

Fighting Marketing to Children and Youth



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www.preventioninstitute.org

Overview

- ◆ The implications of advertising to children
- ◆ Recommended food and beverage industry actions
- ◆ Recommended government actions
- ◆ What advocates can do to address children's advertising



**How much does the
food and beverage
industry spend
annually on
marketing
to children?**



\$1 million

an hour!

**24 hours a day
365 days a year**



“Corporate America doesn’t spend \$10 billion a year on [food] advertising aimed at children on the off chance that it might be effective. No. It spends \$10 billion because that advertising works brilliantly. . . because it persuades children to demand ... a regular diet of candy, cookies, sugary cereal, sodas, and all manner of junk food.”

Senator Tom Harkin

**“ [McDonald’s] buys
as much media for the
6-to-11-year-old set
as other marketers
spend on their entire
annual budget.”**

Food industry executive
quoted in *Advertising Age*, 4/23/07

A large, multi-pointed red starburst graphic with a slight 3D effect, centered on a solid blue background. The text "Pester Factor" is written across the center of the starburst in a bold, black, sans-serif font with a white outline.

Pester Factor

**"The obesity problem
is really a side effect
of things that are
good for the economy."**

*Tomas J. Philipson
Economics Professor
University of Chicago*

ENVIRONMENT

TOXINS

BEHAVIOR

HEALTH

“ It is unreasonable to expect that people will change their behavior easily when so many forces in the social, cultural, and physical environment conspire against such change. ”

Institute of Medicine

"Research indicates that 6-month old babies are already forming mental images of corporate logos and mascots. By the time they are 3 years old, most children are making specific requests for brand-name products."



Jacobson, Michael F. and Laurie Ann Mazur (1995). Marketing Madness [A Survival Guide for a Consumer Society]. Boulder, CO: Westview Press.

“The mere appearance of a character with a product can significantly alter a child’s perception of the product.”

Children’s Advertising Review Unit (CARU)

What would children rather have for breakfast?



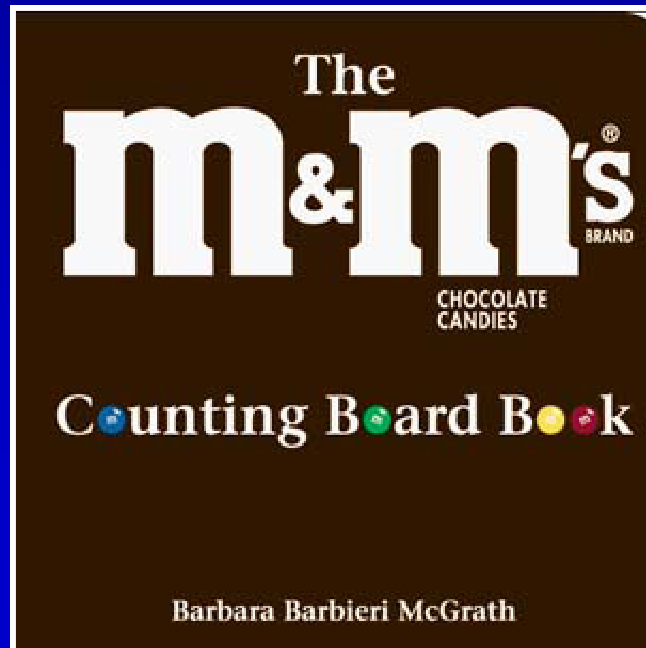
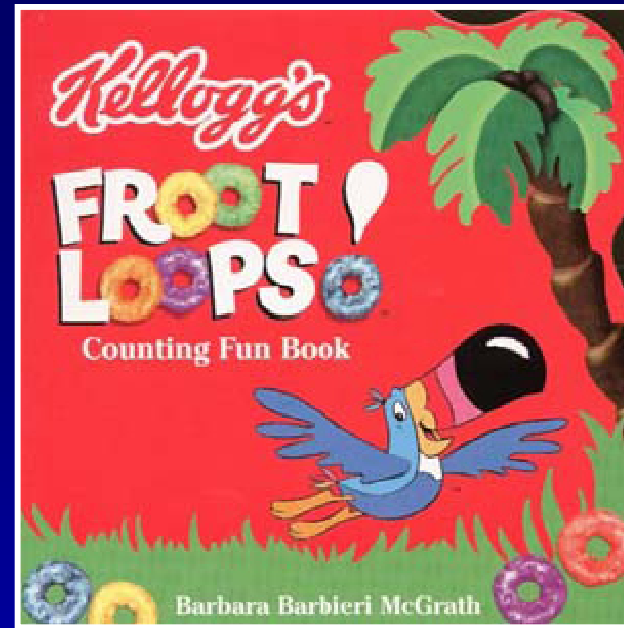
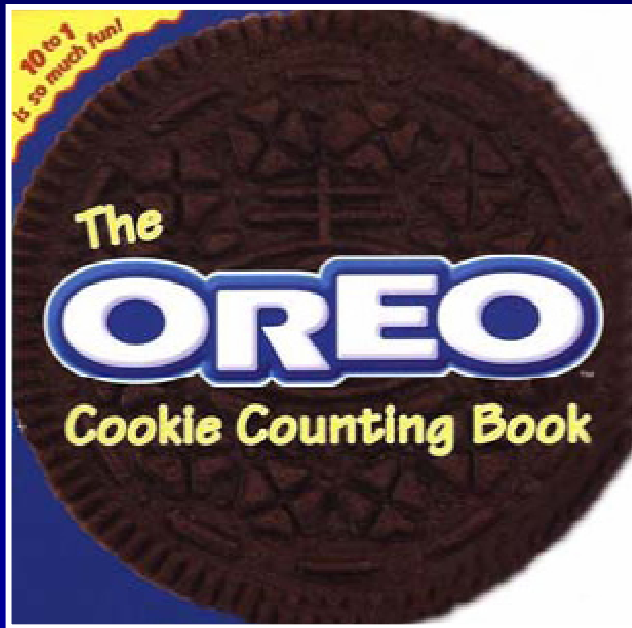
VS



