

The marketing world for children

Developments in the WHO European Region

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19–20 September 2017

IAEA Scientific Forum

**Nuclear Techniques
in Human Health**

Prevention, Diagnosis, Treatment

WHO European Office for
Prevention and Control of
Noncommunicable Diseases



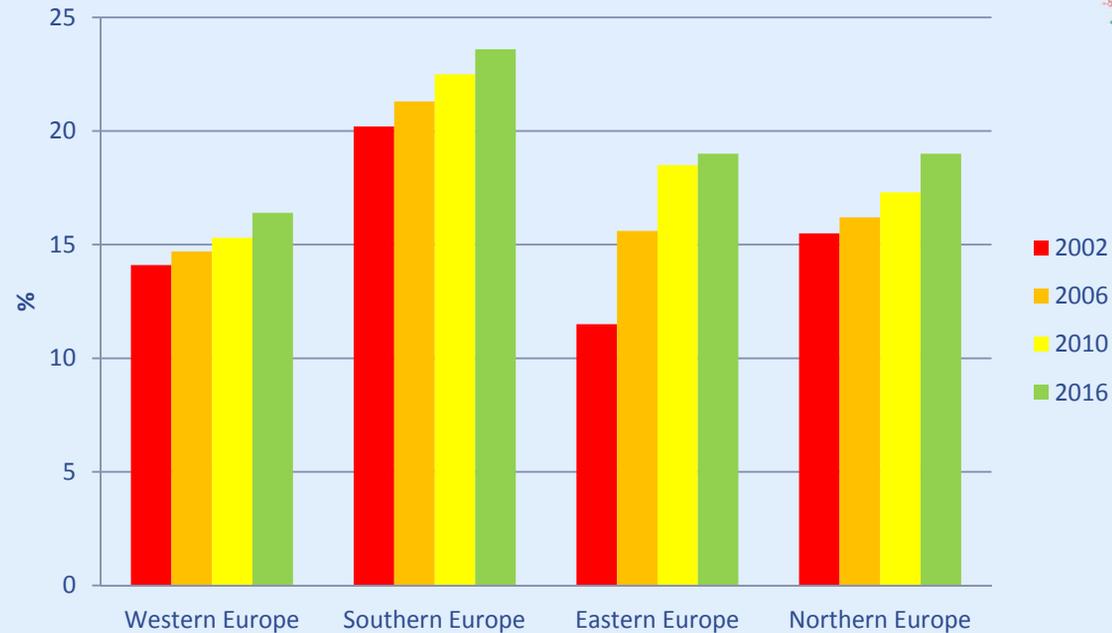
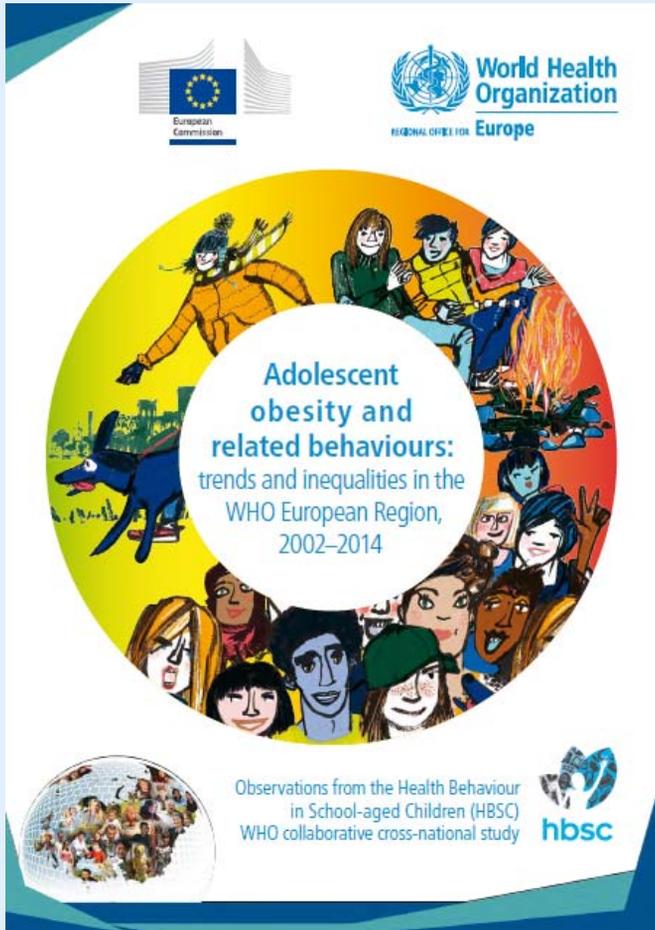
**World Health
Organization**

