Marketing foods HFSS to children

Progress and opportunities for further action in WHO European Region

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Всемирная организация здравоохранения
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Reducing the burden of diet-related NCDs and all forms of malnutrition by:

1. Creating healthy food and drink environments
2. Promoting the gains of a healthy diet throughout life, especially for the most vulnerable groups
3. Reinforcing health systems to promote healthy diets
4. Supporting surveillance, monitoring, evaluation and research
5. Strengthening governance, alliances and networks to ensure a health-in-all-policies approach

New data on policy implementation in countries

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Creating healthy food and drink environments

Examples of priority policy options
Strong controls on marketing, incl. but not limited to TV advertising
Fiscal measures and price policies applied to foods and drinks
Consumer-friendly front of pack labelling
Reformulation, calorie reduction, smaller portions
Healthier food retail environment, incl. in schools

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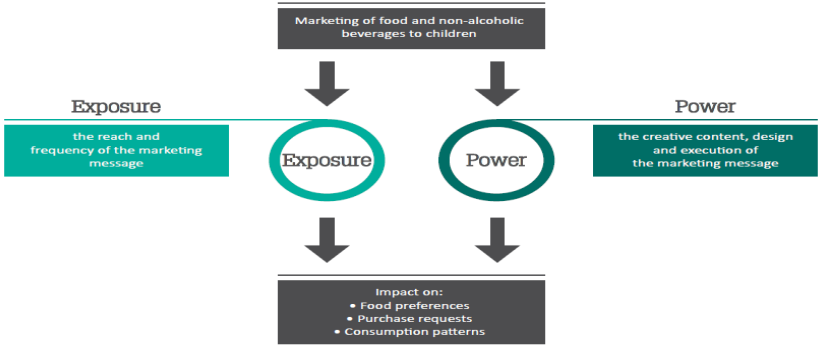
Marketing: WHO Recommendations

- Policy initiatives should have the objective of reducing *overall exposure* of children to marketing of HFSS foods
- Policy initiatives should also reduce the *power* of marketing to children

  - *Key considerations thus:*
    - *Where, when, to whom, and for what food products marketing will or will not be permitted*
    - *What persuasive techniques will or will not be permitted*



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Policies on marketing of food and non-alcoholic beverages to children

- **25 countries reported having measures being implemented**

29%

DEFINE WHICH FOODS AND BEVERAGES ARE COVERED

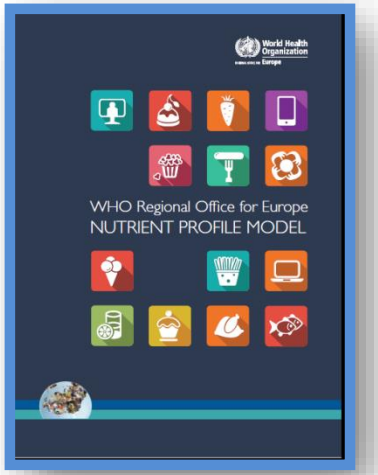
29%

DEFINE AGE OF THE CHILDREN TO WHICH THE MEASURE APPLY

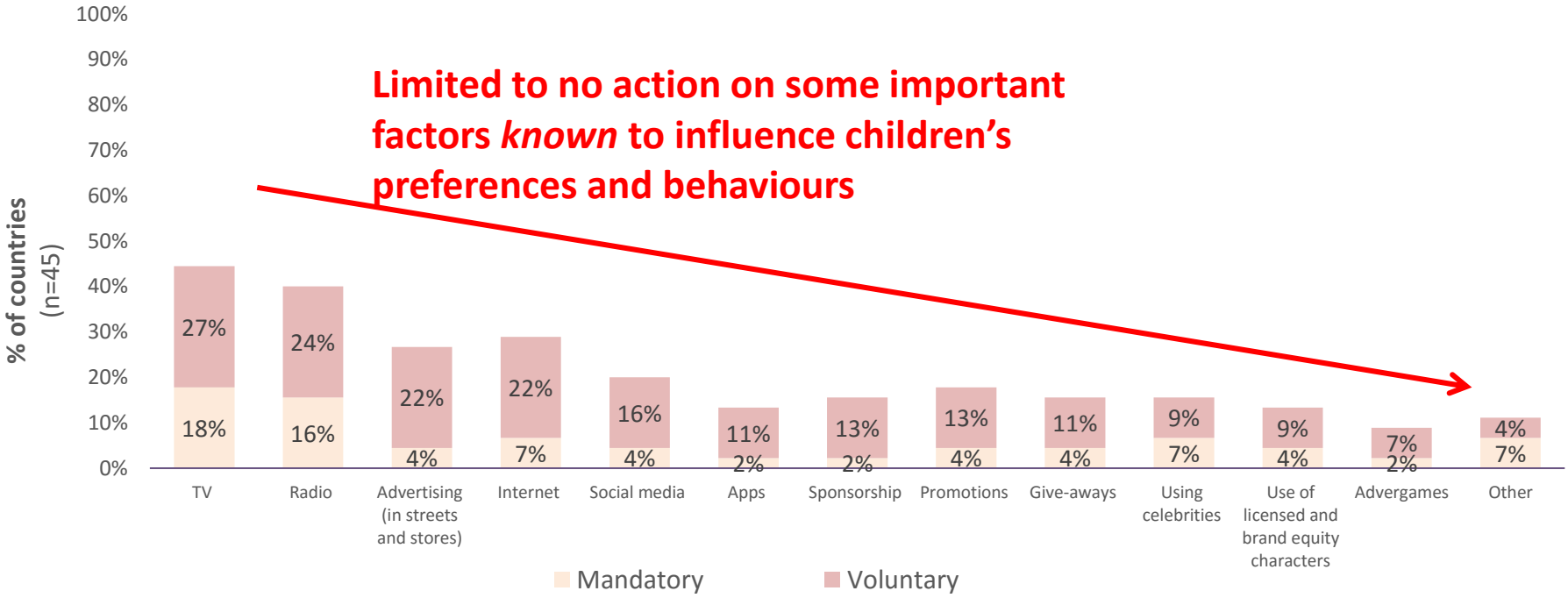
ONLY 7 COUNTRIES USE A NUTRIENT PROFILE

9%

CLEAR DEFINITION OF MARKETING TECHNIQUES COVERED



Scope of policies on marketing of food and non-alcoholic beverages to children



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Notable progress in region

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

nutrients

MDPI

Review

The Effects of Digital Marketing of Unhealthy Commodities on Young People: A Systematic Review

Limin Buchanan [1,*], Bridget Kelly [1], Heather Yeatman [2] and Kishan Kariippanon [2]

- Digital marketing young people
- Peer to peer transmission
- Digital MKT linked with use and beliefs
- Greater negative effects than traditional MKT

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