

## **ADENDUM TO COMPLAINTS**

Additional information uncovered since the filing of our complaints:

### **Robert Wood Johnson Foundation/Johnson & Johnson**

**Just published in PLoS Medicine, "Global Health Philanthropy and Institutional Relationships: How Should Conflicts of Interests Be Addressed?"<sup>i</sup>**. Excerpt: Robert Wood Johnson Foundation has played a leading role in promoting anti-tobacco products and maintains Smoking Cessation Leadership Centers and programs [72], although its endowment is mainly invested in Johnson & Johnson, a leading manufacturer of cessation products, and some board members have been represented on both the Foundation's and the company's boards [53].

1. From the same PLoS study [72] Robert Wood Johnson Foundation (2010) More than a decade of helping smokers quit: The Robert Wood Johnson Foundation's Investment in Tobacco Cessation. Appendix 1: Major Tobacco-Cessation Grants of the Robert Wood Johnson Foundation. Robert Wood Johnson Foundation. Available: <http://www.rwjf.org/pr/product.jsp?id=63799>. Accessed 10 March 2011.

Excellent article: [A Dose of Skepticism for Public Health](#)

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RWJF has donated half a billion dollars in obesity "grants". Here are a few. After you read these, I'll explain how they PROFIT from tax on sugar-sweetened beverages.

### **Experts Argue for Tax on Sugar-Sweetened Beverages<sup>ii</sup>**

Writing in a perspective article appearing in the *New England Journal of Medicine*, **two health experts say a tax on sugar-sweetened beverages may help curb obesity rates** in the same way tobacco taxes have reduced smoking rates, Reuters reports. Saying that "sugar-sweetened beverages may be the single largest driver of the obesity epidemic," Thomas Frieden, the health commissioner for New York City, and **Kelly Brownell, director of the Rudd Center for Food Policy and Obesity at Yale University**, estimate that a penny-per-ounce tax on such beverages could yield a 13 percent reduction, or about two servings per week per person, in consumption. They add that, even if individuals replaced just one-quarter of calories from sugar-sweetened beverages with other

foods, the consumption decrease would save approximately 8,000 calories per person per year. In addition to the health benefits that would result from such a tax, the study authors note that a tax could raise an estimated \$1.2 billion in New York alone. Although there have been objections to a tax on such beverages, with critics suggesting it would unfairly single out a food for taxation and disproportionately target low-income individuals, the authors note that a recent survey of New York residents revealed that 72 percent of respondents would support the tax if the revenue was used for obesity prevention services. Conversely, just 52 percent of respondents said they would support a tax if plans for the funding were undisclosed. The soft drink industry, meanwhile, opposes the tax, noting that it would significantly strain the beverage industry, which employs more than 220,000 people nationwide. Brownell noted that “a penny per ounce tax is a public health homerun,” adding that “if the revenue is earmarked for nutrition and obesity prevention, it becomes a grand slam” (Reuters, 4/8/09; Wang, *Wall Street Journal*, 4/8/09 [subscription required]; Brownell/Frieden, *New England Journal of Medicine*, 4/9/09 [subscription required]). **Editor’s Note: The Rudd Center for Food Policy and Obesity is an RWJF grantee.)**

## **Rudd Center Holds Steering Committee Meeting on Food Marketing to Youth Study**

In early December, the Rudd Center and the Robert Wood Johnson Foundation hosted a distinguished group of public health, public policy and marketing experts for the first meeting of the [Food Marketing and Childhood Obesity Steering Committee](#). **Kelly D. Brownell, PhD, Rudd Center Director**, and C. Tracy Orleans, PhD, Distinguished Fellow and Senior Scientist at the Robert Wood Johnson Foundation, hosted the meeting. The diverse group included leaders in public health research in the fields of economics, medicine, nutrition and the law; officials responsible for public health at the local and national government levels; members of the Institute of Medicine (IOM) Standing Committee on Childhood Obesity Prevention and the IOM Food Marketing to Children taskforce; experts on health promotion in African-American and Hispanic communities; and experts on childhood obesity. Staff from the Robert Wood Johnson Foundation and the Rudd Center Senior Leadership Team and Marketing Group also attended.