The regional challenge

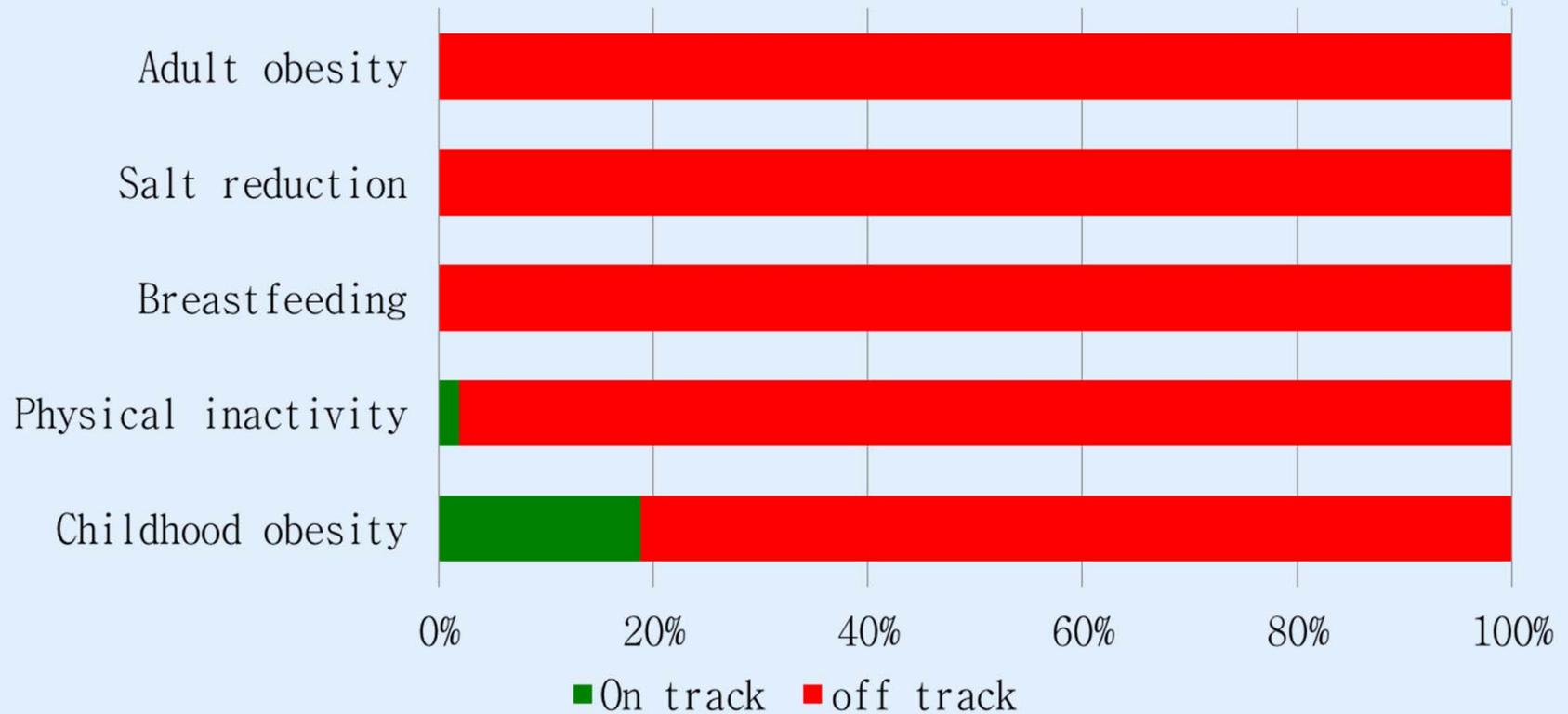
- Childhood overweight and obesity already affects more than one in every four
- Levels are high and rising in some countries, posing challenges to physical and mental well-being (i.e. Eastern Europe)
- Dietary behaviours among all age groups are far from guidelines and contain too much energy, saturated fats, trans fats, sugar and salt



