

Food marketing of certain foods to be limited

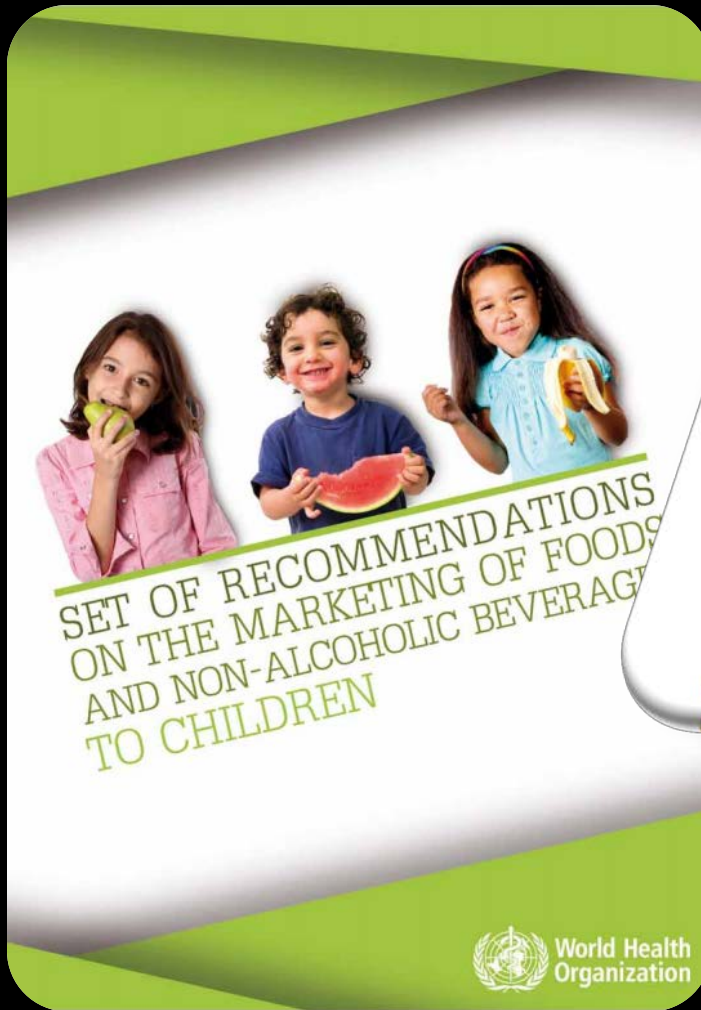


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RECOMMENDATION 1

The policy aim should be to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

WHO agrees that SR can deliver



Policy implementation

22. The defined policy may be implemented through a variety of approaches. Statutory regulation is one approach through which implementation and compliance are a legal requirement. Another approach is industry-led self-regulation, which covers whole industry sectors, for example the advertising sector, and can be independent of government regulation. This approach may still be mandated by government in some form such as the setting of targets and monitoring implementation using key indicators. Other approaches include various co-regulatory mechanisms, comprising statutory, self-regulation and/or voluntary industry initiatives which either exist within the