## **RWJF Rudd Center Grant<sup>iii</sup>**

**Strategic research and communications on food-marketing policies and practices directed at youth**  
Summary:

The ultimate goal of this project is to increase market and consumer demand and industry incentives for marketing practices that will improve children's diet and weight, a critical component of the Robert Wood Johnson Foundation's strategic plan to reverse the childhood obesity epidemic by 2015.

Deliverables include: (1) a strategy map and white paper to help guide the Foundation's multipronged work on child-targeted food marketing and on industry engagement; (2) a transparent, replicable Youth Marketing Index for monitoring and tracking industry self-regulatory pledges; (3) annual and periodic reports on the Youth Marketing Index and on youth exposure to media other than television, broken down by food category and demographic group; and (4) a Web site for public access to briefs and peer-reviewed articles on public and policy-maker polling, media tracking, focus groups, and "quick-strike" projects on food marketing, industry monitoring and regulation. No portion of the RWJF grant will support lobbying activities or any communication to legislators reflecting a view on specific legislation.

### Grant Details:

Approved award: \$6,412,740

Actual award: \$5,842,740

Awarded on: Nov 5, 2008

Time frame: Nov 15, 2008 - Nov 14, 2011

Grant number: 65013

### Grantee:

Yale University Rudd Center for Food Policy and Obesity

<http://www.yaleruddcenter.org/>

309 Edwards Street

P.O. Box 208369

New Haven, CT 06520-8369

(203) 432-6700

### Contact Information:

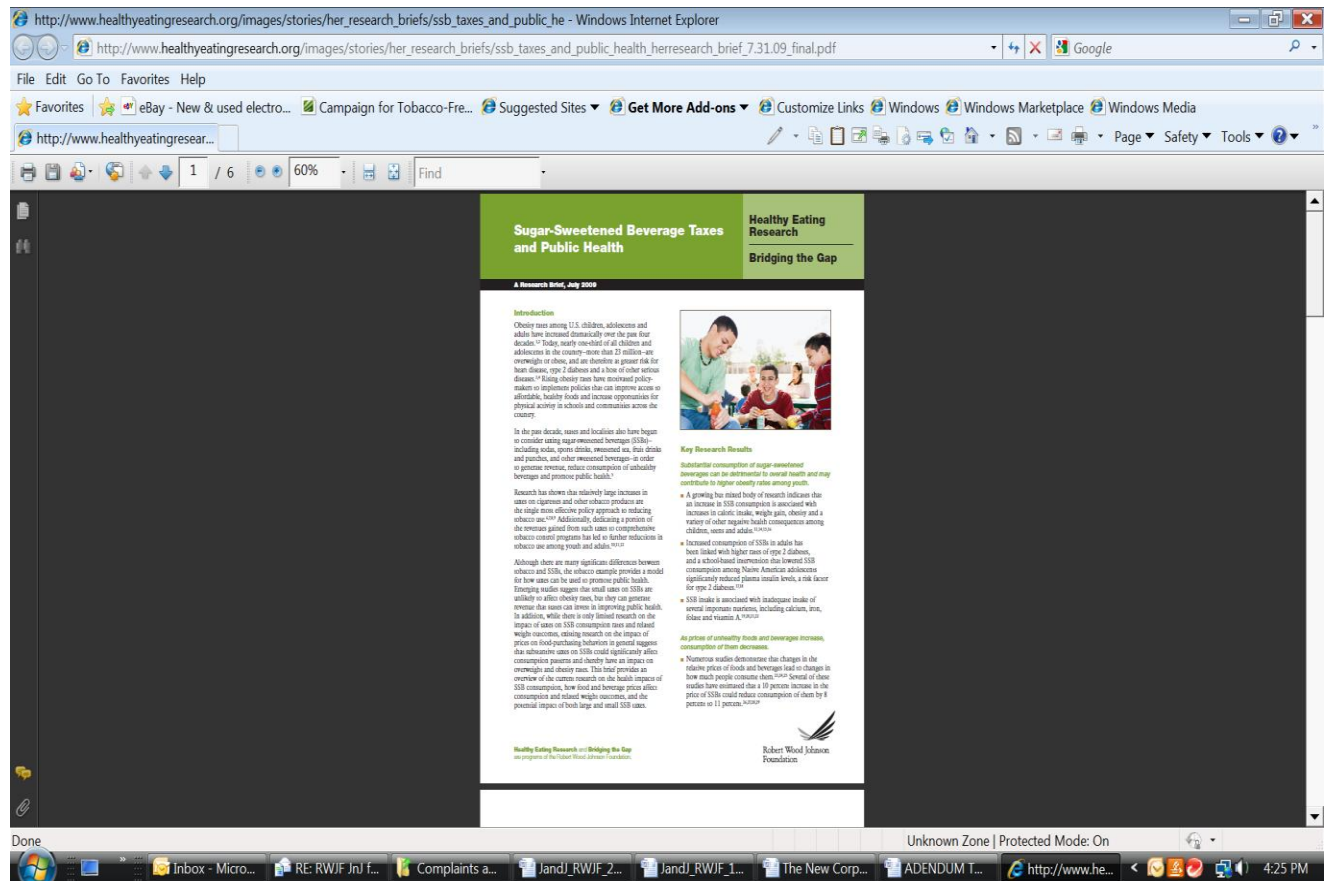
Kelly D. Brownell, Ph.D. (Project Director)