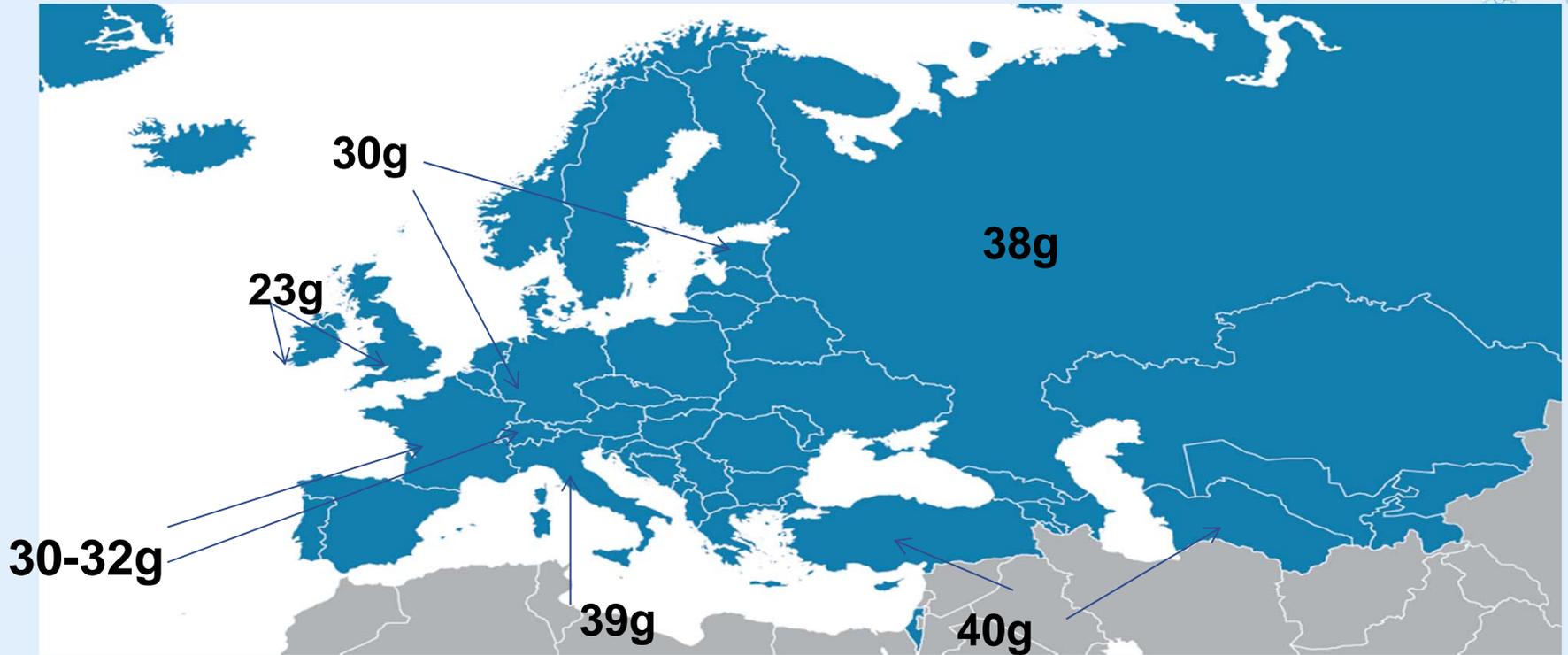
Adolescent overweight – persistently high and accelerating



