



The Maryland State Medical Society

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MEDCHI APPLAUDS SUBWAY FOR IMPROVING CHILDREN'S HEALTH

BALTIMORE, February 17, 2014 – As the voice of Maryland's doctors, MedChi, The Maryland State Medical Society, applauds the efforts of SUBWAY® in taking this important step towards improving children's health. Subway's new series of campaigns for kids are aimed at increasing fruit and vegetable consumption, selecting healthy drink choices, and will set new standards in the restaurant industry for marketing products to families.

There has never been a more important time to act, with childhood obesity rates soaring. One in three Maryland children is overweight or obese, and as a result, kids as young as nine are being diagnosed with adult-like diseases such as type 2 diabetes, high cholesterol level, and high blood pressure.

"The changes Subway is advocating have huge implications for the health of our kids," said Brian H. Avin, M.D., immediate past president of MedChi. "By serving low-fat or non-fat milk or water as the default beverage in kids' meals, SUBWAY® is taking a huge step in working to end childhood obesity. More than any other single factor, regularly consuming sugary drinks greatly increases the risk that a child will become overweight or obese and/or develop type 2 diabetes. An environment that focuses on health helps set kids on a healthy path for the future. SUBWAY®, in partnering with the First Lady and Partnership for a Healthier America, has elevated its brand by demonstrating how businesses can advocate for a healthier environment that in the end will improve the health of our community. We congratulate Subway for promoting the fight against childhood obesity."

As part of its commitment, the SUBWAY® restaurant chain will:

- only offer items on its kids menus that meet nutritional guidelines for the national school lunch program, including offering apples as a side and low-fat or non-fat milk or water as a default beverage.
- deliver \$41 million in media value in the next three years to market healthier options to children and families, with a specific focus on increasing consumption of fruits and vegetables. This is the brand's largest kid-focused marketing campaign to date, and includes general marketing, in-store merchandising, television, social and digital media and public relations.
- focus in-store merchandising and marketing to children on the healthier options available in its restaurants. This includes training materials which will be updated to teach Sandwich Artists to encourage kids to choose apples.

About MedChi

MedChi, The Maryland State Medical Society, is a non-profit membership association of Maryland physicians. It is the largest physician organization in Maryland. The mission of MedChi is to serve as Maryland's foremost advocate and resource for physicians, their patients and the public health of Maryland. For more information, please visit www.medchi.org.