LOCAL STRATEGIES FOR REDUCING THE MARKETING OF UNHEALTHY FOODS & BEVERAGES TO CHILDREN

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Can you guess the logos?
Can you guess the slogans?

Finger Lickin’ Good

I’m Lovin’ It

They’re Great!

Snap! Crackle! Pop!

Have it your way

Melts in your mouth, not in your hands

Think Outside the Bun

They’re Magically Delicious

Taste the Rainbow

Open Happiness

Snack Charms
Roadmap

What’s the big deal?
- Categories
- Money
- Everywhere

What’s wrong with it?
- Children are vulnerable
- Health effects
- Childhood obesity

What can we do about it?
- International Efforts
- National Efforts
- Local Efforts
What’s the big deal?
Food Marketing 101

- Product
  - Food or beverage being sold

- Price
  - Price manipulation ("good deal")

- Place
  - Where a product is sold

- Promotion
  - Public communications about the product, sponsorship, endorsements
Types of Marketing to Kids

- TV and other media
- Print
- Digital media
- Viral

In-Store and In-Restaurant Environments
- School-based
- Cross Promotions/Celebrity Endorsements
Total amount spent on food marketing to children is $1.79 billion/yr. $1 billion specifically targets young children ages 2-11.
TV Food Marketing

TV is king, 35% of advertising dollars

2-11 year olds see 5,500 TV ads for food/year

TV food advertising affects children’s food choices, food purchase requests, diets, and health

79%* of the more than 25,000 fast-food ads aimed at kids aired on four channels:

- Cartoon Network: 32%
- Nicktoons: 12%
- XD: 16%
- Nickelodeon: 18%

12% Nicktoons
32% CN
16% XD
79%*
18% Nickelodeon

Radio rounded, numbers sum to 79%
Fast Food Marketing

99% of all fast-food ads targeting kids were placed by just two companies:

1. McDonald's Happy Meals
   - 70% of all ads for children's fast-food meals were for Happy Meals.
   - 40% of McDonald's total 44,602 ad placements were targeted at kids.

2. Burger King Kids Meals
   - 29% of all ads for children's fast-food meals were for Kid Meals.
   - 21% of Burger King's total 37,210 ad placements were targeted at kids.
Food Marketed to Children

Overwhelming majority of foods marketed are of poor nutritional quality

73% of foods advertised on children’s TV shows are convenience/fast foods and sweets
What’s wrong with it?
Why is children’s food marketing troubling?

Young children are more vulnerable to marketing than older youth and adults

- Do not understand the purpose of advertising

Preschool aged children cannot tell distinguish between advertising and other forms of information.

- Trouble understanding the difference between reality and TV programming, even when the programming is animated
- Legal limits in other countries
International Bans/Restrictions on Marketing

**Bans on TV Advertising to Children**
- Norway
- Quebec (Canada)
- Sweden

**Limits on TV Advertising to Children**
- Multiple European Countries
- Australia
- Malaysia
- Korea
- Russian Federation
- Mexico

**Food & Beverage Specific Regulations**
- UK
- Nigeria
- Thailand
- Australia
- The Philippines
- France
- Chile
- Denmark
- Finland
- Malaysia
- Korea
- Romania
Influence of Food Marketing

By the age of 2, children may have beliefs about specific brands.

2-6 year olds can recognize familiar brand names, packaging, logos, and characters and associate them with brands.

Study demonstrated that branding of foods and drinks influence young children’s taste perceptions (McDonald’s).
How is health affected?

