

Food promotion



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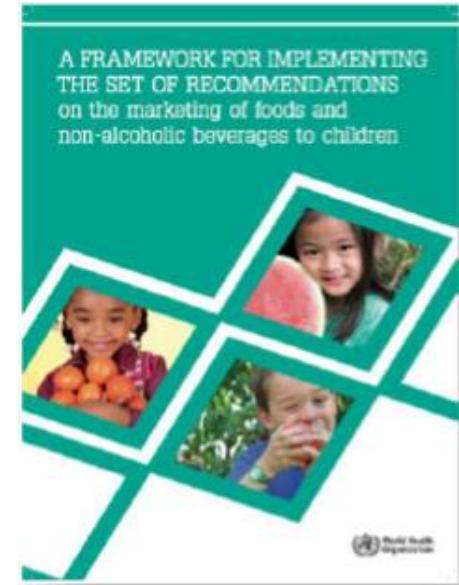
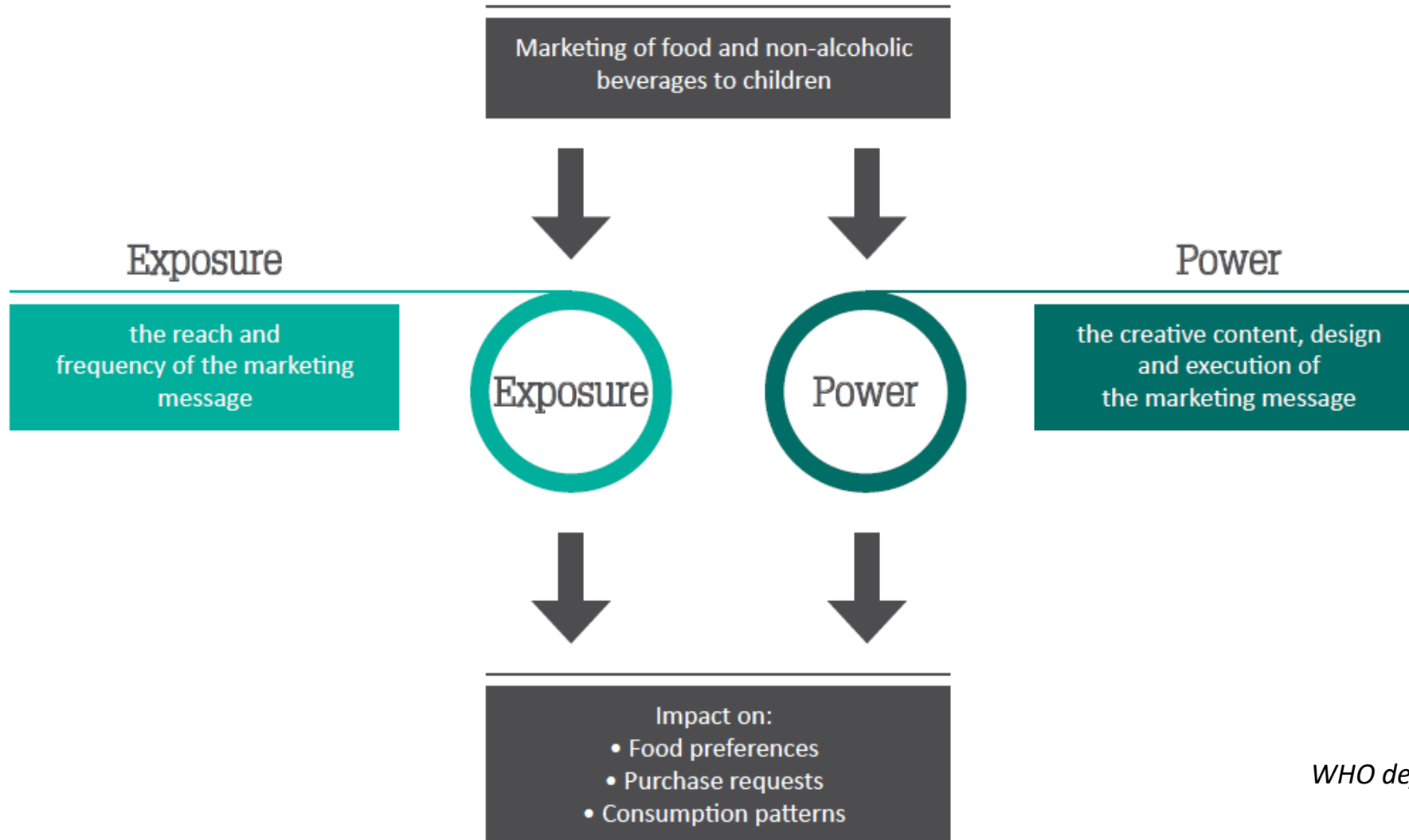