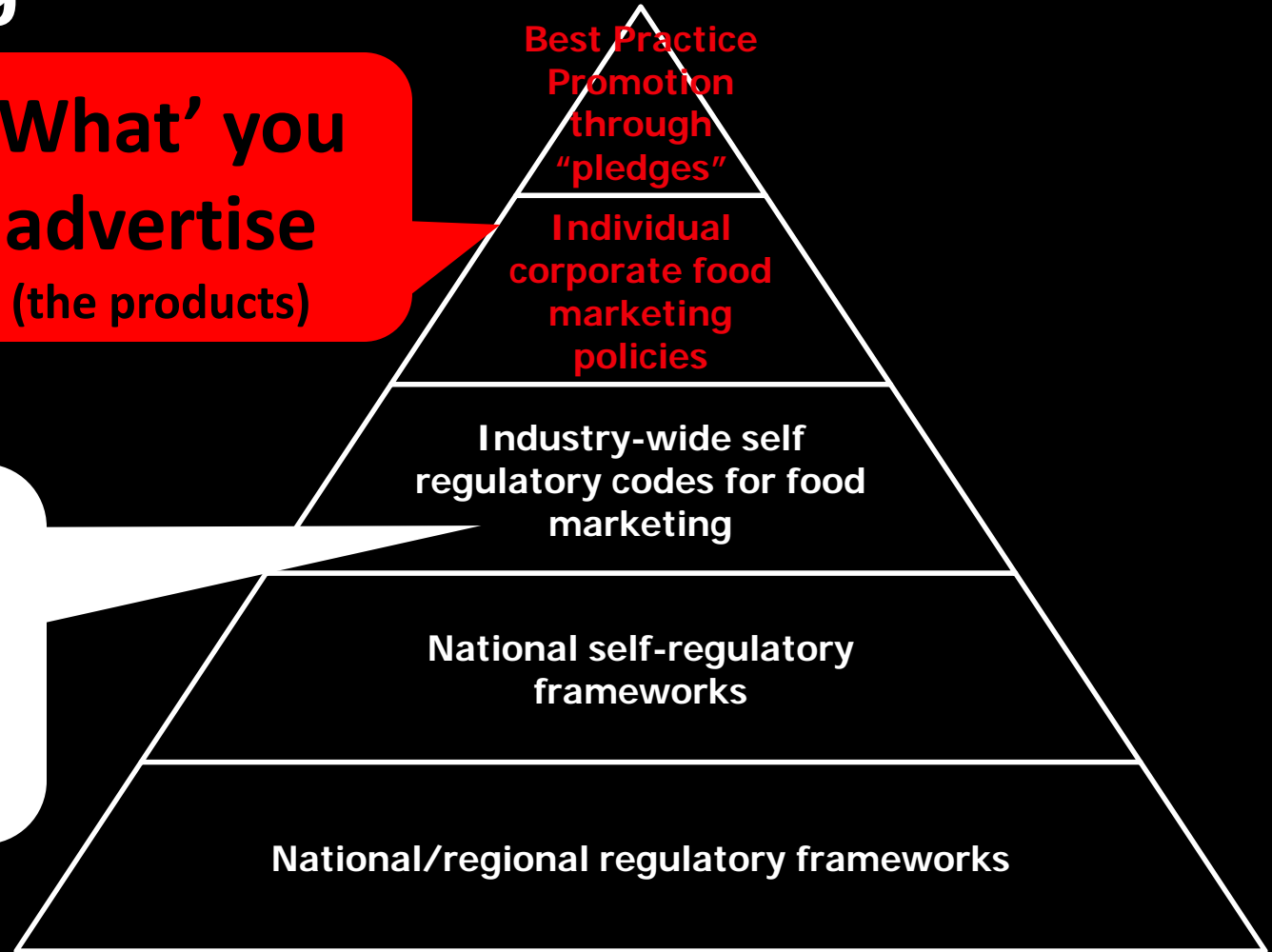
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A global blueprint for responsible food marketing

‘What’ you advertise
(the products)

‘How’ you advertise
(marketing techniques)



