Educators Allied for Children Everywhere
Philadelphia Coalition Advocating for Public Schools (PCAPS)
Public Advocacy for Kids
Public Schools First NC
Real Food for Kids – Montgomery County
Rethinking Schools
Teachers Resisting Unhealthy Children's Entertainment

Individuals

(affiliations listed for identification purposes only)

Victoria Bellard, Special Education Teacher, DC Public Schools
David C. Berliner, Regents' Professor Emeritus, Arizona State University
Charlotte Beyer, Retired Principal, Edmonds School District
Natalie Beyer, Board of Education, Durham (NC) Public Schools
Faith Boninger, PhD, Research Associate, National Education Policy Center
Nancy Carlsson-Paige, EdD, Professor Emerita, Lesley University
Steve Conn, President, Detroit Federation of Teachers
Christina Contreras, College and Career Coordinator, Ocean Discovery Institute
Thomas J. Cottle, Professor Emeritus of Education, Boston University
Rob Curry, President, California Teachers Association of Berryessa
Michelle Demeroukas-Fetterman, ESL Teacher, New York City Department of Education
Alicia Fedewa, PhD, NCSP, Associate Professor, Department of Educational, School, and Counseling Psychology, University of Kentucky
Linda Fuller, Associate Director of Educational Studies, College of the Atlantic
Julie Gorlewski, Assistant Professor of Secondary Education, State University of New York at New Paltz
Helen Gym, Co-Founder, Parents United for Public Education
Cheri Hayes, President, Illinois Association of School Nurses, Blackhawk Division
Michelle R. Hughes, Head of School, High Meadow School
Denisha Jones, PhD, Assistant Professor in the School of Education, Howard University



Campaign for a Commercial-Free Childhood



Stephanie Keiles, Mathematics Teacher, Member, Midwest Friends of Public Education
Nancy Kunsman, Teacher, Gore Public Schools
Velma LaPoint, PhD, Professor, Department of Human Development and Psychoeducational Studies,
Howard University School of Education
Diane Levin, PhD, Professor of Early Education, Wheelock College
Heinz-Dieter Meyer, Associate Professor, Education Governance and Policy, State University of New York
Tom Meyer, State University of New York at New Paltz
Alex Molnar, PhD, Publications Director, National Education Policy Center
Kevin Moretti, President, Chico Unified Teachers Association
Mark Naison, Professor of African American Studies and History, Fordham University
Pedro A. Noguera, PhD, Peter L. Agnew Professor of Education, Steinhardt School of Culture, Education
and Development
Isabel Nuñez, PhD, Associate Professor, Teacher Education, University of San Francisco
Sharna Olfman, PhD, Professor of Developmental Psychology, Point Park University
Diane Ravitch, PhD, Research Professor of Education, New York University Education
Dr. Rheta N. Rubenstein, Professor of Mathematics Education, University of Michigan
Dr. Mercedes Schneider, Classroom Teacher and Author
Dr. Doug Selwyn, Professor, Teacher Education, SUNY Plattsburgh
Timothy D. Slekar PhD, Dean of the School of Education, Edgewood College
Marybeth Souza, Teacher and Program Coordinator, District of Columbia Public Schools
Bonnie Tai 戴豪蘭, EdD, Director, Educational Studies, College of the Atlantic
Dora Taylor, President, Parents Across America
Paul Thomas, EdD, Faculty Director, First Year Seminars, Furman University
Kevin G. Welner, Professor and Director, National Education Policy Center, University of Colorado
Boulder
Emily Welsh, Teacher, New York City Department of Education
Steve Wentz, President, United Teachers of Wichita