[kelly.brownell@yale.edu](mailto:kelly.brownell@yale.edu)

Phone: (203) 432-6700

**Sugar Sweetened Beverage Taxes and Public Health<sup>iv</sup> publication by RWJF**

Writes of taxing sugar-sweetened beverages (note the RWJF logo bottom right)



RWJF was created by the founder of Johnson & Johnson.

RWJF owns millions of shares of JnJ stock, valued at billions.

Johnson & Johnson owns SLENDA.

Just as they funded smoking bans and increased taxes on cigarettes, RWJF is doing the same thing with sugars (obesity). J&J also owns Nicorette and Nicoderm. Their McNeil Company owns Splenda and Nicotrol.

# American Cancer Society (additional info)

Who PROFITS from [QuitLines](#) all over the U.S? (Answer: THE AMERICAN CANCER SOCIETY!!!) (pg 11<sup>v</sup> of their 990 form online) Here's proof of their conflict of interest.

Form 990 (2008) 13-1788491 Page 9

**Part VIII Statement of Revenue**

	(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514
<b>Contributions, gifts, grants and other similar amounts</b>				
1a Federated campaigns . . . . .	1a			
b Membership dues . . . . .	1b			
c Fundraising events . . . . .	1c			
d Related organizations . . . . .	1d			
e Government grants (contributions) . . . . .	1e 3,249,236.			
f All other contributions, gifts, grants, and similar amounts not included above . . . . .	1f 341,615,150.			
g Noncash contributions included in lines 1a-1f \$ . . . . .	15,625,810.			
h Total. Add lines 1a-1f . . . . .	344,864,386.			
<b>Program Service Revenue</b>				
2a QUITLINE COUNSELING/INTAKE SERVICES . . . . .	900099 9,009,812.	9,009,812.		
b PROGRAM SERVICE FEES (NET) . . . . .	900099 1,629,575.	1,629,575.		
c EDUCATION MAGAZINES - ADVERTISING . . . . .	541800 34,024.		34,024.	
d . . . . .				
e . . . . .				
f All other program service revenue . . . . .				
g Total. Add lines 2a-2f . . . . .	10,673,411.			
3 Investment income (including dividends, interest, and . . . . .)				

[http://www.acsworkplacesolutions.com/wpsPDFs/Quitline\\_F940141.pdf](http://www.acsworkplacesolutions.com/wpsPDFs/Quitline_F940141.pdf)

They say they reach 30% of the U.S. If the ACS made 9 million in one year with 30% of the market, just think how much money is in these QuitLines...and our GOVERNMENT is paying for it in many cases.

