



YALE RUDD CENTER
FOR FOOD POLICY & OBESITY

Protecting children from unhealthy food marketing

Jennifer L. Harris
Rudd Center for Food Policy & Obesity
June 26, 2014

Food marketing to children



INSTITUTE OF MEDICINE
OF THE NATIONAL ACADEMIES

(2005)

- Promotes unhealthy products
- Increases preferences and requests
- Likely contributes to poor diets, obesity and related diseases
- “Insufficient evidence” that food advertising negatively affects teens (12-17)

Food industry initiatives

Canadian Children's Food & Beverage Advertising Initiative:

100% of TV, radio, print
and internet ads
primarily directed to
children under 12 years
of age will be for
healthier dietary choices

Participants

Burger King Restaurants of Canada, Inc.
Campbell Company of Canada
Coca-Cola Ltd.
Danone Inc.
Ferrero Canada Ltd.
General Mills Canada Corporation
Hershey Canada Inc.
Janes Family Foods Ltd.
Kellogg Canada Inc.
Kraft Canada Inc.
Mars Canada Inc.
McCain Foods (Canada)
McDonald's Restaurants of Canada Limited
Nestlé Canada Inc.
Parmalat Canada
PepsiCo Canada ULC
Post Foods Canada Corp.
Unilever Canada Inc.
Weston Bakeries Limited

Food industry initiatives

Canadian Children's Food & Beverage Advertising Initiative:

100% of TV, radio, print
and internet **ads**
primarily directed to
children under 12 years
of age will be for
healthier dietary choices

Participants

Burger King Restaurants of Canada, Inc.
Campbell Company of Canada
Coca-Cola Ltd.
Danone Inc.
Ferrero Canada Ltd.
General Mills Canada Corporation
Hershey Canada Inc.
Janes Family Foods Ltd.
Kellogg Canada Inc.
Kraft Canada Inc.
Mars Canada Inc.
McCain Foods (Canada)
McDonald's Restaurants of Canada Limited
Nestlé Canada Inc.
Parmalat Canada
PepsiCo Canada ULC
Post Foods Canada Corp.
Unilever Canada Inc.
Weston Bakeries Limited

New evidence

Need to reevaluate the definition of “children” who should be protected from unhealthy food marketing

- Developmental vulnerabilities
- Behavioral risks
- Food industry developments

Defining “children”

Aim to reduce the impact of marketing on children’s diets (WHO, 2012)

2-5 years	Cannot understand “persuasive intent”
6-11 years	Unable to “defend” against marketing
12-14 years	Increasing independence ➡ Greater vulnerability
15-17 years	Still developing self-regulatory abilities

Developmental vulnerabilities

- Recognition and skepticism \neq defense
- Reward sensitivity and impulse control
- Peer influence
- Materialism
- Identity formation
- Emotional response

“Letting tweens adopt brands as they wish to, making them an integral part of their lives, turns them into brand ambassadors.”

POPAI

Greater media usage

- 12- to 14-year-olds see the most food ads on TV (16 ads-per-day)
- 11- to 14-year-olds spend the most time on the computer (1:46 min-per-day)
 - Social networks, games, videos

Plus greater independence

Middle-school students

- Visit corner stores
- Visit fast food restaurants
- Purchase a la carte and vending foods in schools