- Children who are more familiar with unhealthy food brands are also more likely to be overweight.
- TV advertising influences the diets of children ages 2-11.
- Children ate 45% more when exposed to food ads on TV than those that were exposed to non-food advertising.
- Ethnic minorities, already at greater risk for childhood obesity, are often the subject of targeted marketing of junk foods.
Marketing, Obesity, & Minorities

Ethnic minority children suffer the highest rates of obesity within the US

Targeted marketing of junk foods to ethnic minorities continues to increase:
- Fastest growing segments of the population
- Spending power
- Media use patterns
Decision-making Power & Parents

Parent Responsibility

Food Environment

Unconscious/Automatic Responses vs. Decisions

Food Marketing
Under the current federal tax code:

• Companies are able to deduct reasonable and necessary marketing and advertising expenses from their income taxes, including expenses for marketing junk to kids

Efforts to close the federal tax loophole:

• Stop Subsidizing Childhood Obesity Act
Childhood Obesity in LA County

Los Angeles County is struggling with childhood obesity

Approximately 20% of 3 and 4 year olds served by local WIC programs are obese

At risk for type 2 diabetes, high blood pressure and high cholesterol

- Highest rates in Latino children, followed by African American, White, and Asian
Why food marketing and childhood obesity?

Poor eating and marketing of unhealthy products are connected

Policies addressing food marketing to young children are an important part in reducing childhood obesity
National & Federal Efforts
Reducing Unhealthy Marketing to Children
Children’s Food and Beverage Advertising Initiative (CFBAI)

Established in 2006

Pledged to promote “healthier dietary choices” in advertising directed to children aged <12 years

Studies found limited improvements
Voluntary Guidelines

2011 - Developed by the FTC, CDC, FDA, and USDA under the direction of Congress

Industry objected stating they were too broad
• Feared government retaliation

As a result, the FTC backed down and never released an updated version
What’s currently happening on the federal level?

Feb. 2014 – New USDA Rules

Eliminate marketing for products that cannot be sold in schools

Phase out the advertising of sugary drinks and junk foods on vending machines and around campuses during the school day
Los Angeles County Efforts
Reducing Unhealthy Marketing to Children
Insert the White Paper
White Paper Toolkit

MARKETING MATTERS

A WHITE PAPER ON STRATEGIES TO REDUCE UNHEALTHY FOOD MARKETING TO YOUNG CHILDREN

Executive Summary

White Paper

Guides for:
- Community-based Organizations
- Parents
- Policymakers
Parent Collaborative Framework

**PHASE 1 – Community Assessment**
- Study needs assessment results
- Recruit for Parent Collaborative
- Attend DPH training on PhotoVoice training
- Convene first Parent Collaborative Meeting
- Implement and analyze PhotoVoice results

**PHASE 2 – Community Consensus and Focus**
- Attend DPH training on White Paper
- Decide on policy focus based on Phase 1

**PHASE 3 – Policy Adoption Model**
- Attend DPH training on the Policy Adoption Model
- Implement Policy Adoption Model for issues determined from Phase 2

**PHASE 4 – Community Change**
- Continue implementation of the Policy Adoption Model for determined issues
PhotoVoice

First activity for the parent collaboratives

Capture the food marketing happening in their community

Examine the photos and collectively decide what areas of food marketing the community wants to work in
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Policy Categories

Child-oriented environments and schools

Restaurant environments

Retail environments

Outdoor advertising
Narrows the Collaborative Focus
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Policy Adoption Model

PHASE 1: Community Assessment

PHASE 2: Policy Campaign Strategy

PHASE 3: Coalition Building/Broadening

PHASE 4: Policy Campaign Implementation

PHASE 5: Policy Implementation & Enforcement
What are we doing?

- CONTRACTORS
- INTERNAL PARTNERS
- EXTERNAL PARTNERS
What are we doing?

CONTRACTORS
• ChangeLab Solutions
• Community Agencies
What are we doing?

INTERNAL PARTNERS
- Choose Health LA
- NEOP
- Community Liaisons/Area Health Officers
What are we doing?

EXTERNAL PARTNERS

- First 5 LA
  - Best Start Communities
  - Baby Friendly Hospitals
  - Welcome Baby Program
- California Department of Public Health
- WIC
- Los Angeles County Office of Education
- Los Angeles Food Policy Council
- American Academy of Pediatrics
- Elected Officials & Health Deputies
- Kaiser Community Health
- American Heart Association
- California Endowment
- Head Start
What can you do?

Call to Action

How can you partner with us?
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Questions