The ACS claims \$0 under "lobbying" expenditures on their latest 990 form, however they show \$11,662,010 given to "others" to lobby. If the ACS is providing money to lobby, it doesn't matter who they gave it to, they are STILL LOBBYING!!

http://www.cancer.org/acs/groups/content/@finance/documents/document/acs05-005945.pdf - Windows Internet Explorer

http://www.cancer.org/acs/groups/content/@finance/documents/document/acs05-005945.pdf

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Committee on ... http://www.c...

12 / 97 176% lobbying

6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B) . . .	1,612,876.	727,011.	198,163.	687,702.
7	Other salaries and wages . . . . .	80,989,393.	58,985,771.	9,157,015.	12,846,607.
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions) . .				
9	Other employee benefits . . . . .	9,492,591.	7,249,113.	674,215.	1,569,263.
10	Payroll taxes . . . . .	3,981,477.	2,946,918.	410,366.	624,193.
11	Payroll taxes . . . . .	6,060,838.	4,334,753.	751,229.	974,856.
11	Fees for services (non-employees):				
a	Management . . . . .	NONE			
b	Legal . . . . .	701,569.	268,057.	304,103.	129,409.
c	Accounting . . . . .	1,217,200.		1,217,200.	
d	Lobbying . . . . .	NONE			
e	Professional fundraising services. See Part IV, line 17	10,126,022.			10,126,022.
f	Investment management fees . . . . .	1,003,666.		1,003,666.	
g	Other . . . . .	33,391,417.	26,085,207.	2,057,644.	5,248,566.
12	Advertising and promotion . . . . .	13,693,582.	13,616,219.	19,152.	58,211.
13	Office expenses . . . . .	18,250,972.	11,853,588.	2,726,225.	3,671,159.
14	Information technology . . . . .	1,694,366.	1,181,095.	322,314.	190,957.
15	Royalties . . . . .	NONE			
16	Occupancy . . . . .	7,181,773.	5,430,477.	652,409.	1,098,887.
17	Travel . . . . .	6,680,598.	4,534,458.	979,425.	1,166,715.
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings . . . . .	4,710,784.	3,207,604.	729,878.	773,302.

Done

Sent Items - Microsof... RE: A Dose of Skeptic... http://www.cancer.or... NEW-Tobacco Contro... Document1 - Microso...

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Committee on ... http://www.c...

20 / 97 176% lobbying

Schedule C (Form 990 or 990-EZ) 2008 13-1788491 Page 3

**Part II-B To be completed by organizations exempt under section 501(c)(3) that have NOT filed Form 5768 (election under section 501(h)). See the instructions for Schedule C for details.**

	(a)		(b)
	Yes	No	Amount
1 During the year, did the filing organization attempt to influence foreign, national, state or local legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			
a Volunteers?		X	
b Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?		X	
c Media advertisements?		X	
d Mailings to members, legislators, or the public?		X	
e Publications, or published or broadcast statements?		X	
f Grants to other organizations for lobbying purposes?	X		11,662,010.
g Direct contact with legislators, their staffs, government officials, or a legislative body?		X	
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any other means?	X		417.
i Other activities? If "Yes," describe in Part IV		X	
j Total lines 1c through 1i			11,662,427.
2 a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		X	
b If "Yes," enter the amount of any tax incurred under section 4912			
c If "Yes," enter the amount of any tax incurred by organization managers under section 4912			

Done

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<sup>i</sup> <http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1001020>

<sup>ii</sup> <http://www.rwif.org/childhoodobesity/digest.jsp?id=10245>

<sup>iii</sup> <http://www.rwif.org/grants/grant.jsp?id=65013>

[http://www.healthyeatingresearch.org/images/stories/her\\_research\\_briefs/ssb\\_taxes\\_and\\_public\\_health\\_herresearch\\_brief\\_7.31.09\\_final.pdf](http://www.healthyeatingresearch.org/images/stories/her_research_briefs/ssb_taxes_and_public_health_herresearch_brief_7.31.09_final.pdf)

<sup>v</sup> <http://www.cancer.org/acs/groups/content/@finance/documents/document/acsd-005945.pdf>