Equals worse diet

Diet quality declines in middle school

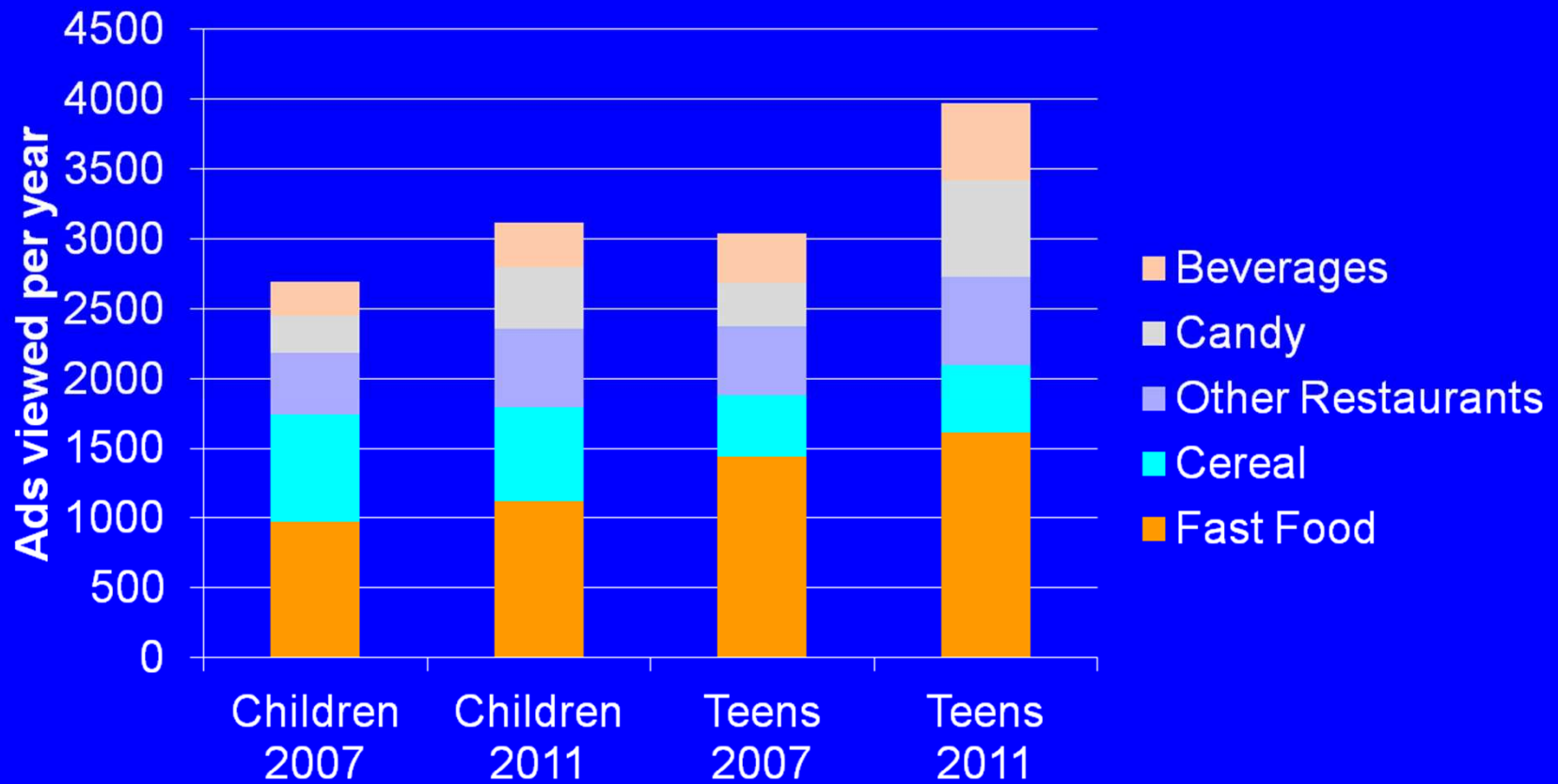
- 40% of calories are “empty” (800-per-day)
- 2/3 consume one sugary drink per day (225 calories-per-day)
- 41% consume fast food on a given day (310 additional calories)

Food industry pledge

“We recognize that the special nature and needs of children requires particular care and diligence on the part of advertisers”

