The many forms of junk food marketing in schools

Incentive programs

Billboards, banners, vending machine exteriors
The many forms of junk food marketing in schools

**Educational materials, classroom lessons**
- Learning algebra, by Burger King
- Learning to count, by Jamba Juice

**Fundraisers**
- Label redemption programs (such as General Mills Box Tops for Education and Campbell’s Labels for Education)

**In-school publications** (such as ads in this school booklet)

**In-school television** (such as Channel One News)**

Voices for Healthy Kids Action Center