

CSPI

Center for Science
in the Public
Interest

Publisher of *Nutrition Action Healthletter*

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www.cspinet.org/nutritionpolicy

Effect of Food Advertising on Children

- Can confuse nutritional knowledge (e.g. whether fruit is in a product)
- Changes food preferences
- Changes purchasing behavior
- Influences choice and consumption by brand
- Alters balance of categories of food eaten

Pestering Parents:

How Food Companies Market Obesity to Children



www.cspinet.org/pesteringparents

Guidelines for Responsible Food Marketing to Children

Industry should develop and strictly adhere to marketing and advertising guidelines that minimize the risk of obesity in children and youth.

Institute of Medicine of the National Academies, 2005

Center for Science in the Public Interest

[www.cspinet.org/nutritionpolicy/
kidsmarketingguidelines.pdf](http://www.cspinet.org/nutritionpolicy/kidsmarketingguidelines.pdf)

Parents Are Outmaneuvered by Marketers

Parents

- *Nutrition gatekeepers
- *Model and teach
- *Try not to nag kids
- *Healthy food best
- *Limited knowledge
- *Limited resources

Marketers

- *Profit driven
- *Sophisticated techniques
- *58 TV ads/day
- *Profitable food best
- *Expertise in persuasion
- *Extensive resources

Low-nutrition beverages should not be marketed to children

Healthful beverages

water and seltzer

>50% juice, no added caloric sweeteners

low-fat and fat-free milks

Low-nutrition beverages

Sugary soft drinks, sports drinks

<50% real juice + caloric sweeteners

drinks containing caffeine

Nutrition Standards for Foods

Fat: <30% calories (excluding nuts, seeds)

Saturated plus trans fat: <10% calories

Added sugars: <25% calories

Sodium: <150 mg/serving snack items

<480 mg for main dishes

<600 mg for meals

Portion sizes

Individual items: ≤ Nutrition Facts labels serving size

Meals: ≤ one-third daily calorie requirement for average child in the age range targeted by the marketing

Nutrient content, contains one or more of the following:

- 1) 10% of the DRI (naturally occurring/without fortification) of vitamins A, C, or E, Ca, Mg, K, Fe, fiber
- 2) half a serving of fruit or vegetable, **OR**
- 3) 51% or more (by weight) whole grain ingredients

“The mere appearance of a character with a product can significantly alter a child's perception of a product,” CARU

- CARU:

- character endorsement reflect the true experience and belief of the endorser
- character not be shown during both an ad and a program at the same time

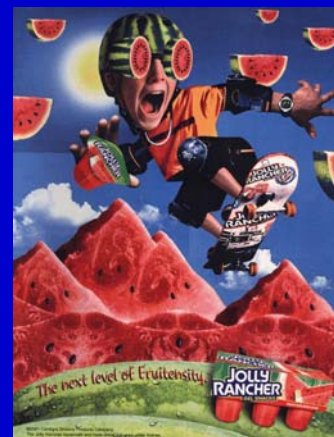
- CSPI:

- no marketing tie-ins with movies/television shows, cartoon characters, or celebrities with foods of poor nutritional quality



Support Parents' Efforts to Feed Children a Healthy Diet

- Don't encourage children to nag their parents to buy junk foods
- Introduce healthful products and reformulate existing products
- Don't advertise nutritionally poor choices during children's TV shows
- Don't use toys, games, contests, club memberships, and other premiums and incentives to promote nutrition-poor foods, meals, and brands
- Don't build junk-food products, logos, or spokes-characters into web-based "advergames"



Support Healthy Eating in Schools



Don't market, sell, or giving away low nutrition foods or brands anywhere on school campuses, including by:

- selling sugary soft drinks;
- on the Channel One;
- by placing logos, spokes-characters, etc. on vending machines, in books and curricula, and on scoreboards, buses, or other school property;
- sponsoring educational incentive programs that provide junk food as a reward for academic achievement
- providing foods of poor nutritional quality through school fund raisers





Why Policy:

Why nutrition policy is important

Public policy can make it easier for Americans to eat well and be active

Policy Options:

Policies and programs to promote nutrition and physical activity

- Eating well and being physically active takes more than just willpower. We need programs and policies that make healthy food more available, that disclose the calorie content of restaurant foods, and that teach people how to make healthy eating easier. There are existing nutrition policies and programs, like Nutrition Facts labels on packaged foods, nutrition standards for school lunches, and regulation of food additives. But more needs to be done to help people who want to eat well and prevent diet-related disease.

Get Involved:

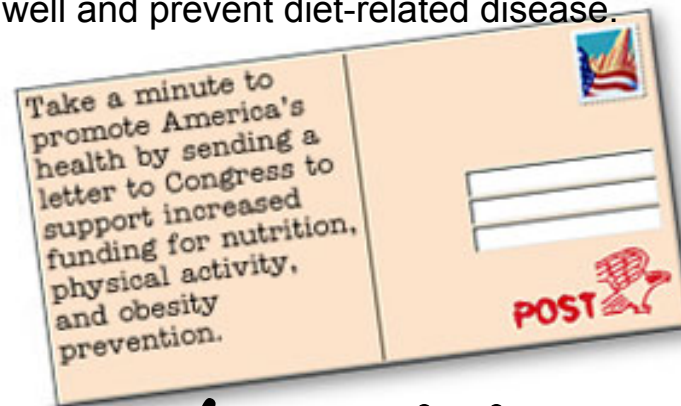
What you can do

Find Out More:

Why its hard to eat well and be active in America today

The National Alliance for Nutrition and Activity

Learn more about how to eat well



www.cspinet.org/nutritionpolicy