

STOP PREDATORY FOOD MARKETING TO CHILDREN

The MAHA Chronic Disease
Prevention & Food Marketing
Act of 2026

EDUCATE • EMPOWER • HEAL

HEALTHY KIDS. HEALTHY FAMILIES. STRONGER COMMUNITIES.

3 CHEAP FOOD = EXPENSIVE HEALTH

Only
\$1
SODA
AT CHECKOUT

VS.

Up to
\$10,000
HOSPITAL BILL

HOSPITAL BILL

Emergency Room	\$1,500.00
Room & Service	\$1,200.00
Tests & Procedures	\$1,500.00
Drugs	\$1,000.00
Other	\$1,000.00

TOTAL CHARGES
\$10,000.00

25% of candy/soda
sales come from
impulse buys
at checkout.

Low cost upfront →
High cost later
(obesity, diabetes,
hypertension).

2 THE PROBLEM



All children are targeted
with candy, soda, and
junk food at checkout.



Corporations spend
billions annually
marketing sugar to kids.



Families pay in chronic
disease and \$4 TRILLION
in taxpayer health costs.



OUR CHILDREN'S HEALTH IS **NOT** FOR SALE.

4 WHAT THE SCIENCE SAYS

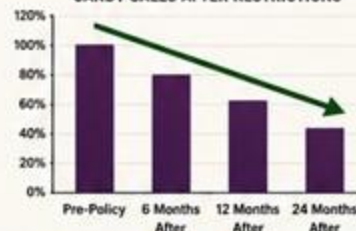


UK, Berkeley &
Public Health Nutrition
studies: restricting
checkout junk food
lowers sugar purchases.



Families choose
healthier options when
impulse marketing
is removed.

STUDIES SHOW DECLINE IN
CANDY SALES AFTER RESTRICTIONS



SCIENCE PROVES CHECKOUT REFORM WORKS.

5 COMMUNITIES UNDER SIEGE

URBAN COMMUNITY

SUBURBAN COMMUNITY



- All kids are bombarded with cartoons, influencers, and checkout ads.
- Children in low-income & minority neighborhoods face double exposure.

6 VOICES FROM FAMILIES

My kids beg
for candy at
checkout every
time.

We need
checkout lanes
that protect our
children, not profit
from them.

It's hard to
say no when it's
right in their
face.

Health should
come before
corporate
profits.



7 WHAT WE DEMAND



BAN candy, soda, and
ultra-processed foods in
checkout impulse zones.



PROTECT children from
predatory impulse
marketing.



HOLD corporations
accountable with
penalties for violations.



8 OUR SOLUTION - MAHA ACT



Removes
unhealthy items
from checkout
zones.



Saves billions in
healthcare costs.



Protects parental
authority &
kids' health.



HEALTHY CHOICES. HEALTHY FUTURES.

9 CALL TO ACTION



JOIN the campaign
to pass the MAHA
Act of 2026.



SHARE your story
about checkout
marketing.



DEMAND retailers
put kids' health
before candy profits.



Learn more. Get involved. Make a difference.

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SCAN TO
LEARN MORE

IT'S TIME TO END PREDATORY FOOD MARKETING.

Our Kids. Our Future. Our Fight.

MAHA Chronic Disease Prevention and Food Marketing Act of 2026

*Draft Federal Legislation –
118th Congress*

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118TH CONGRESS

1ST SESSION

H. R. ____

S. ____

To protect American families from preventable chronic disease, reduce taxpayer health costs,

and ensure fair consumer practices in food marketing, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

[Sponsor(s)] introduced the following bill; which was referred to the Committee on Energy and Commerce

IN THE SENATE OF THE UNITED STATES

[Sponsor(s)] introduced the following bill; which was referred to the Committee on Health, Education, Labor, and Pensions

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1 Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

2

MAHA Chronic Disease Prevention and Food Marketing Act of 2025 - Draft
for Congressional Review2

3 SEC. 1. SHORT TITLE.

4 This Act may be cited as the "MAHA Chronic Disease Prevention and
Food Marketing Act of 2025."

5

6 SEC. 2. FINDINGS.

7 (1) Chronic diseases including diabetes, hypertension, and heart
disease affect more than 6 in 10 American adults, costing taxpayers
over \$4 trillion annually in direct and indirect health care spending.

8 (2) Impulse marketing of candy, sugar-sweetened beverages, and
ultra-processed foods at checkout counters is a proven driver of
unhealthy consumption.

9 (3) Tobacco control law, the Family Smoking Prevention and Tobacco
Control Act of 2009, restricted self-service and point-of-sale displays
to reduce youth initiation, and similar reforms are necessary for foods
and beverages high in sugar.

10 (4) Studies from the United Kingdom, Berkeley, California, and
Public Health Nutrition (2022) confirm that restricting unhealthy
checkout items reduces sales of high-sugar foods and increases
purchases of healthier alternatives.

11 (5) Americans purchase over \$100 billion annually in candy and
sugary drinks, with at least 25 percent of these sales attributed to
impulse-driven purchases at checkout.