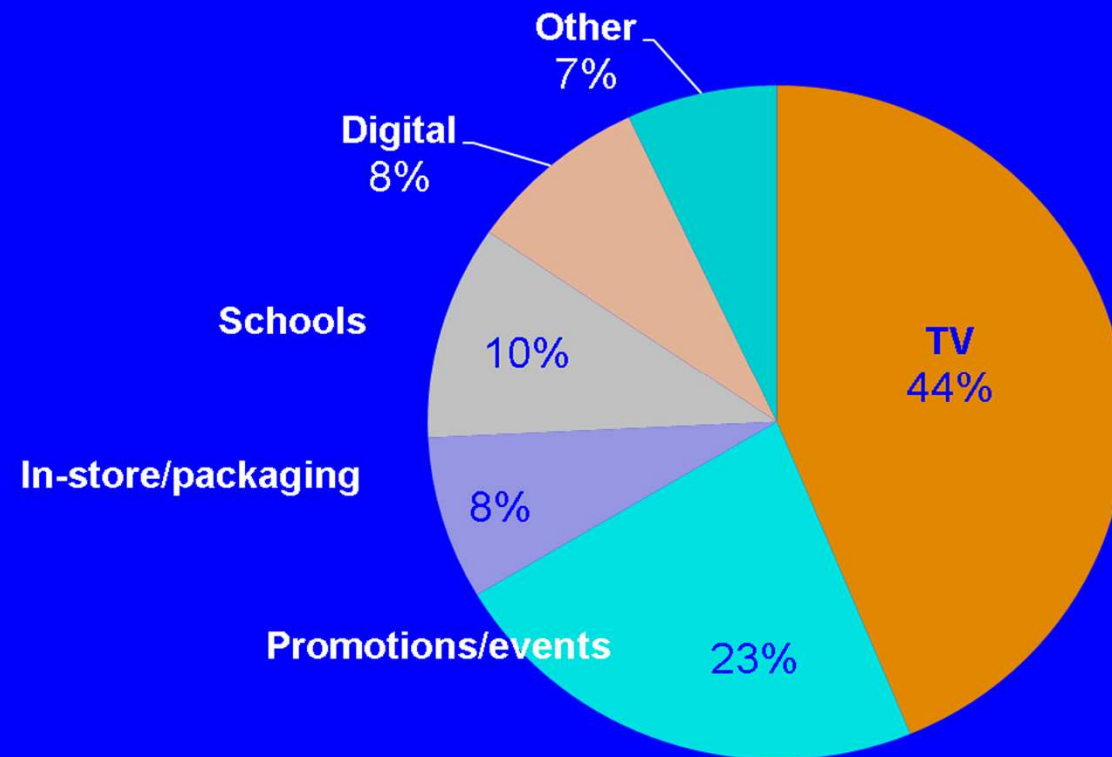
Our Vision, Canadian Children’s Food &
Beverage Advertising Initiative

TV ads per category



Youth-targeted marketing

Other marketing (not traditional media) expenditures: \$1.1 billion in 2009



Source: FTC 2012 *Excludes cost of kids' meal toys

New product introductions

Targeting “teens”

Capri Sun Big Pouch Juice Drink

A little more attitude. A little more swagger. But still the same juice drink you love. All that without the artificial colors, flavors, or preservatives.

SELECT A FLAVOR FOR NUTRITIONAL INFO

11.2 fluid ounces



BERRY MELON
FRUIT PUNCH
MAUI COOLER
STRAWBERRY KIWI

Lunchables

UPLOADED

LUNCH COMBINATIONS

ULTIMATE DEEP DISH PIZZA WITH PEPPERONI

- Pepperoni made with pork, chicken and beef
- KRAFT Cheese Blend
- Deep Dish Pizza Crust
- Pizza Sauce
- Spring Water
- KODOL-ART Tropical Punch Singles
- Cheez-IT® Baked Snack Crackers
- FRUIT ROLL-UPS® Mini Rolls

EXCELLENT SOURCE OF CALCIUM
KEEP REFRIGERATED - DO NOT FREEZE

EASY OPEN BELOW



Good Sources of FIBER & Made with WHOLE GRAIN

Kellogg's

KRAVE

Made with REAL CHOCOLATE!

CHOCOLATE

CRISPY MULTI-GRAIN CEREAL OUTSIDE, SMOOTH CHOCOLATE INSIDE

Cereal with Chocolate Flavored Center

NET WT 11.4 OZ (323g)



Sun Drop

FOLLOW US ON INSTAGRAM!