@_INFORMAS

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Exposure and power



WHO definitions, 2012

Power of marketing

Celebrity
Endorsers



Licensed
characters



Brand
equity
characters



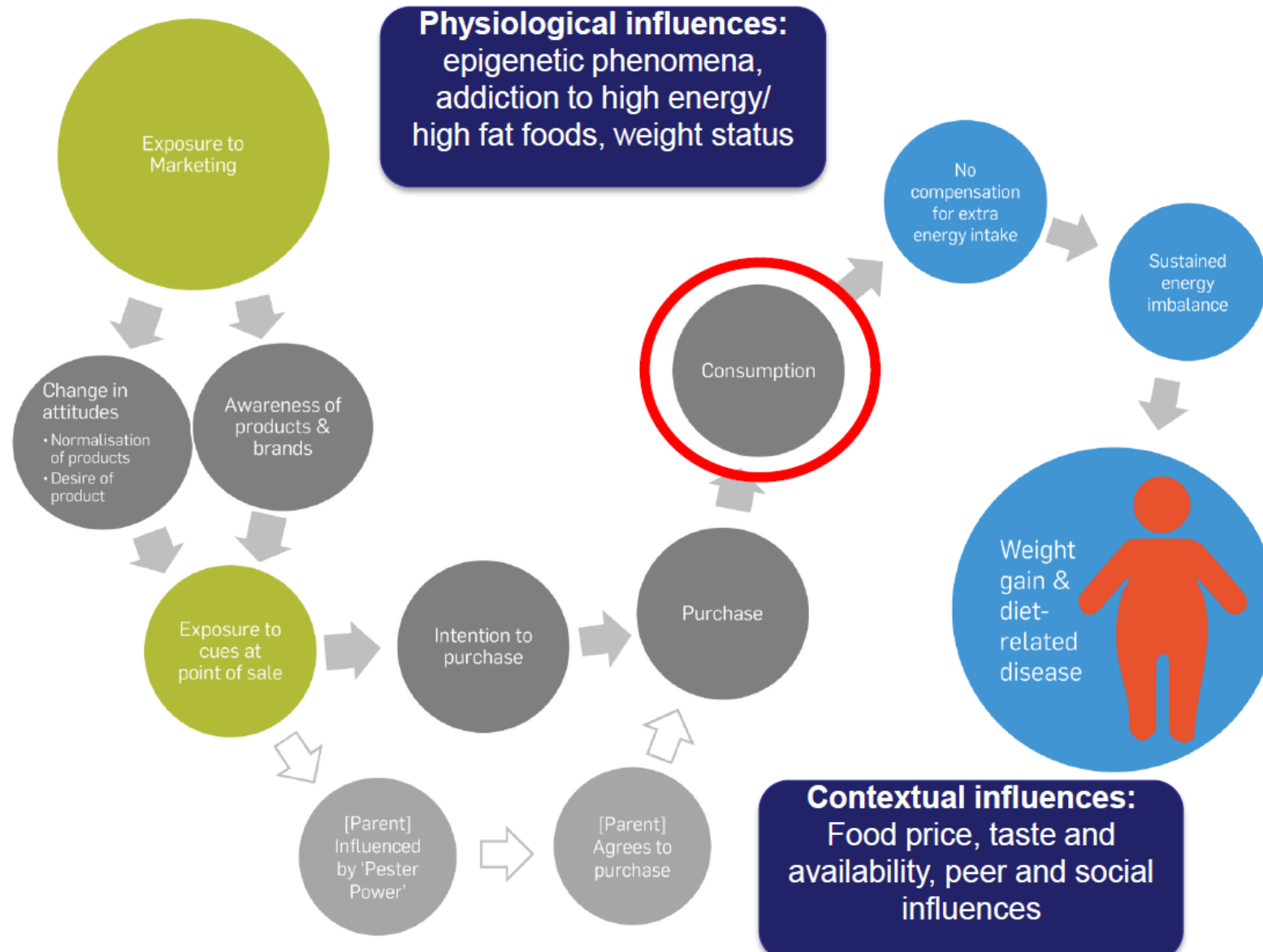
Why market to children?