**What's wrong
with this picture?**









VIACOM



Childhood obesity. Don't take it lightly.

Funded by the U.S. Department of Agriculture's Food Stamp Program



**EAT FRUITS & VEGETABLES
AND BE ACTIVE**

Food Stamps can help. Call 1-888-328-3483 to see if you qualify.

4151

VIACOM



i'm lovin' it



my kinda shoppin' spree



Dollar Menu

Price and participation may vary.

4152

Creep

more is
good

new

Dollar  Menu & More



Just opened, near Kimaya Kothrud.



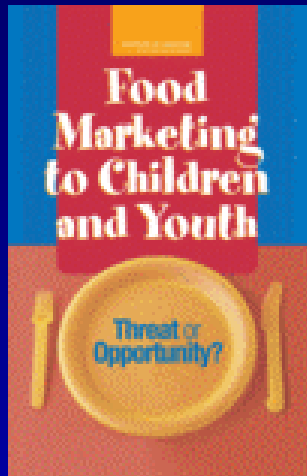
I'm lovin' it

Where's the Fruit?



Institute of Medicine Findings

2005



- ◆ “Food and beverage marketing targeted to children 12 and under leads them to request and consume high-calorie, low nutrient products.”
- ◆ “The dominant focus of marketing to children and youth is on foods and beverages high in calories and low in nutrients, and is sharply out of balance with healthful diets.”

Addressing Food Marketing to Children

IOM Findings

- ◆ Food marketers underutilize creativity/resources to promote healthy foods
- ◆ Achieving healthy diets requires food industry central to sustained, multisectoral, coordinated approaches
- ◆ Current public policies lack resources and authority to address changing food marketing practices

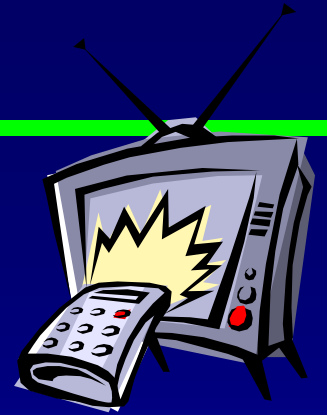
Children's Average Exposure to Food and Advertising on TV



