For years, the tobacco industry told parents it was their fault their kids smoked, all the while aggressively marketing cigarettes to youth. The food industry does the same thing. Just because parents share in the responsibility of keeping children healthy doesn’t give food and beverage companies the green light to aggressively market products to kids that promote diabetes and obesity.

"It is the responsibility of every parent to encourage their children to make proper choices about lifestyle decisions. It is not the role of federal government to mandate how children ought to behave."

R.J. Reynolds Tobacco Co., 1996

"We provide many choices that fit with the balanced, active lifestyle. It is up to [kids] to choose and their parents to choose, and it is their responsibility to do so."

Jim Skinner, McDonald's CEO, 2011