The child is a key market due to:

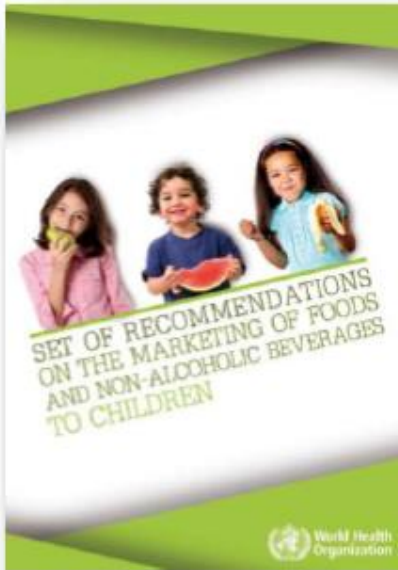
1. Influence over family spending ('pester power')
2. 'Direct market', due to personal spending power
3. 'Future market', lifelong spending potential ('cradle-to-grave consumer')



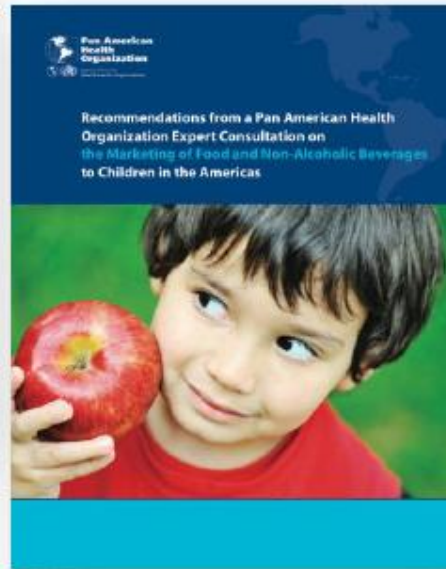
Evidence of impact on children's diets



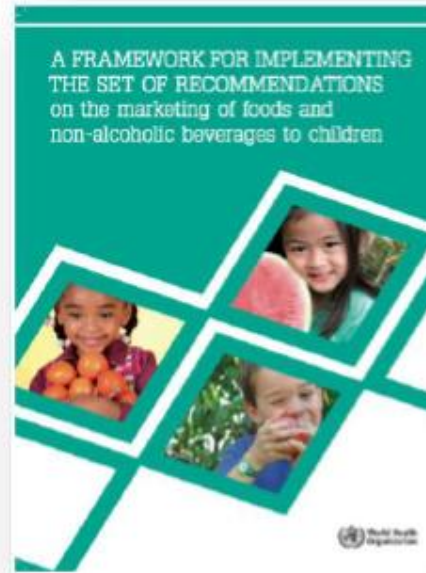
WHO recommendations