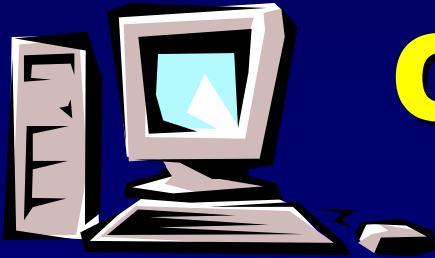
Age	# Food Ads Seen per Day	# Food Ads Seen per Year	Hr:Min of Food Ads Seen/Yr
2-7	12	4,427	29:31
8-12	21	7,609	50:48
13-17	17	6,098	40:50

Food for Thought: Television Food Advertising to Children in the United States, Kaiser Family Foundation, March 2007

Food for Thought



- ◆ Of the **8,854** food ads reviewed in the Kaiser Family Foundation study, there were **0** ads for fruits or vegetables targeted at children or teens.
- ◆ Children under 8 see **1** PSA on fitness or nutrition for every **26** food ads.
- ◆ Tweens see **1** PSA for every **48** food ads.
- ◆ Teens see **1** PSA for every **130** food ads.



Online Marketing

85% of the most heavily advertised brands for children have a website that either directly targets children, or contains content that would likely be of interest to them.

SOURCE: "It's Child Play: Advergaming and the Online Marketing of Food to Children," Kaiser Family Foundation, 2006

EXAMPLES

Advergaming: gushers.com; "Re-do a room" game (General Mills)

Contextual Marketing: Labels with code to enter a competition
<mycokerewards.com>

Infiltration Marketing: "Tremor Group" enlisting army of 250,000 teen style leaders on-line to sample products (Coke, Pringles) and create buzz (Proctor & Gamble)

PLANET NEWS: Check out the wonderful new wedding cake in the World of Wackiness! [Go!](#)



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“It is important to recognize that young children are [already] being manipulated rather effectively by television ads that are not interactive and not tailored to the individual child. As there is more tailoring and more interactive capability, advertising is going to be more powerful than ever before. I think that’s what underscores the need for more regulatory intervention.”