A blueprint for responsible food advertising

**‘What’ you
advertise
(the products)**

**‘How’ you
advertise
(marketing
techniques)**



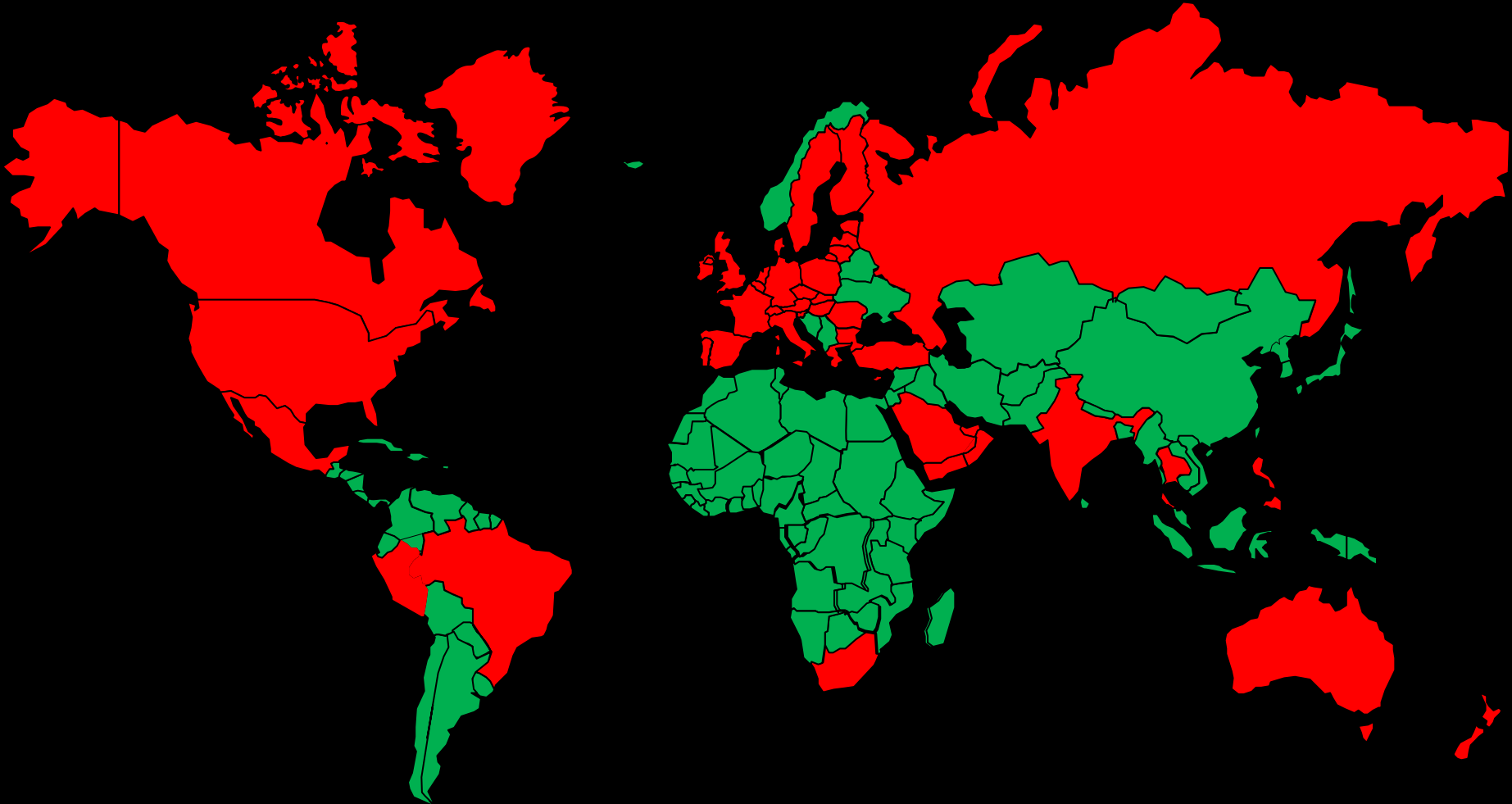
The IFBA global commitment

	2008	End of 2012/2013
Core commitment	<ul style="list-style-type: none"> • Only advertise products which fulfill specific nutrition criteria based on accepted scientific evidence and/or applicable national and international dietary guidelines to children under 12 • or no advertising of products to children under 12 years at all 	
Schools commitment	<ul style="list-style-type: none"> • No commercial communications to students related to food and beverage products in primary schools, except where specifically requested by, or agreed with, the school administration for educational purposes 	
Media covered	<ul style="list-style-type: none"> • TV • Print • 3rd party internet 	<ul style="list-style-type: none"> • TV • Print • 3rd party internet • + company-owned websites
Audience definition	>50% <12 yr olds	>35% <12yr olds
Monitoring	3 rd party, independent monitoring globally	