Progress towards WHO targets – EURO region

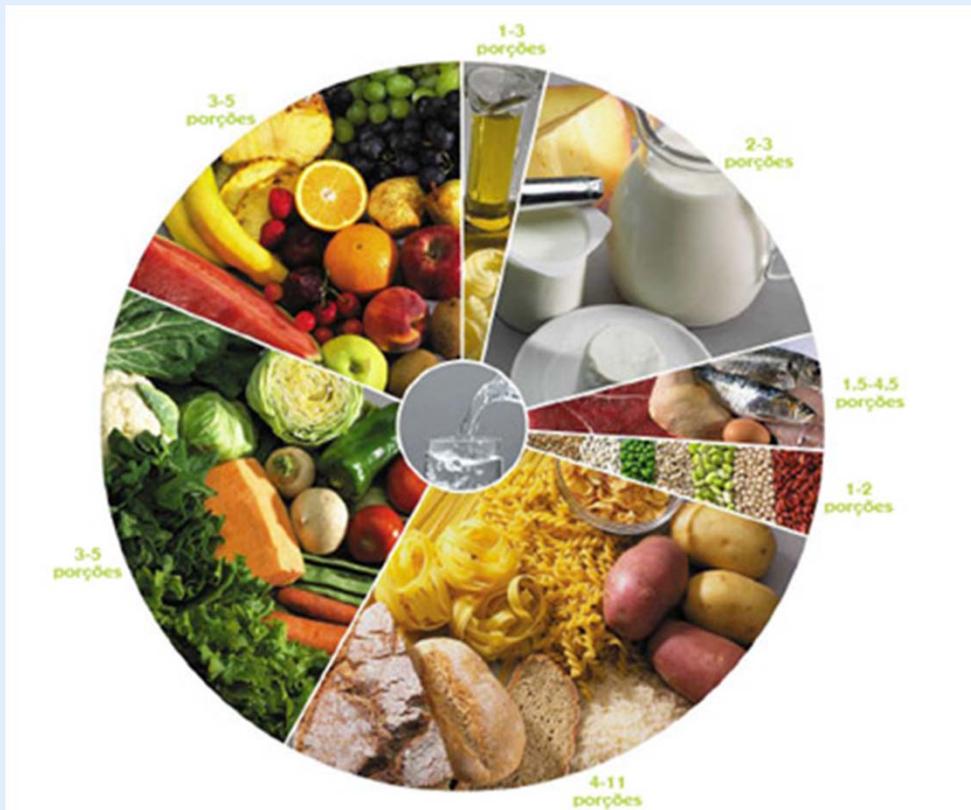


Why do we need action on healthy diets? Sugar content of soda



Source: Action on sugar & WHO

Inverting FBDG and its visual aids... allowing the massive promotion of the wrong foods.....