@SUNDROPSODAPOP

3,488,191 people like Sun Drop.

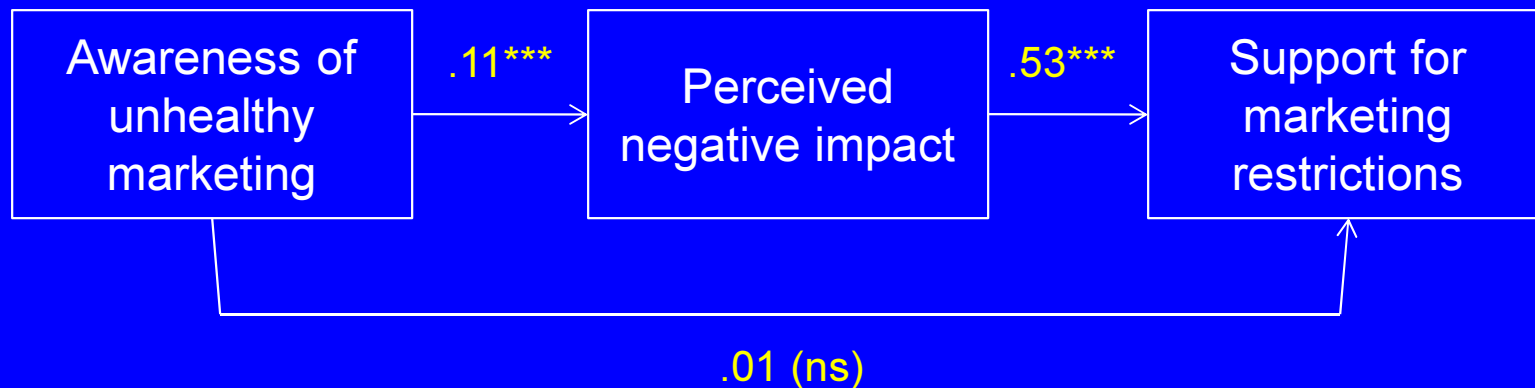


What do parents think?

Food and beverage advertising to children	Agreement (1-10)
Encourages children to ask parents for foods	7.7
Affects everyone (not just children)	7.7
Increases food preferences	7.2
Encourages unhealthy snacking	6.9
Promotes unhealthy foods	6.9 
Creates lifelong eating habits	6.8
Makes parents' jobs harder	6.5
Affects the products you buy for your children	6.1

Changing public opinions

- 2-step process:



Source: Goren, Harris, Schwartz & Brownell, 2010

Recommendations

Food industry self-regulation should:

- Protect children 2-14 years old
- Expand definition of “child-directed” media
- Cover all forms of child-directed marketing

Federal/state/local policy options available

For more information

Rudd
Brief

January 2014
www.YaleRuddCenter.org



YALE RUDD CENTER
FOR FOOD POLICY & OBESITY

Older but still vulnerable: All children need protection from unhealthy food marketing

AUTHORS:

Jennifer L. Harris, PhD, MBA
Amy Heard, BA
Marlene B. Schwartz, PhD

Summary

The food industry – through the Children’s Food and Beverage Advertising Initiative (CFBAI) – has recognized that companies should not target advertising for unhealthy foods and beverages directly to children 11 years and younger. However, they consider children ages 12 and older to be appropriate targets for marketing that encourages consumption of products that can harm their health. Yet recent research provides convincing evidence that unhealthy food marketing also negatively affects children 12 years and older. Given the likely negative impact of food marketing on all children’s diets and health, food and media companies should expand self-regulation to protect children through their most developmentally vulnerable period, at least until age 14. Parents would support such actions, and companies would demonstrate that they are truly committed to being part of the solution to childhood obesity. If the food and media industries refuse to protect older children voluntarily, federal, state, and local policymakers could regulate many common food marketing practices.

Available at:

www.yaleruddcenter.org/resources/upload/docs/what/reports/Protecting_Older_Children_3.14.pdf

Thank you

My collaborators:



This research was funded by grants from the Robert Wood Johnson Foundation and the Rudd Foundation