Dale Kunkel, PhD
Professor of Communication, University of Arizona

**Marketing is not just about
TV and the Internet...**



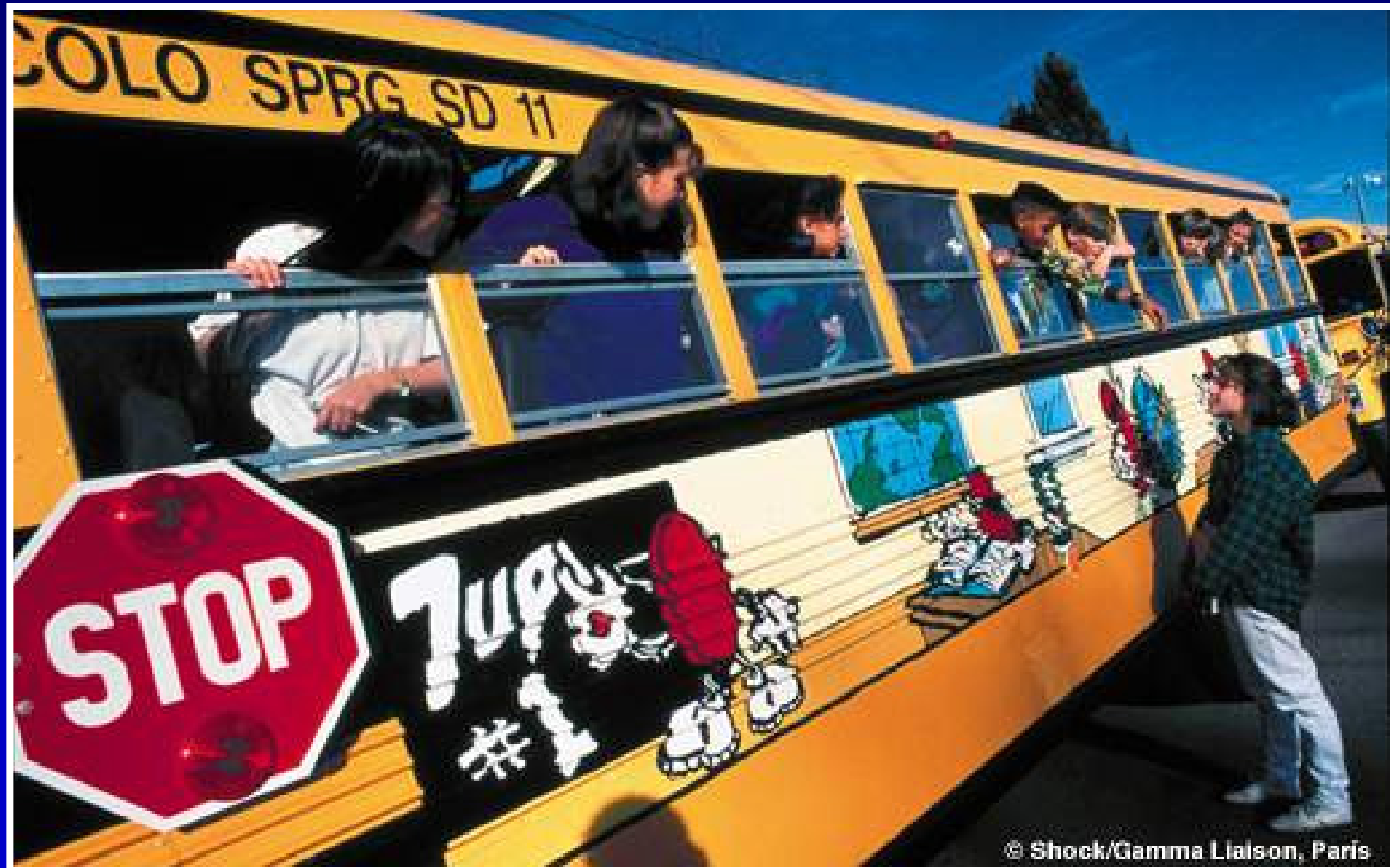
Vending Machines in Schools



School Cafeterias



Advertising on School Buses



© Shock/Gamma Liaison, Paris

"The school system is where you build brand loyalty."

*John Alm, President,
Coca-Cola Enterprises*



Setting the Bar: Recommendations for Food & Beverage Industry Action

- ◆ Provide healthy food and drinks as the standard in all children's meals and on children's menus.
- ◆ Competitively price healthy foods so they are as affordable, if not more affordable, than less healthful options.
- ◆ Make healthy foods widely available in all children's environments, workplaces, and all neighborhoods.
- ◆ Eliminate all marketing and advertising of unhealthy food and beverage products to children and youth.
- ◆ Support (and do not oppose) policies designed to bring healthier foods and beverages to schools, workplaces, healthcare settings, and neighborhoods.



Government Responsibility



- ◆ Prohibit marketing of unhealthy foods in schools
- ◆ Limit marketing of unhealthy foods on television
 - Establish/enforce high standards for food marketing to children
 - Support sustained, multidisciplinary research on marketing impacts on food choices of children
- ◆ Public funds should not subsidize products contributing to poor health

US Federal Marketing Regulations



◆ Federal Communications Commission

- Regulates media ownership
- Requires broadcasters to include programming that benefits public good

◆ Federal Trade Commission

- Enforces laws regarding truth in advertising
- Regulates health claims in marketing and advertising

◆ Children's Advertising Review Unit

- Part of Council of Better Business Bureau's National Advertising Review Council.
- Special unit dedicated to self-policing children's advertising

Taking Action: Strategies and Tactics (Federal level)

- ◆ Identify “best marketing practices” for food/beverage industry; reward companies that comply
- ◆ Develop policy agenda to address digital marketing
- ◆ Promote legislation to define advertising standards for children.
- ◆ Apply federal human subjects research regulations to market research.
- ◆ Regulate equal time for healthy product advertising through the FCC.

