

connection with the workshop, the FTC and HHS sought public comment on food and beverage marketing to children and various other issues related to industry self-regulation and childhood obesity. 70 FR 25060 (May 12, 2005). The agencies received relatively little empirical data addressing the extent of food and beverage marketing to children in connection with the workshop.

On November 22, 2005, the President signed a bill appropriating funds for the Commission for FY 2006. Public Law 109–108. The Conference Report (H. R. Rep. No. 109–272 (2005)) for this law incorporates by reference the following language from the Senate Report (S. Rep. No. 109–88 (2005)):

The Committee is concerned about the growing rate of childhood and adolescent obesity and the food industry's marketing practices for these populations. The Committee directs the FTC to submit a report to the Committee by July 1, 2006, on marketing activities and expenditures of the food industry targeted toward children and adolescents. The report should include an analysis of commercial advertising time on television, radio, and in print media; in-store marketing; direct payments for preferential shelf placement; events; promotions on packaging; all Internet activities; and product placements in television shows, movies, and video games.

Information Requested

To prepare the report, the Commission seeks relevant information, including empirical data, on the nature and extent of marketing activities and expenditures targeted to children and adolescents. The FTC is interested in receiving publicly available information that can be used to prepare the report. However, because it is unlikely that information sufficient to prepare the report is publicly available, the Commission likely will later issue orders under Section 6(b) of the FTC Act (15 U.S.C. 46(b))² to obtain needed information from food industry members.³ To assist the Commission in

drafting such requests so that they elicit the necessary information without imposing any unnecessary burdens, the FTC seeks comment on how food and beverage companies record and maintain information about their marketing activities and expenditures targeted to children and adolescents—for example, whether they record and maintain marketing expenditure information based on product category, brand, specific product, etc., and how long they keep marketing information.⁴ The FTC also seeks comment on how food and beverage companies record and maintain information about commercial advertising time on television, radio, and in print media and information about exposure to products through the use of other marketing techniques.

In particular, the FTC requests information and invites comment on the following subjects. Commenters should respond with as much specificity as possible.

1. Types of foods and beverages marketed to children and adolescents;

a. The categories or subcategories used to describe these products.

b. The extent to which food and beverage marketing to children and adolescents varies based on age, and the age groups used to target such marketing (e.g., 2–5, 6–11, 12–17).

2. Types of media used in advertising to children and adolescents (e.g., broadcast and cable television, radio, print, the Internet, outdoor advertising, etc.);

a. The total amount of advertising expenditures for each medium for all foods and beverages marketed to children and adolescents.

b. The amount of advertising expenditures for each medium for each category or subcategory of food and beverages marketed to children or adolescents.

c. The extent to which the medium used to advertise to children and adolescents varies based on age, and the age groups used to target such advertising (e.g., 2–5, 6–11, 12–17).

d. The amount of such advertising time on each medium.

3. Types of techniques used in marketing to children and adolescents (e.g., preferential shelf placement and other in-store marketing; licensing and cross-promotion of movie, television or electronic game programs or characters; product placement; celebrity

endorsements; word-of-mouth marketing; event-related marketing; product packaging; toys and similar prize promotions; in-school marketing, etc.);

a. The total amount of marketing expenditures for each of these techniques for all foods and beverages marketed to children.

b. The amount of marketing expenditures for each of these techniques for each category or subcategory of food and beverages marketed to children or adolescents.

c. The extent to which techniques used to market to children and adolescents varies based on age, and the age groups used in targeting such marketing (e.g., 2–5, 6–11, 12–17).

d. The product exposure generated for each of these techniques for each category or subcategory of food and beverages marketed to children and adolescents.

4. All Internet activities related to the marketing of food and beverages to children and adolescents, including advergames;

a. The type of Internet activities related to the marketing of food and beverages to children and adolescents.

b. The amount of marketing expenditures for each of these activities.

c. The extent to which such activities used to market to children and adolescents varies based on age, and the age groups used in targeting such marketing.

Form and Availability of Information and Comments

The FTC requests that interested parties submit written information and comments on the above questions and other related issues to foster greater understanding of these topics. Especially useful are any studies, surveys, research, and empirical data. All comments should be filed as prescribed in the ADDRESSES section above, and must be received on or before Monday, April 3, 2006.

By direction of the Commission.

Donald S. Clark,
Secretary.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Administration on Aging

2005 White House Conference on Aging

AGENCY: Administration on Aging, HHS.
ACTION: Notice of conference call.

² Section 6(b) of the FTC Act (15 U.S.C. 46(b)) authorizes the FTC to require corporations, partnerships, and persons “engaged in or whose business affects commerce” (excepting specified entities such as certain banking institutions) “by general or special orders * * * [to file] annual or special, or both annual and special, reports or answers in writing to specific questions” to obtain information about “the organization, business, conduct, practices, management, and relation to other corporations, partnerships, and individuals * * *.”

³ See, e.g., Institute of Medicine of the National Academies, *Food Marketing to Children and Youth: Threat or Opportunity?* (Dec. 2005), at ES–6 (reporting difficulty in assessing the nature and extent of food and beverage marketing to children because “[s]ubstantial proprietary market research data was not publicly accessible, or available only for purchase at considerable cost and with prohibitive constraints on public use of the data”).

⁴ Note that the Commission intends to report only aggregated information on marketing activities and expenditures, rather than reporting information for specific brands or products. To aggregate the data, it will be important to have similar categories of data from the various companies.

