



HARVARD SCHOOL OF PUBLIC HEALTH

Department of Nutrition
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November 9, 2009

Lori Heim, M.D.
AAFP President-elect
American Academy of Family Physicians
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2680

Dear Dr. Heim:

I read with interest – and concern – that the AAFP recently received a significant grant from the Coca-Cola Company to develop educational materials to help consumers make informed decisions so they can include the products they love in a balanced diet and healthy lifestyle.

While consumers need such educational materials, I think developing them with funding from Coca-Cola has the potential to call into question the objectivity of the information being disseminated. Also, to be frank, there is plenty of well-vetted material already available on this topic on Harvard School of Public Health's Nutrition Source website to which your website could easily link – free of charge. This would also offer your organization the opportunity to provide this information to those who visit your website almost immediately.

I'd like to offer your organization the opportunity to link to our website's content and return the funding to Coca-Cola. Please take a moment to review what we offer at <http://www.hsph.harvard.edu/nutritionsource/healthy-drinks/>. I look forward to speaking with you more on this topic.

Sincerely,

Walter C. Willett, M.D., Dr. P.H.