

106TH CONGRESS
2^D SESSION

H. CON. RES. 380

Expressing the sense of the Congress with respect to the relationship between eating disorders in adolescents and young adults and certain practices of the advertising industry.

IN THE HOUSE OF REPRESENTATIVES

JULY 25, 2000

Mr. HINCHEY submitted the following concurrent resolution; which was referred to the Committee on Commerce

CONCURRENT RESOLUTION

Expressing the sense of the Congress with respect to the relationship between eating disorders in adolescents and young adults and certain practices of the advertising industry.

Whereas, according to the National Association of Anorexia Nervosa and Associated Disorders (“ANAD”), 7,000,000 women and girls and 1,000,000 men and boys suffer from eating disorders, including anorexia nervosa, bulimia nervosa, and binge eating disorder, as well as eating disorders that are not otherwise defined;

Whereas eating disorders impact all socioeconomic, racial, ethnic, and gender groups;

Whereas eating disorders may lead to death;

Whereas, according to the National Institute of Mental Health, one in 10 people with anorexia nervosa will die of starvation, cardiac arrest, or other medical complications;

Whereas, in a 1999 study of nine high schools in nine States, ANAD found that 12 percent of high school students suffer from either anorexia nervosa or bulimia;

Whereas the same study revealed that 86 percent of individuals who report an eating disorder report the onset of illness by the age of 20;

Whereas the physical appearance of models used by the advertising industry influences the attitudes of many adolescents and young adults, including with respect to self-image; and

Whereas such advertising models frequently portray physiques that cannot or should not be achieved by many adolescents and young adults, and their attempts to emulate the physiques portrayed by the models can lead them to engage in unhealthy eating habits: Now, therefore, be it

1 *Resolved by the House of Representatives (the Senate*
 2 *concurring)*, That it is the sense of the Congress that the
 3 advertising industry should, in using models in advertise-
 4 ments likely to be viewed by adolescents or young adults,
 5 take into account—

6 (1) the influence that these advertising models
 7 have on the self-images of adolescents and young
 8 adults;

1 (2) that such models frequently portray phy-
2 siques that cannot or should not be achieved by
3 many adolescents and young adults; and

4 (3) the importance of taking action to reduce
5 the extent to which such models influence adoles-
6 cents and young adults to engage in unhealthy eat-
7 ing habits, whether the reduction is achieved by
8 using models who more closely approximate average,
9 healthy individuals, by providing for public service
10 announcements to counteract negative health influ-
11 ences, or by taking other appropriate action.

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