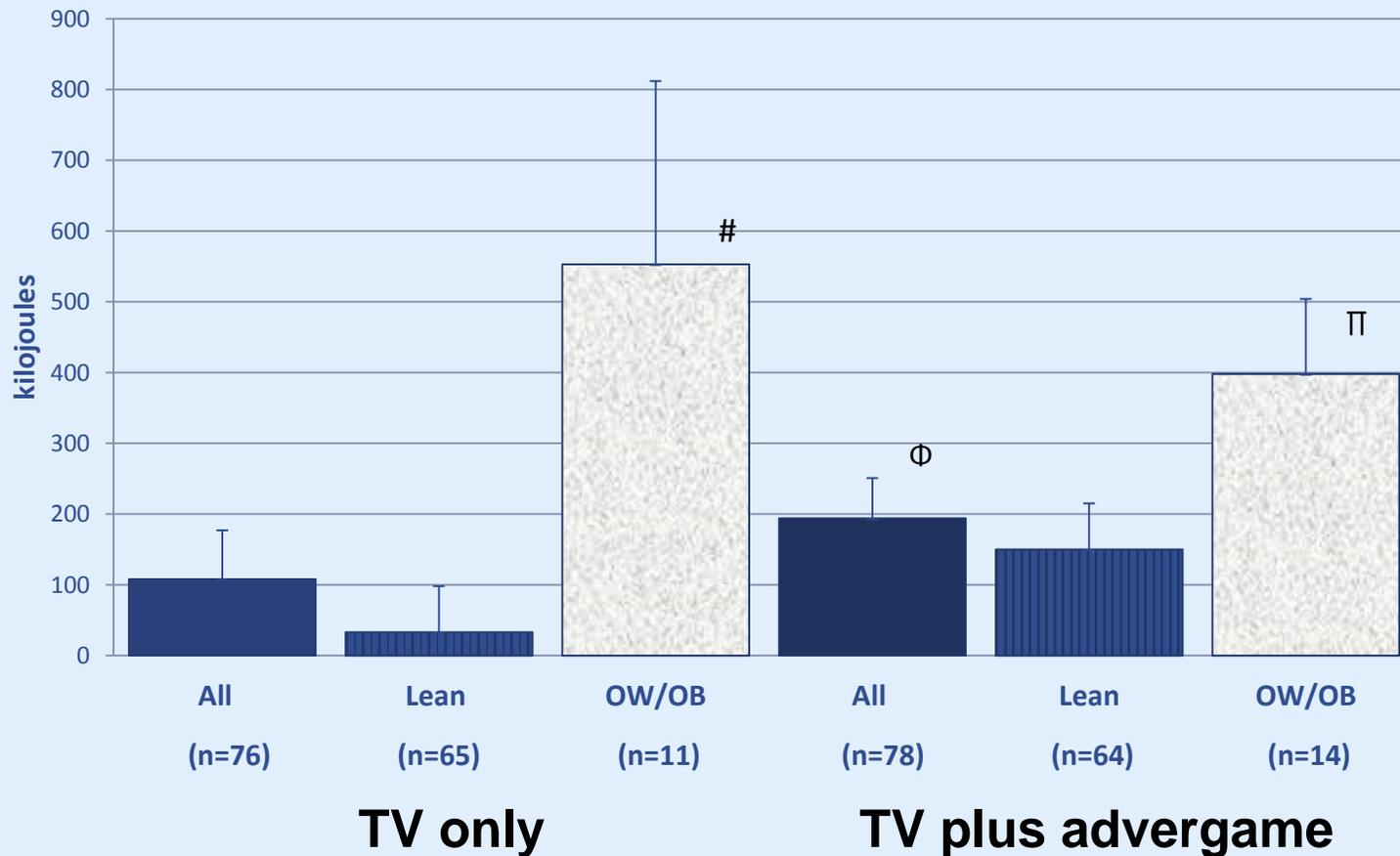


World Health Organization
REGIONAL OFFICE FOR Europe

WHO Regional Office for Europe
NUTRIENT PROFILE MODEL

A graphic showing the WHO Regional Office for Europe Nutrient Profile Model. It features a grid of 12 icons representing different food categories: a person at a computer, a dessert, a carrot, a smartphone, a cupcake, a fork, a flower, an ice cream cone, a bowl of food, a laptop, a water bottle, a cupcake, a leaf, and a fish. A small globe icon is at the bottom left.

Results: daily additional kilojoule consumed after food advertising exposure (Norman et al, 2017)