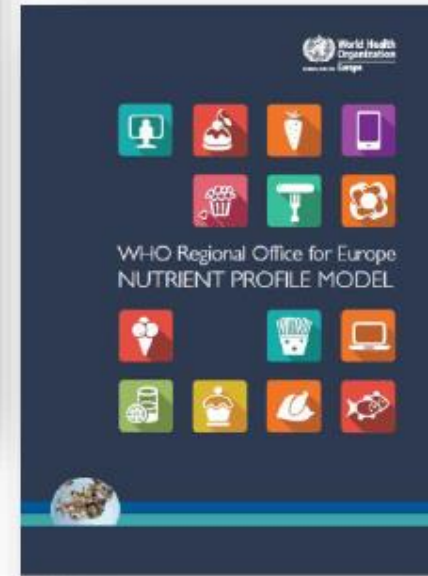
2010



2011



2012



2015



2016

WHO recommendations

REPORT OF THE COMMISSION ON

ENDING CHILDHOOD OBESITY

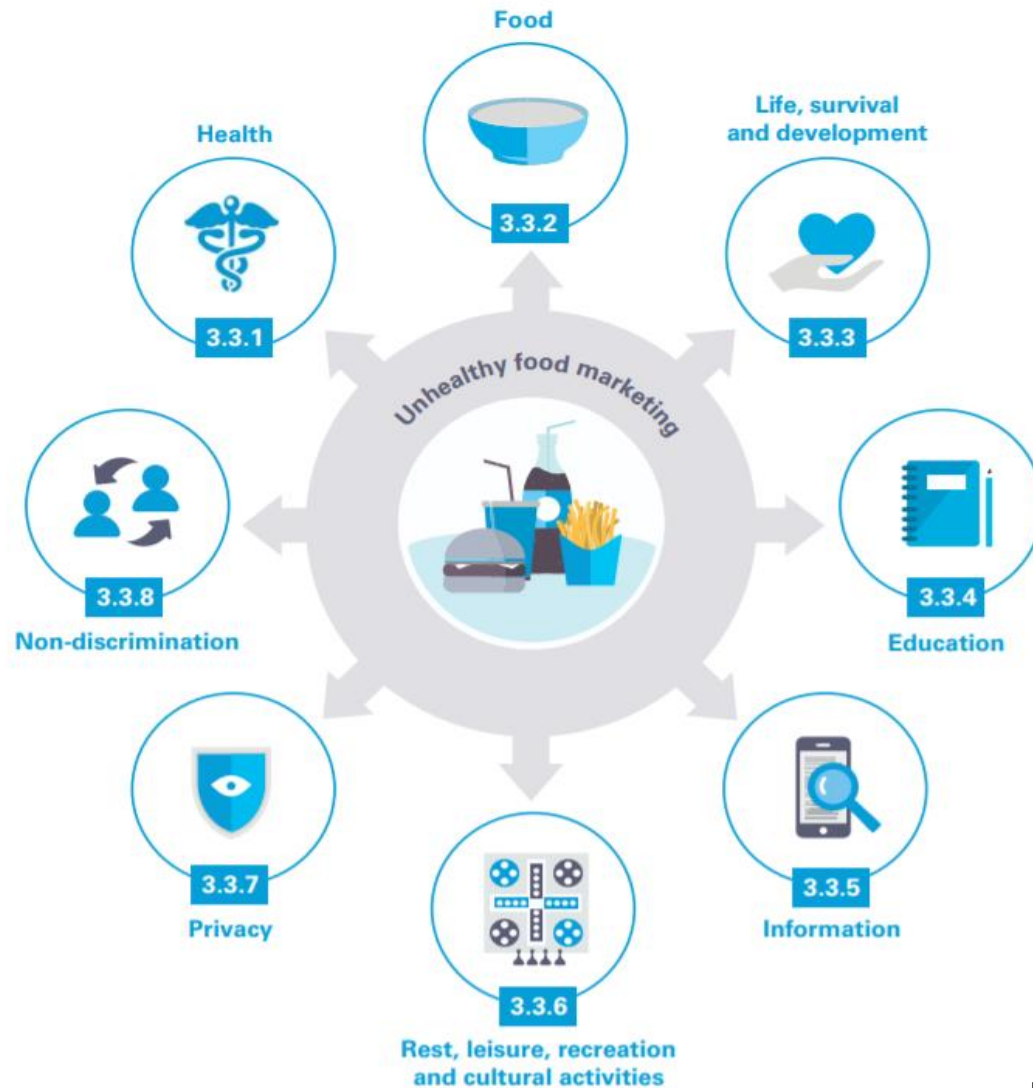


World Health
Organization

“Regulation would provide equal protection to all children regardless of socioeconomic group and ensure equal responsibility by large, regional, multinational and small local producers and retailers.”