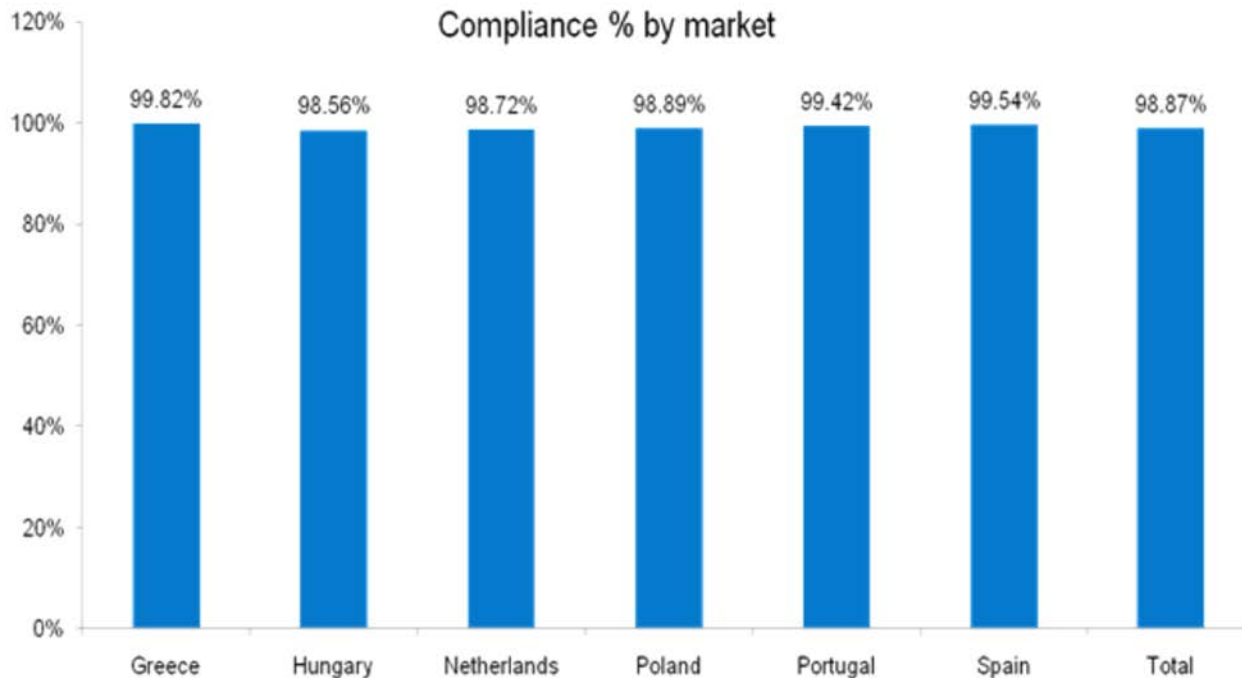
Pledge programmes

● Represents coverage of national pledge programmes, circa 2.9b people



The importance of monitoring

❖ TV:



❖ Print: 100%

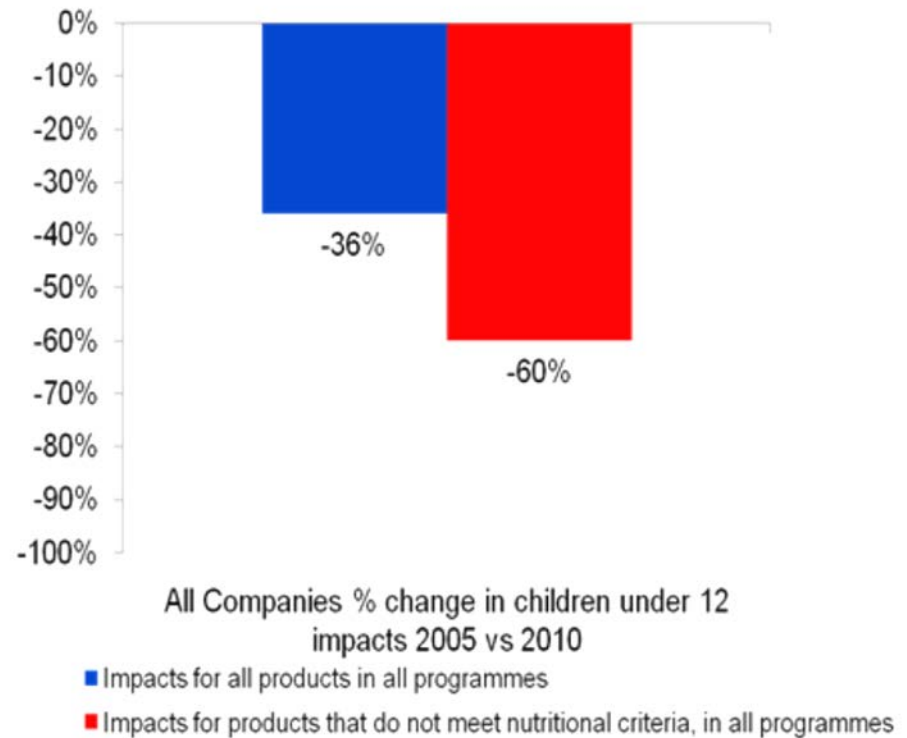
❖ Online: virtually 100% (1 non-compliant ad found)