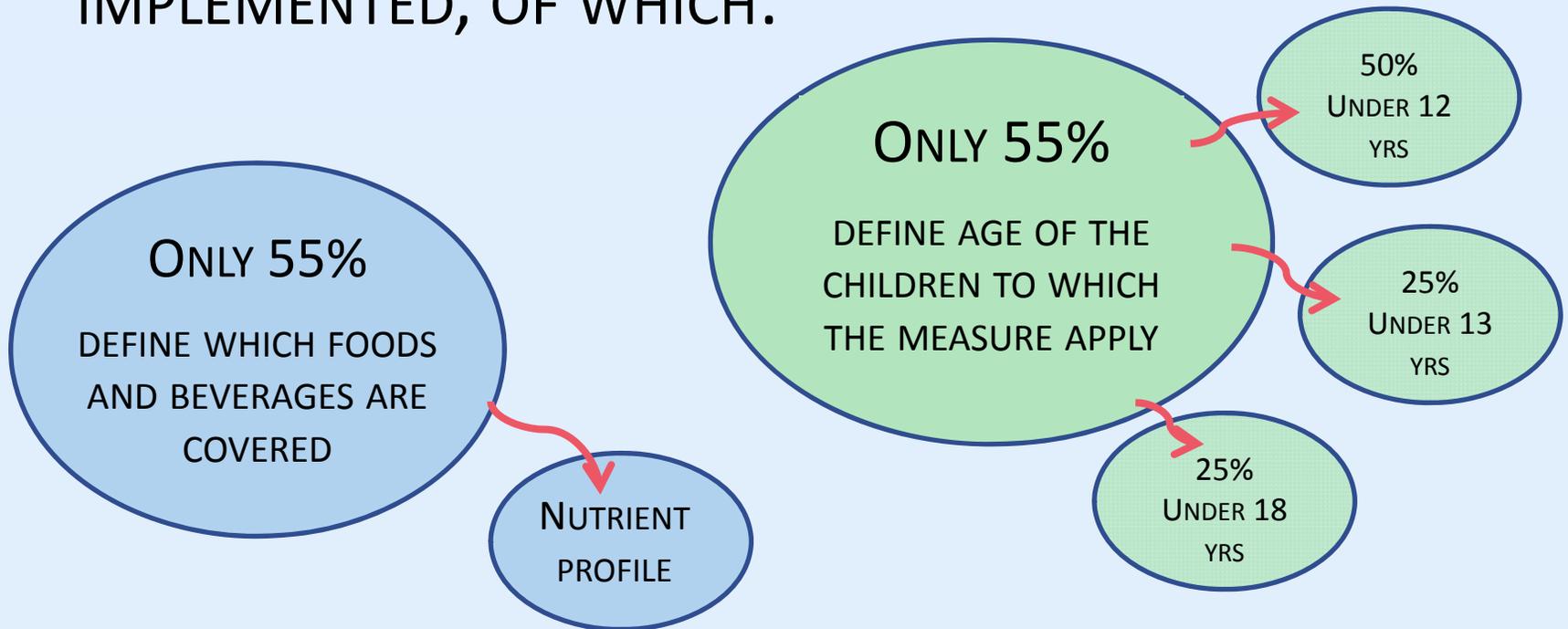


Φ (p < 0.01) Π (p < 0.001) # (p < 0.06)

