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MomsRising.org



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MamásConPoder





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TEXAS

"I was a mother of 3 and a non-traditional student in college full time. WIC and Head Start programs made it possible for me to complete my degree and go on to become a teacher. I believe these federal programs help families to reach their goals and provide meals for their families in the process."

-- ANGELINE

ARKANSAS

"When my husband was in the army, we chose to have one of us stay at home with the kids because we thought it would be best for our daughter and son. Making that decision made it difficult to make ends meet on an E-6 pay grade.

"The WIC program was a lifesaver! We couldn't have had me stay at home if it weren't for the program. We now have a Junior and Freshman in college and the WIC program helped us get them there."

-- REBECCA

Our Stories Have Rippling Impacts



Stories Across the Nation





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TOGETHER

WE CAN BUILD a NATION
WHERE CHILDREN, PARENTS and BUSINESSES THRIVE,
and END DISCRIMINATION AGAINST MOTHERS...

Are you *drowning*
in information?





1. *Synergistic Collaboration*



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Partnering with NWA on social media: #WICMatters Twitterstorm

- Reached over 970,000 accounts
- 400 diverse contributors, including members of Congress, former members of the Obama Administration, prominent journalists, national and state nonprofits, veterans groups, faith organizations, and more.
- The Twitterstorm was also translated into Spanish.

The WIC program is an amazing program. I especially enjoyed learning about healthy eating habits...I was exposed to the ways of saving money through making your own baby food and it became a way of life. **My daughter today eats healthier and I believe it is all to the credit of the information and tools that I was given through the WIC program.**

*--WIC Participant
from California*

Todos los alimentos que nos proporcionan son saludables y nos ayudan bastante.

Nos guían a tomar mejores decisiones en cuanto a nuestra alimentación. WIC es de mucha ayuda para la humanidad.

Participante de WIC, Florida

*US Secretary of Agriculture Tom Vilsack speaking
about Child Nutrition programs:*

**“I can make the case this is
...essential to national security
...significant to economic
competitiveness
...important to healthcare
expense.”**

Other ways MomsRising and NWA work together:

- Regular contributor to the MomsRising blog, including blogging during our October 2015 #StoptheCuts Blog Carnival
- NWA Executive Director Douglas Greenaway on the MomsRising radio show, Breaking Through with Kristin Rowe-Finkbeiner numerous times.
- #WellnessWed and #FoodFri tweetchats.
- New #MilitaryMonday blog series

MomsRising.org
Where moms and people who love them go to change our world

Home About
Do

Tell Nickelodeon to stop junk food marketing to kids!

Nickelodeon is a giant advertiser to children, with 69% of its food ads promoting food of poor nutritional quality to kids. Unlike Disney, Nickelodeon has refused to adopt any nutritional guidelines on what they will advertise to kids. [1] [2]

Tell Nickelodeon to do the right thing and adopt strong nutrition standards for advertisements and marketing through its entire child-directed media!

Our children are more than big business.

WANTED:
Nickelodeon

Nickelodeon is wanted for impersonating a responsible media company while aggressively marketing obesity to kids.
Approach with caution! SpongeBobs may be armed with nutritionally dangerous foods.

REWARD: Healthier kids and happier, less-hassled parents.

CHICKEN SOUP FOR THE SOUL | NICKELODEON

Sign Today!

Dear Viacom,

I was happy to see that the Walt Disney Company announced it will no longer accept advertisements for most unhealthy foods on its child-directed television, radio, and websites, and that it is updating its nutrition standards for marketing to children. I am impressed with Disney's commitment to addressing nutrition and childhood obesity and hope your company will do at least as much.

Nickelodeon should also implement a clear and transparent policy for marketing to children. As you know, our country is facing an obesity epidemic, with one in three children overweight or obese. (1) The Institute of Medicine conducted a thorough scientific review and concluded that food marketing affects children's food preferences and choices and is harming their health. (2) In 2011, children under 12 saw an average of 13 food advertisements per day. Unfortunately, most of those were for unhealthy foods. (3)

Advertising for unhealthy foods to children has decreased from 94% to 86% of food ads from 2003 to 2009, but a much greater decline is needed given the effect of marketing on children's health.

I appreciate the steps you have taken to address the use of Nickelodeon characters to promote healthy food. However, your company must do more. Please adopt strong nutrition standards for advertisements and marketing through all of your child-directed media. It will have a positive impact on the food advertising landscape for children, children's health, and your company's reputation.

Thank you.

First Name _____

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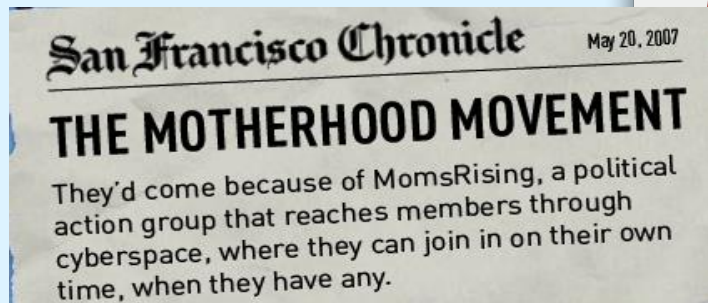
3. *Member Presence Proxy*



4. On-the-ground Engagement



5. Traditional & New Media Outreach



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**MomsRising
Members**
HELPED WITH
PASSAGE OF

**PAID SICK
DAYS**
IN CONNECTICUT

*AND IN SEATTLE
& MORE PLACES

MomsRising.org WINS



Members Worked
TO PROMOTE
ECONOMIC
SECURITY
FOR FAMILIES



**MomsRising Members
WORKED TO PREVENT**



CUTS TO MEDICAID



Mom Power!



**If you are interested in getting
more involved with MomsRising,
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