WHO Report of the Commission on
Ending Childhood Obesity, 2016

Food marketing and children's rights



Policy implementation



INFORMAS framework

ORGANISATIONS	PROCESSES	Public sector policies and actions			Private sector policies and actions			
		How much progress have (international, national, state and local) governments made towards good practice in improving food environments and implementing obesity/NCDs prevention policies and actions? <i>(University of Auckland)</i>			How are private sector organisations affecting food environments and influencing obesity/NCDs prevention efforts? <i>(Deakin University)</i>			
FOOD ENVIRONMENTS	IMPACTS	Food composition	Food labelling	Food marketing	Food provision	Food retail	Food prices	Food trade & investment
		What is the nutrient composition of foods and non-alcoholic beverages? <i>(The George Institute)</i>	What health-related labelling is present on foods and non-alcoholic beverages? <i>(University of Oxford)</i>	What is the exposure and power of promotion of unhealthy foods and non-alcoholic beverages to different population groups? <i>(University of Wollongong)</i>	What is the nutritional quality of foods and non-alcoholic beverages provided in different settings (eg. schools, hospitals, workplaces)? <i>(University of Toronto)</i>	What is the availability of healthy and unhealthy foods and non-alcoholic beverages in communities and within retail outlets? <i>(University of Auckland)</i>	What is the relative price and affordability of 'less healthy' compared with 'healthy' diets, meals & foods? <i>(Queensland University of Technology)</i>	What are the impacts of trade and investment agreements on the healthiness of food environments? <i>(Australian National University)</i>
POPULATIONS	OUTCOMES	Population diet		Physiological & metabolic risk factors		Health outcomes		
		What is the quality of the diet of different population groups? <i>(University of Sao Paulo)</i>		What are the burdens of obesity and other risk factors? <i>(WHO)</i>		What are burdens of NCD morbidity and mortality? <i>(WHO)</i>		