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❖ Print: 100%

And measuring “change”

- Children’s exposure to TV advertising in all markets fell by:
 - 60% for all products that do not meet companies’ nutritional criteria
 - 36% for all EU Pledge member companies’ products



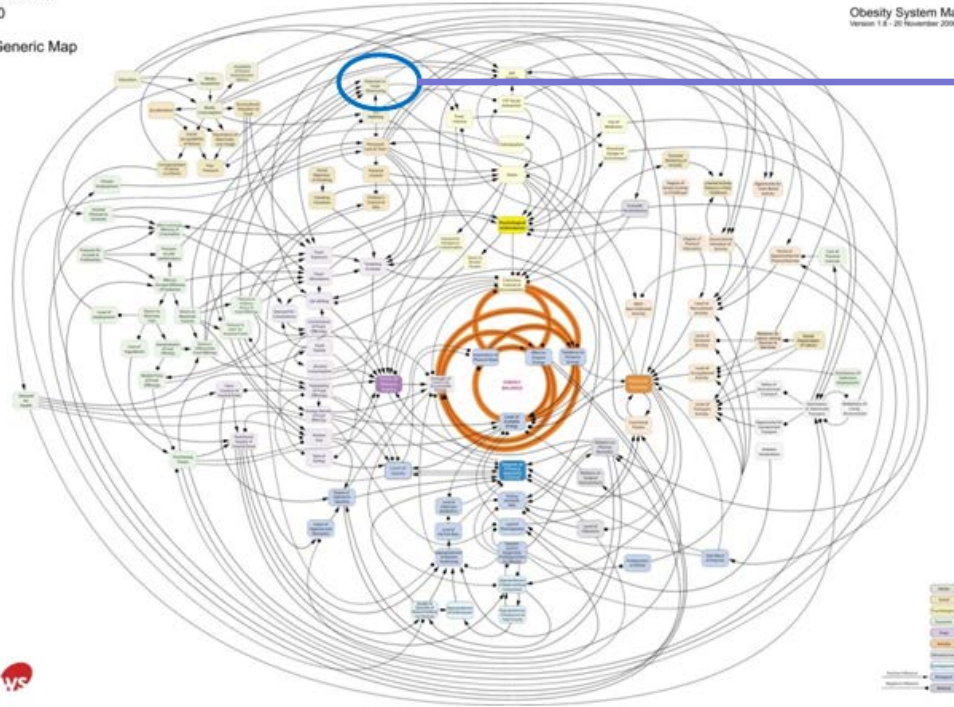
Advertising, one of many factors

Figure 1

Map 0

Full Generic Map

Obesity System Map
Version 1.0 - 20 November 2006



Exposure to food marketing is one of 106 factors identified

The UK government [Foresight Report](#) identifying the many likely determinants of obesity – food advertising is circled in blue above].

advertising is circled in blue above].
The UK government [Foresight Report](#) identifying the many likely determinants of obesity – food

<http://www.shiftn.com/obesity/Full-Map.html>