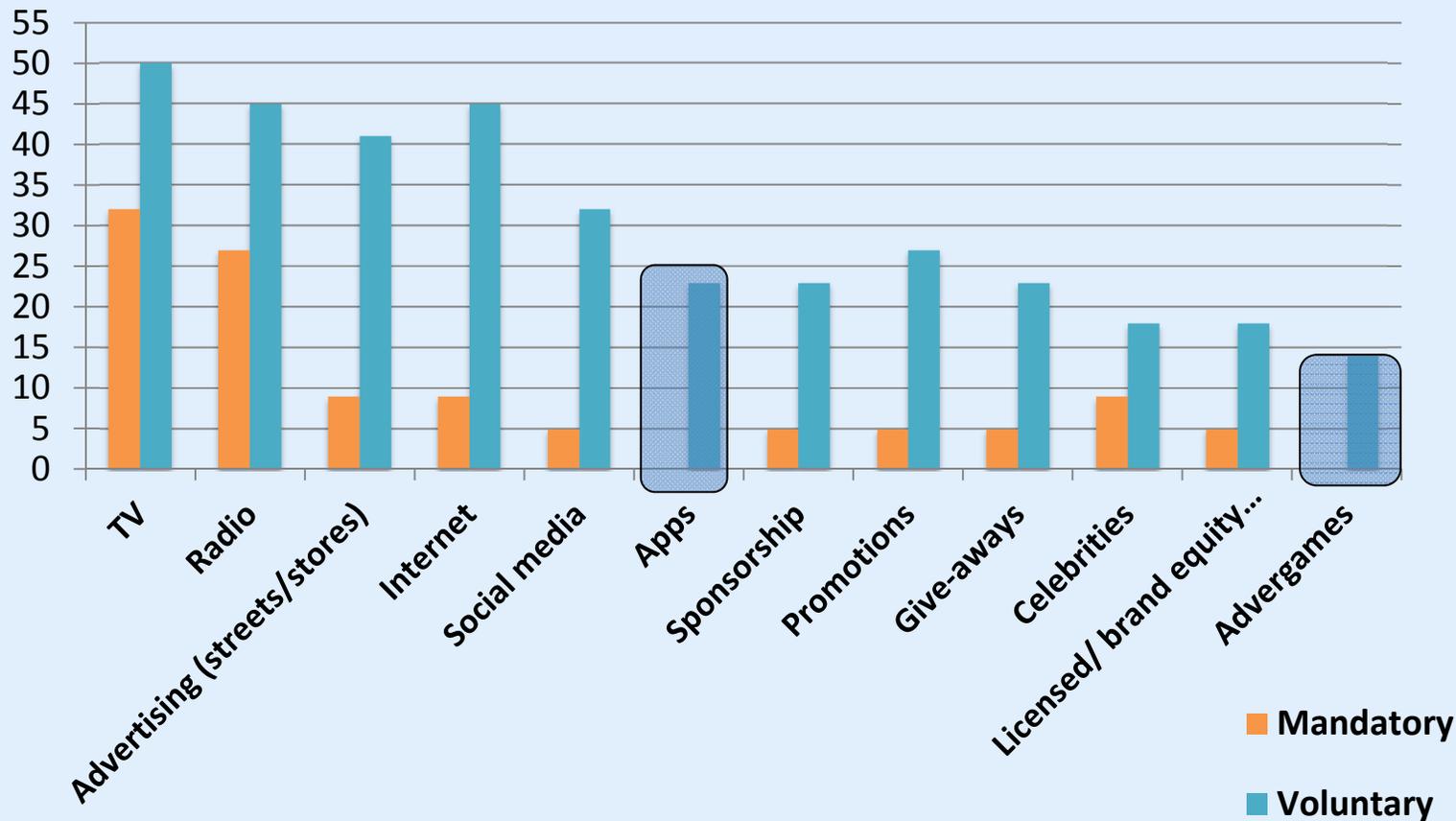
Marketing of food and non-alcoholic beverages to children



- 22 COUNTRIES REPORTED HAVING MEASURES BEING IMPLEMENTED, OF WHICH:



Marketing regulation Communication channels, settings & contexts targeted



Overview of impact of industry pledges



In a recent review, 25 publications reported assessments of impact.

18 studies by academics/governments/advocacy groups

7 find evidence for reductions in volume of, exposure to and expenditure on advertising for HFSS foods