Categorising foods – core/non-core

Core foods

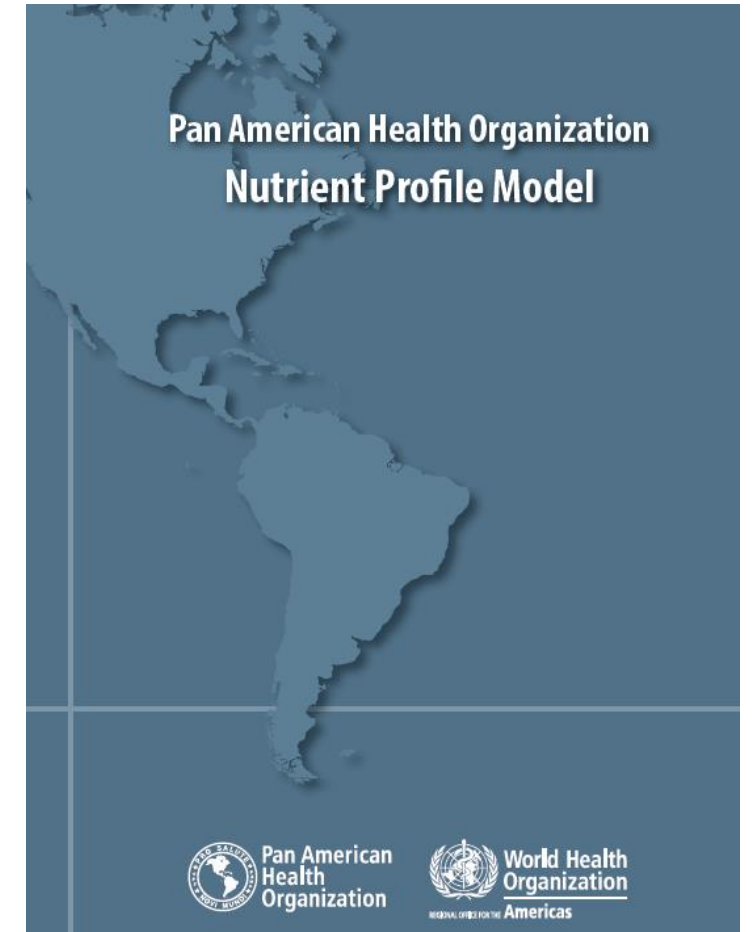
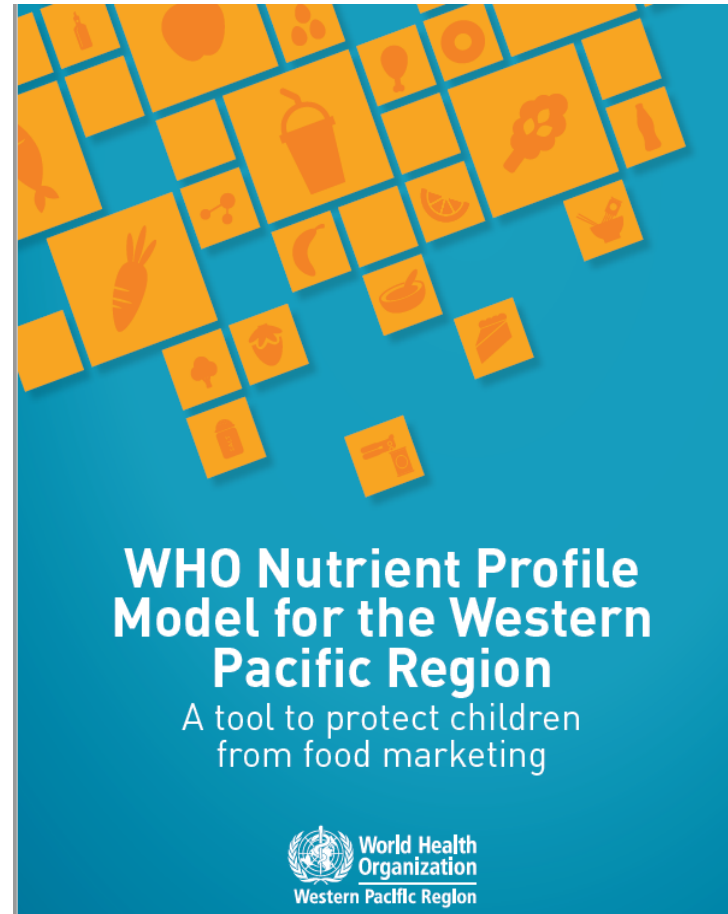
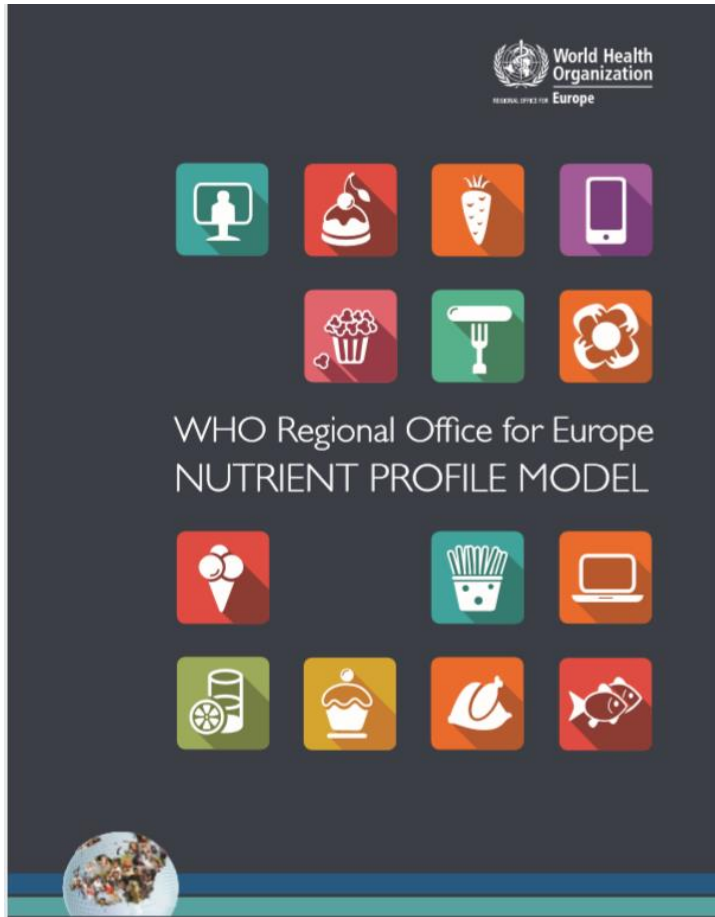
Bread (inc. rice, pasta, noodles)
Low sugar and high fibre breakfast cereals
Fruit and fruit products (no added sugar)
Vegetables and vegetable products (no added sugar)
Low fat/reduced fat milk, yoghurt, cheese, meat and meat alternatives (not crumbed or battered)
Core foods combined (inc frozen meals and sandwiches if less than 10g fat per serving)
Baby foods (excl. milk formulae)
Bottled water

