

1. Record Nr.	UNINA9910298641403321
Autore	Aspray William
Titolo	Formal and Informal Approaches to Food Policy // by William Aspray, George Royer, Melissa G. Ocepek
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-04966-6
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (143 p.)
Collana	SpringerBriefs in Food, Health, and Nutrition, , 2197-571X
Disciplina	338.18
Soggetti	Food—Biotechnology Social policy Food Science Social Policy United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
Nota di contenuto	Introduction.- Childhood Obesity in America.- The Historical Use of the Bully Pulpit by Presidents and First Ladies.- Formal and Informal Approaches to Food Policy.- Overview.- Formal Policy.- Informal Policy. - Protecting Children from Obesity: A History of Television and Internet Food Advertising Regulation in the United States -- Television Advertising of Food to Children: Early Efforts at Regulation by the FCC and the FTC.- Self-Regulation by the Food and Advertising Industries. - A New Public Concern About Childhood Obesity.- Food Advertising and First Amendment Rights.- Marketing Food to Children Through the Internet and Other Means.- Conclusions.- American School Lunch Policy: A History -- Government Food Programs for Schools.- USDA Evaluation of School Lunches.- Private Critiques of School Lunches. - Competitive Foods in the Schools.- Legislative and Other Attempted Remedies.- Conclusions.- Food Policy During the Depression and the Second World War: FDR's New Deal Legislation and Eleanor Roosevelt's Bully Pulpit.- Eleanor Roosevelt's Use of the Bully Pulpit.- Formal and Informal Policy Approaches to Food and Nutrition During the 1930s. - Formal and Informal Policy Approaches to Food and Nutrition During the Second World War.- Conclusions.- Food Policy Since 2009: The

Obama Administration's Policies and Michelle Obama's Bully Pulpit.
- The White House Garden.- Let's Move!.- 6.3 Opposition to Federal Regulation.

Sommario/riassunto

Formal approaches are those taken by government bodies through laws, court decisions and actions of government regulatory bodies. Informal approaches are those taken by individuals, non profit organizations, industries working at self-regulation, etc. Because the formal means are tied to a particular legal system, this kind of approach is nation-specific and the book focuses on the United States. But many of the things the authors have to say about US food policy and the interactions between formal and informal approaches would also be of interest to policymakers and food industry professionals in other countries. Coverage includes the regulation of food advertising on children's television and the internet, regulation of school lunch programs and the influence of Eleanor Roosevelt and Michelle Obama.