12

13 SEC. 3. DEFINITIONS.

14 (a) Candy.—The term "candy" means any sugar-sweetened confectionary
product.

15 (b) Sugary Drink.—The term "sugary drink" means any non-alcoholic
beverage with added sugar, including soda, sports drinks, energy
drinks, and sweetened teas.

16 (c) Ultra-Processed Foods.—The term "ultra-processed foods" means
foods manufactured predominantly with additives, refined sugars,
hydrogenated oils, or artificial ingredients, as classified by the NOVA
food classification system.

17 (d) Impulse Zone.—The term "impulse zone" means the area within 30
feet of a cash register in a retail or grocery store, or within 10 feet
of a cash register in a convenience store or gas station store.

18

19 SEC. 4. RESTRICTIONS ON RETAIL DISPLAY.

20 (a) Prohibition.—No retail establishment may display candy, sugary
drinks, or ultra-processed foods in an impulse zone.

21 (b) Permissible Locations.—Permissible display locations include
designated aisles, endcaps beyond impulse zones, or refrigerated
beverage sections outside impulse zones.

22 (c) Exemptions.—This section shall not apply to—

23 (1) stores smaller than 500 square feet; or

24 (2) pharmacies when products are kept behind-the-counter or in
locked displays.

25

26 SEC. 5. ENFORCEMENT.

27 (a) Administration.—This Act shall be enforced by the Federal Trade
Commission in coordination with the Food and Drug Administration.

28 (b) Penalties.—Any violation of this Act shall be subject to the
following penalties:

29 (1) For a first violation, a written warning.

30 (2) For a second violation, a civil fine up to \$5,000.

31 (3) For subsequent violations, a civil fine up to \$10,000 per
offense.

32

33 SEC. 6. EFFECTIVE DATE.

34 This Act shall take effect on January 1, 2027.

Fiscal Note & Legislative Analysis – MAHA Chronic Disease Prevention and Food Marketing Act of 2025

by the HBCU College of Plant-Based Lifestyle Medicine, Inc.
Jo Saint-George, Esq., Founder & Chief Legal Officer

Executive Summary

Problem

Impulse marketing of candy, sugary drinks, and ultra-processed foods drives billions in annual sales, increasing preventable chronic disease and health costs. Families, especially children, are targeted at checkout.

Solution

Restricting placement of unhealthy foods in impulse zones (30 feet in retail stores, 10 feet in convenience stores) reduces impulse purchases and shifts buying toward healthier items such as fruits, vegetables, and bottled water.

Fiscal Impact

Nationally, a 10% reduction in impulse sales could cut \$3 billion from candy and soda sales, with only modest tax impacts but hundreds of billions in potential healthcare savings. Maryland demonstrates this impact at the state level.

Fiscal Analysis

Table 1: National Market Snapshot

Category	Annual U.S. Sales	% Impulse Checkout	Impulse Sales Value
Candy (\$54B) & Sugary Drinks (\$65B)	\$119B	≈20–25%	\$29.8B

Table 2: National Fiscal Impact

Measure	Estimate (Annual)
Reduced Impulse Sales (10%)	\$3B
Healthcare Savings (5%)	\$200–\$250B

Maryland Case Study

Table 3: Maryland Case Study

Measure	Estimate (Annual)
Impulse Sales ($\approx 20\%$ of \$1.5B)	\$300M
Reduction (10% of impulse)	\$30M
Healthcare Savings (1% of \$4B)	\$40M

Narrative Analysis

Legislative Context

The Family Smoking Prevention and Tobacco Control Act of 2009 demonstrated the effectiveness of restricting point-of-sale displays in reducing harmful consumption. Similar tactics by the food and beverage industry target families and children. This Act extends proven strategies from tobacco control to unhealthy food marketing.

Fiscal Responsibility

Although restricting placement of candy and sugary drinks may slightly reduce taxable sales, the resulting reduction in chronic disease translates into significant taxpayer savings. National savings could reach \$200–250 billion annually. Maryland demonstrates a \$40 million healthcare savings potential even under conservative assumptions.

Equity

Communities of color are disproportionately targeted by aggressive junk food and soda marketing, contributing to health disparities. By changing checkout environments, this Act helps protect vulnerable populations.

Health Freedom & Family Values

This Act does not ban products or impose new taxes. Families remain free to purchase candy and soda, but retail environments will no longer manipulate impulse decisions. This supports parental authority and aligns with pro-family values.

This Act represents a fiscally responsible, pro-family reform that strengthens health freedom while reducing taxpayer costs.

Sources

National Confectioners Association (2025). State of Treating Report – U.S. confectionery sales.	Beverage Marketing Corporation / Statista – U.S. soft drink market size.
Trust for America’s Health (2023). Obesity-related healthcare costs.	Public Health Nutrition (2022). Rogus et al., healthy checkout micro-pack produce sales.
JAMA Network Open (2024). Falbe et al., Berkeley Healthy Checkout evaluation.	PLOS Medicine (2018). Ejlerskov et al., UK checkout policy impact.
Maryland Comptroller – sales tax treatment of candy, soda, and bottled water.	