Non-core foods

High sugar/low fibre breakfast cereals
Crumbed/battered meat and meat alternatives
Cakes and biscuits
Snack foods (e.g. crisps, cereal bars)
Fruit juice and fruit drinks, frozen/fried potato products
Full cream milk, yoghurt, dairy desserts, cheese, ice cream, chocolate and confectionery
Fast food restaurants,
High sugar/fat/salt spreads
Sugar sweetened drinks and alcohol

Miscellaneous = vitamins and supplements, tea and coffee, supermarkets advertising core foods/non-core foods/non-specified e.g. for non food items or not clearly core or non-core, baby and toddler milk formulae.

Nutrient profiling models



African nutrient profile model

- target population group includes children and adolescents, aged 2 to 19 years
- 18 food groups
- application to the nutritional quality of foods regardless of the quantities consumed (per 100g/ml)
- the nutrients for which thresholds have been set are: total fat, saturated fat, total sugars, added sugars, sodium and energy. A food product must not exceed (on a per 100 g/ml basis) any of the relevant thresholds provided in the model for that food product category if marketing is to be permitted.
- marketing is systematically prohibited for:
 1. food products that contain >1% of total energy in the form of industrially produced trans-fatty acid
 2. food products with non-sugar sweeteners.

African nutrient profile model

Food Category		Examples of food items	Codex Food Category code	Marketing prohibited if thresholds exceed values per 100 g ^{ij}					
				Total fat (g)	Saturated fat (g)	Total sugars (g)	Added sugars (g) ^k	Sodium (g)	Energy (kcal) ^l
	(b) Processed fish and seafood products	Frozen battered, cooked and/or fried, smoked, dried, fermented, and/or salted, semi-preserved by pickling or brining, fully-preserved by canning or fermentation of fish and sea foods. Examples: salted fish and seafood, brined fish, salted fish in oil, fermented fish and seafood, anchovies, shrimp paste, canned tuna, sardine, or mackerel, smoked fishes, dried shrimp, fish balls, fish finger, fish burger	9.2.2, 9.2.4, 9.3, 9.4	8.0	3.0	No threshold provided	No threshold provided	0.40	No threshold provided
15	Fresh and frozen fruits and vegetables, legumes, roots and tubers ^u	Fruits, vegetables, mushrooms, roots and tubers, pulses and legumes, seaweed, fresh coconut	4.1.1, 4.1.2.1, 4.2.1, 4.2.2.1	Permitted					

