



July 22, 2026

The Honorable Bernie Sanders
Chair, Committee on Health, Education, Labor, and Pensions
United States Senate
Washington, DC 20510

The Honorable Bill Cassidy
Ranking Member, Committee on Health, Education, Labor, and Pensions
United States Senate
Washington, DC 20510

SUBJECT: Strong Support for the Childhood Diabetes Reduction Act of 2026

Dear Chairman Sanders and Ranking Member Cassidy:

On behalf of the Society for Nutrition Education and Behavior (SNEB), I am writing to express our strong support for the Childhood Diabetes Reduction Act of 2026. As an international organization of professionals dedicated to promoting effective nutrition education, policies, and systems that support health behavior change, SNEB recognizes this landmark legislation as a critical and necessary step toward addressing the surging public health crises of pediatric type 2 diabetes, childhood obesity, and diet-related chronic diseases.

By enacting robust front-of-package (FOP) health warning labels, establishing dedicated federal funding for nutrition regulatory science, instituting public education campaigns, and restricting deceptive marketing directed at our nation's most impressionable population—our children—this bill strongly aligns with evidence-based strategies to foster systemic dietary improvements.

Empowering Consumers Through Transparent Front-of-Package Labeling

SNEB strongly endorses the provisions in Section 101 that amend the Federal Food, Drug, and Cosmetic Act to mandate clear, prominent front-of-package health warning labels occupying at least 5 percent of the principal display area. Specifically, we support the distinct warnings required for:

- **Sugar-Sweetened Beverages:** A mandatory warning highlighting contributions to obesity, type 2 diabetes, and tooth decay, coupled with an explicit recommendation against consumption by children.
- **High-Intensity Sweeteners:** Essential transparency regarding synthetic or modified non-nutritive sweeteners (such as aspartame, sucralose, and stevia derivatives), which are increasingly pervasive yet require scrutiny concerning long-term pediatric habits.
- **Ultra-Processed Foods (UPFs):** Evidence-based disclosures regarding products containing industrial ingredients, emulsifiers, and flavor enhancers that may stimulate overconsumption and increase risk of excessive weight-gain. *Given the emerging and indefinite evidence base on the design and behavioral effects of UPF labeling, we*

recommend that the proposed enhancements in nutrition science funding be allocated, in part, to such inquiry, and the results used to inform this ongoing effort.

- **Nutrients of Concern:** Bold, octagonal border disclosures warning consumers when products are "High in" added sugar, saturated fat, or sodium.

Protecting Children from Deceptive Marketing and Restoring FTC Authority

For decades, public health efforts have struggled against aggressive marketing of unhealthy foods and beverages that is explicitly targeted at children. SNEB applauds Title II of the Act, which prohibits child-directed advertising for foods requiring these warning labels and expands the definition of deceptive acts to include modern electronic platforms, influencers, and interactive media.

We also strongly support Section 203, which repeals the restriction in Section 18(h) of the Federal Trade Commission Act, thereby fully restoring the FTC's authority to promulgate vital rules concerning children's advertising and the Department of Health and Human Services' authority and capacity to carry out related enforcement activities.

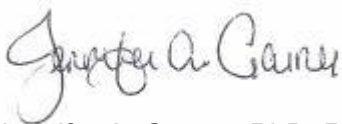
Investing in Nutrition Science and Public Education

Education and scientific rigor are at the core of SNEB's mission. We highly commend the authorization of \$60,000,000 annually for the National Institutes of Health (NIH) to conduct advanced research on hyper-palatable formulations, UPF safety profiles, and ingredients self-affirmed as "Generally Recognized as Safe" (GRAS) without historical FDA oversight.

Furthermore, the \$10,000,000 annual authorization for the Centers for Disease Control and Prevention (CDC) ensures that the implementation of these new labels will be supported by a robust, national public campaign to guide caregivers and children toward healthier lifestyles.

The Childhood Diabetes Reduction Act of 2026 represents a historic turning point in federal nutrition policy. SNEB urges the Senate Committee on Health, Education, Labor, and Pensions to swiftly advance this legislation. We look forward to collaborating with your offices to secure its passage and build a healthier future for all children and our nation.

Sincerely,



Jennifer A. Garner, PhD, RD

Chair, Advisory Committee on Public Policy
Society for Nutrition Education and Behavior (SNEB)