

Obesity Task Force Meeting  
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Thanks for asking me to speak today. Disney appreciates the leadership and guidance of Senators Brownback and Harkin, as well as FCC Chairman Martin and Commissioners Capps and Tate. I've also worked with many of the members of the task force and I'm looking forward to continuing these working relationships.

In the interests of disclosure, I'll note that I was trained as an engineer and a lawyer and so I will not pretend to speak as a doctor or certified health expert. Nonetheless, I'm delighted and very able to talk about Disney and about our recent experiences working through food-related issues. On a more personal level, for the last seven years, I've received on-the-job training on childrens' health from my three (soon four) kids – and on childrens' media from my own kids' unbridled enthusiasm for content ranging from High School Musical to the new Mickey Mouse Clubhouse.

Disney is pleased to be part of this task force and to continue to work with many of the people in this room on an issue of justifiable concern for children and families. Disney cares deeply about children and families and works hard on a daily basis to earn the trust that parents place in Disney. Some of you may have heard about Disney's healthy kids initiative, and I'll touch more on that in a minute. I am speaking today as a representative of Disney, and can't speak for the other media companies in the room, but I would like to acknowledge the presence of the other members of the media community who are here today and part of the task force.

Disney is here to be a productive part of this discussion and task force, and hopefully even a resource as the task force's work continues. Clearly, there are scientific experts who will have a lot to contribute to our work and we'd like to hear from them. We also appreciate the good work done on a daily basis by the policy advocates who are members of this task force and we look forward to continuing to work with them. Disney anticipates working with all the industry members of this task force as we continue existing and create new partnerships. In our view, it would also be worthwhile to hear as much as possible from the various government agencies that currently address the issue of childhood obesity.

The issues raised by this task force aren't new, and they aren't new to Disney. Disney spent over a year discussing and debating internally what Disney should be doing to address the various food and wellness issues that cut across our company. As part of this process, we were fortunate to have the advice of two experts: (1) Dr. James O. Hill, Director of the Center for Human Nutrition at the University of Colorado Health Sciences Center; and (2) Dr. Keith Thomas Ayoob, Associate Clinical Professor of Pediatrics at the Albert Einstein College of Medicine. Ultimately, Disney adopted an approach to the

food-related issues that will ensure that the messages that kids will receive from our content and our characters will be healthier ones. We are now in the midst of the long-process of implementing our new guidelines and one sure thing that we have learned is that the process of implementing change involves a long-term commitment.

Here's some detail on Disney's specific initiatives.

First, Disney decided that the most influential change we could make would be to change how and where kids see our characters and content and which foods they promote. Therefore, we are restricting the use of our characters and brands to products that meet new nutritional guidelines that we have established. These new nutritional guidelines include standards broken out by calories, fat, saturated fat, sugar, sodium, and added trans fats (zero) for various categories of food, including main dishes, side dishes, meals, dairy beverages and yogurts, juice, water-based beverages, and cereal. We are applying these standards on a going-forward basis and honoring our pre-existing contractual negotiations.

Second, consistent with our new overall approach with our characters and brands, we're also making changes to our programming content that incorporate healthier messages and imaging in the following ways: (1) airing programming like JoJo's Circus, a preschool series designed around body movement; (2) airing episodes of our premier series' focused on health issues, e.g., That's So Raven, Zack & Cody, Hannah Montana, etc...; and (3) airing short-form programming devoted to healthy issues, e.g., Captain Carlos & Sports Dreams. Not to mention our latest Disney Channel Original Movie, "Jump In," which has caused interest in jump-roping to explode.

Third, we have launched new efforts to use our characters to teach important nutrition and exercise messages. For example, as we introduce our new Disney food products, we are incorporating backpanels that help kids learn about the USDA food pyramid – there's nothing like Mickey climbing up the food pyramid to catch a child's attention at the breakfast table. We also have launched a website at [Disney.com/healthykids](http://Disney.com/healthykids), which teaches the food pyramid with engaging games featuring kids' favorite characters.

Before concluding, I want to note one other change at Disney that may be of interest to the task force. In our parks and resorts, Disney has changed the default menus for kids' meals from soda and French Fries to fruit/vegetable or milk/juice. We've found that parents have really appreciated just this small change, and that most parents stick with the healthier option.

In conclusion, I want to note again that I've been speaking for Disney and that I'm not suggesting that what we have started to do is the solution to the problem of childhood obesity or that it's a one-size-fit-all solution for any other company. There are many other companies represented in this room. Each of these companies has their own initiatives that I'm sure that they will discuss and raise throughout our discussions. I

myself look forward to being a part of that process and, again, thanks for including Disney.