Food marketing to children on TV – Global study

Average frequency of food ads (ads/hour/channel)				
	All food	Not- permitted	Permitted	Ratio permitted: not-permitted
Asia Pacific				
China	6.5 (5.8)	3.3 (3.7)	1.3 (2.0)	1:3
Australia	6.0 (3.2)	3.8 (2.6)	0.9 (1.1)	1:4
New Zealand	4.7 (3.7)	2.8 (2.6)	1.0 (1.1)	1:3
Thailand	3.6 (7.4)	2.3 (5.0)	0.0 (0.2)	1:58
Malaysia	3.2 (3.6)	2.4 (2.8)	0.1 (0.3)	1:24
Tonga	2.7	1.8	0.0	No permitted food ads
Fiji	0.9	0.5	0.2	1:3
Samoa	0.9	0.4	0.2	1:2
New Caledonia	0.3	0.1	0.1	1:1
American Samoa	0.4	0.3	0.0	No permitted food ads
Africa				
South Africa	4.6 (4.2)	2.7 (2.8)	0.7 (1.0)	1:4
Central and South America				
Chile	2.5 (3.0)	1.6 (2.1)	0.6 (1.2)	1:3
Mexico	5.1 (5.6)	3.9 (4.4)	0.8 (1.4)	1:5
Colombia	5.3 (4.5)	3.9 (3.6)	0.9 (1.3)	1:4
Costa Rica	3.4 (3.2)	2.2 (2.4)	0.3 (0.6)	1:7
Guatemala	3.2 (3.1)	1.9 (2.2)	0.4 (0.9)	1:5
Argentina	2.8 (3.4)	2.2 (2.6)	0.2 (0.6)	1:11
Europe				
Spain	7.3 (5.0)	5.2 (3.5)	1.5 (1.8)	1:3
Slovenia	5.3 (6.9)	2.8 (3.8)	1.0 (1.7)	1:3
United Kingdom	3.1 (2.9)	1.9 (2.0)	0.6 (1.0)	1:3
Malta	2.3 (3.4)	1.5 (2.6)	0.7 (1.3)	1:2
North America				
Canada	10.9 (6.9)	9.7 (5.9)	0.8 (1.5)	1:12
OVERALL	3.7 (4.4)	2.4 (3.1)	0.6 (1.2)	1:4



Kelly, Vandevijvere, et al, Ob Reviews 2019

Food marketing to children on TV – Global study

Nr	Parent company	Total food ads (n (%))	Not-permitted food ads (n (%))	N of countries with ads from companies (N/22)
1	Coca-Cola Company	2010 (4.6)	1853 (6.6)	20
2	Kellogg Company	1623 (3.7)	1599 (5.7)	13
3	Nestlé S.A.	2342 (5.4)	1289 (4.6)	16
4	Pepsico, Inc	1397 (3.2)	1276 (4.5)	15
5	Danone	1852 (4.3)	1185 (4.2)	14
6	Mondelez International, Inc	897 (2.1)	858 (3.0)	15
7	Unilever Group	1381 (3.2)	844 (3.0)	15
8	McDonald's Corporation	1518 (3.5)	826 (2.9)	17
9	General Mills, Inc	912 (2.1)	800 (2.8)	4
10	Mars, Inc	784 (1.8)	669 (2.4)	13
11	Grupo Arcor S.A	601 (1.4)	601 (2.1)	2
12	Yum! Brand, Inc	710 (1.6)	597 (2.1)	14
13	Ferrero Group	529 (1.2)	529 (1.9)	8
14	Fonterra Cooperative Group	629 (1.5)	519 (1.8)	6
15	Restaurant Brands International Inc.	553 (1.3)	483 (1.7)	8



Kelly, Vandevijvere, et al, Ob Reviews 2019

This project

Measuring children's food marketing environments in Ghana:

On television:

3 popular channels, 18 hours per day, 3 months, frequency of unhealthy ads per hour per channel using core/non core and AFRO nutrient profile model; promotional strategies; exploring product placement

In and around the schools:

Defining appropriate school zones for Ghanaian children; photographing/geocoding advertisements; frequency of unhealthy ads per 100m² within defined school zones using core/non-core and AFRO nutrient profile model; promotional strategies

In-store:

Selecting different types of stores (small grocery stores, supermarkets, others) and in-store measures (price promotions, display/poster promotions, on-pack promotions and promotions through animations/samples) taking into account prominence of in-store areas; accessibility of products/promotions to children

Thank you



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Benchmarking food environments

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