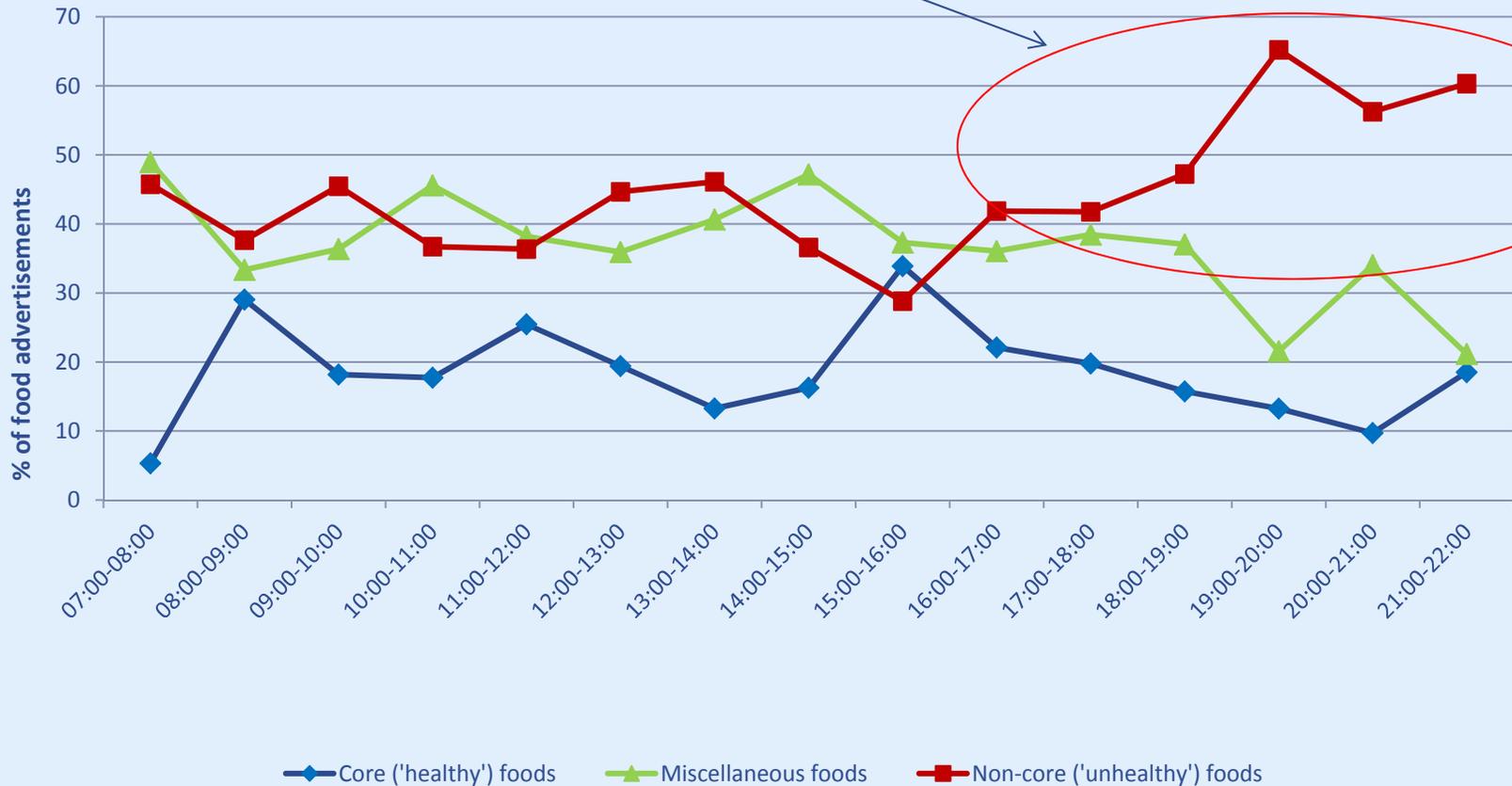
The other **11** reported that self-regulation did not have impact

7 studies by food industry representatives

All 7 find evidence for reductions in volume of, exposure to and expenditure on advertising for HFSS foods

Malta: percentage of food advertisements aired each hour

Periods with greatest absolute numbers of children in audience



Notable progress in region - marketing

- Slovenia adopts the WHO/Europe nutrient profile model in national legislation
- UK introduces new rules on digital marketing to harmonise with legislation on traditional media
- Portugal adopts national legislation on marketing to children, including digital media
- Norway develops a government monitoring framework to rigorously evaluate self-regulatory scheme



Findings of WHO report on digital marketing – urgent action is needed....

- Governments have a duty to protect children online – “parental responsibility” argument unfair and insufficient
- Offline protections (e.g. TV restrictions) should be extended to online areas;
- The age range to which protection applies should be defined by governments, not commercial entities
- Clear definition of the types of marketing covered and what is considered “marketing to children” (e.g. apps; advergames; social networking)