SUMMARY: Pursuant to Section 10(a) of the Federal Advisory Committee Act as amended (5 U.S.C. Appendix 2), notice is hereby given that the Policy Committee of the 2005 White House Conference on Aging will consider the recommendations from the Reports Subcommittee related to the Preliminary Report to the Governors and may discuss other items related to the final report of the Conference during a conference call. The conference call will be open to the public to listen, with call-ins limited to the number of telephone lines available. Individuals who plan to call in and need special assistance, such as TTY, should inform the contact person listed below in advance of the conference call.

DATES: The conference call will be held on Tuesday, March 14, 2006, at 5 p.m., Eastern Standard Time.

ADDRESSES: The conference call may be accessed by dialing, U.S. toll-free, 1-888-390-3401, passcode: 4824846, call leader: Nora Andrews, on the date and time indicated above.

FOR FURTHER INFORMATION CONTACT:

Emily Morrison, (301) 443-3457, or e-mail at Emily.Morrison@hhs.gov. Registration is not required. Call in is on a first come, first-served basis.

Dated: February 23, 2006.

Edwin L. Walker,

Deputy Assistant Secretary for Policy and Programs.

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DEPARTMENT OF HEALTH AND HUMAN SERVICES

Centers for Disease Control and Prevention

[60 Day-06-06AV]

Proposed Data Collections Submitted for Public Comment and Recommendations

In compliance with the requirement of Section 3506(c)(2)(A) of the Paperwork Reduction Act of 1995 for opportunity for public comment on proposed data collection projects, the Centers for Disease Control and Prevention (CDC) will publish periodic summaries of proposed projects. To request more information on the proposed projects or to obtain a copy of the data collection plans and instruments, call 404-639-5960 and send comments to Seleda Perryman, CDC Assistant Reports Clearance Officer, 1600 Clifton Road, MS-D74, Atlanta, GA 30333 or send an e-mail to omb@cdc.gov.

Comments are invited on: (a) Whether the proposed collection of information is necessary for the proper performance of the functions of the agency, including whether the information shall have practical utility; (b) the accuracy of the agency's estimate of the burden of the proposed collection of information; (c) ways to enhance the quality, utility, and clarity of the information to be collected; and (d) ways to minimize the burden of the collection of information on respondents, including through the use of automated collection techniques or other forms of information technology. Written comments should be received within 60 days of this notice.

Proposed Project

Developing a Baseline of Occupational Safety and Health Communication Provided by Trade Associations and Labor Unions to Their Members in Eight Industrial Sectors-New-National Institute for Occupational Safety and Health (NIOSH), Centers for Disease Control and Prevention (CDC).

Background and Brief Description

As mandated in the Occupational Safety and Health Act of 1970 (PL 91-596), the mission of NIOSH is to conduct research and investigations on work-related disease and injury and to disseminate information for preventing identified workplace hazards (Sections 20(a) (1) and (d)). Through the development, organization, and dissemination of information, NIOSH promotes awareness about occupational hazards and their control, and improves the quality of American working life.

Previous research has shown that trade associations and labor unions are primary sources of occupational safety and health (OSH) information. These organizations know the industries they represent and how to relate to the various groups within their respective industries. If NIOSH could learn more about the OSH-related activities of these organizations, it would be a first step in routinely partnering with them to communicate information which impacts worker safety and health. For example, through these organizations NIOSH could learn about unmet occupational safety and health information needs in industry and develop information and communication products to address these needs. Furthermore, with more focused information on the safety and health issues, NIOSH would be in a better position to develop impact communication products to serve this community.

NIOSH proposes to obtain OSH information from trade associations and labor unions that represent each of the eight NIOSH National Occupational Research Agenda (NORA) industry sectors. These sectors are Agriculture, Forestry, and Fishing; Mining; Construction; Manufacturing; Wholesale and Retail Trade; Transportation and Utilities; Public and Private Services; and Healthcare and Social Assistance Industries. The goals of this project are to determine (1) sources of occupational safety and health (OSH) information currently used by the different sector trade associations and labor unions, (2) OSH information presently being disseminated by these different trade associations and labor unions to their members, (3) channels of communication within the different sector associations and unions used to disseminate OSH information, (4) needs for specific types of OSH information, especially those needs not presently being serviced, (5) OSH concerns of industry trade associations and labor unions, (6) awareness and perception of NIOSH as a source of OSH information, (7) use of NIOSH information services (Website, printed materials, 800 number, etc.), (8) usefulness of NIOSH information to address their OSH concerns and (9) credibility of NIOSH as a trusted source of occupational safety and health information. The ultimate desired outcome of this project is to reduce illness and injury for workers on jobs and tasks which pose high risks. Occupational Safety and Health information will be collected from a sample of trade associations and labor unions for each of the NORA industry sectors using a telephone survey. The data collection will be conducted over three years.

To facilitate the survey, NIOSH will interact with trade association and labor organization staff within the industry sectors to ensure that (1) the survey questions developed appropriately capture the needed information, (2) the survey is well received and (3) that the data obtained is representative of the full range of occupations within the targeted industry sectors. These interactions will be structured to foster professional relationships that will improve NIOSH's future communication and information dissemination efforts to these important partners. The process of interacting and surveying the trade associations and labor unions will allow NIOSH to develop a benchmark against which future efforts in partnership and communication can be measured. Working cooperatively on new solutions and distribution of future