

# NORTHWEST HEALTH FOUNDATION

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**Media Contacts:**

Chris Palmedo, Northwest Health Foundation  
503-505-5699  
cpalmedo@nwhf.org

Christine Vrem-Ydstie, EnviroMedia Social Marketing  
503-327-8031  
cvrem-ydstie@enviromedia.com

## **New Research: Oregonians Believe Soda Companies Contribute to Kids' Obesity**

PORTLAND, Ore. — Today, Northwest Health Foundation (NWHF) released results from a statewide study that presents Oregonians' opinions about the relationship between soda advertisements, soda companies, and childhood obesity.

According to the NWHF public opinion survey,

- When asked whether advertisements of fast food, soda, and other processed foods contribute to obesity in children, 80 percent of Oregonians believed they did (“great deal” 55 percent; “some” 25 percent)
- When asked whether soda companies contributed to obesity in children, 79 percent of Oregonians believed they did (“great deal” 45 percent; “some” 34 percent)

“People recognize that soda and junk food marketing influence our choices,” said Thomas Aschenbrener, Northwest Health Foundation president. “Childhood obesity is a problem in Oregon and nationwide, and complacency is not good for our children’s health. That’s why it’s helpful to learn how Oregonians feel about this issue.”

Community Health Priorities (CHP), a project of the Northwest Health Foundation, hired research firm Davis, Hibbitts & Midghall, Inc. to conduct the study to prioritize Oregon’s most pressing health issues. This opinion poll, which is part of the program’s biannual series of public health studies, surveyed 500 Oregonians over the phone about their perception of issues related to public health.

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*The mission of the Northwest Health Foundation is to advance, support and promote the health of the people in Oregon and southwest Washington. The Foundation invests in efforts that address the root causes of health through community-driven solutions and seeks to ensure that the voices of all people are represented in health policy discussions. Northwest Health Foundation focuses its work in three areas: public health, health care reform, and health workforce. More information can be found at [www.nwhf.org](http://www.nwhf.org).*