What YOU Can Do

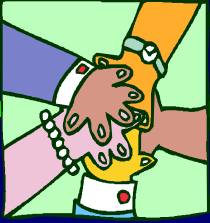
- ◆ Write a letter to the FTC in support of their study on food marketing aimed at children—DEADLINE 5/18
 - **FTC File No. P064504**
 - “The FTC proposes to issue compulsory process orders to major food and beverage manufacturers, distributors, and marketers and quick service restaurant companies for information concerning, among other things, their marketing activities and expenditures targeted toward children and adolescents.”
 - <https://secure.commentworks.com/foodmarketingpaperworkcomment>



What YOU Can Do

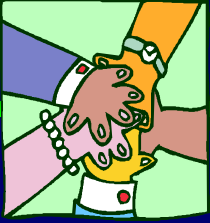
- ◆ Write a letter to the FCC in support of their recently formed Media and Childhood Obesity Task Forces—**DEADLINE 5/31**
 - Let them know people are watching the outcomes of this committee
- ◆ Email sana@preventioninstitute.org for sample FTC and FCC letters and for submission instructions





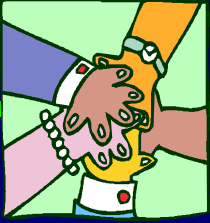
What Local Communities Can Do

- ◆ **Ban products outright if they are health or safety threats:** *e.g.*, ban the sale of sodas on school grounds.
- ◆ **Regulate a product directly, including what, when, where, and how products are sold:** *e.g.*, a community could require that candy or other products be sold only after certain hours or outside of a X feet radius from a school.
- ◆ **Impose product standards:** *e.g.*, foods sold as a complete “meal” must not exceed predetermined limits for unhealthy characteristics such as calories, salt, fat, etc.
- ◆ **Impose product labeling requirements:** *e.g.*, require chain restaurants to provide nutrition info on their menus or menu boards.



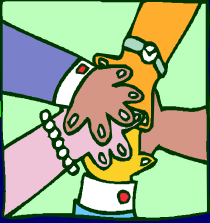
What Local Communities Can Do

- ◆ Document food marketing in children's environments
- ◆ Ask grocers to designate a "Candy-Free Check Out Aisle" to give parents an opportunity to dodge the "pester factor" in the checkout line.
- ◆ Pass a sidewalk encroachment ordinance saying small groceries may use sidewalk space outside the store for selling goods, but only for produce.



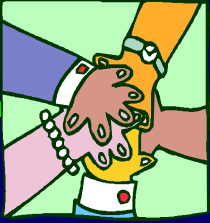
What Local Communities Can Do

- ◆ Use the conditional use permit (CUP) process to put a moratorium on new fast food or junk food outlets in a community.
- ◆ Land use laws could:
 - prevent fast food outlets from opening within 500 feet of schools
 - prevent fast food outlets from opening within 500 feet of another fast food outlet
 - limit the number of fast food outlets in a community to one per every X residents



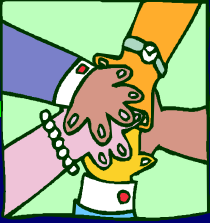
What Local Communities Can Do

- ◆ Ask retailers (grocery stores, etc.) to put healthier items within eye's sight of children and lower-nutrient items on the higher shelves, or to arrange cereal boxes with the nutrition labels out rather than the cartoon-character-laden fronts out.
- ◆ Pass local legislation to require that candy, for instance, be placed behind the counter so that the customer must ask to purchase the product.
 - Similar to the restrictions that commonly eliminate self-service for tobacco products, such limits are intended to discourage impulse purchases, and also reduce the threat of shoplifting.



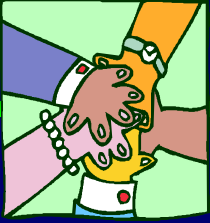
What Local Communities Can Do

- ◆ Add language banning marketing and promotion of unhealthy foods to the school district's Local Wellness Policy.
- ◆ Ask after-school programs to not allow food and beverage marketers to provide activities or curricula to the program.
- ◆ Eliminate drive-through service at restaurants selling unhealthy foods.



What Local Communities Can Do

- ◆ Ask retailers not to display any in-store promotions that feature cartoon characters selling unhealthy foods (or that target people of color).
- ◆ Pass an ordinance banning giveaways of toys or other promotional items (*e.g.*, “Happy Meal” toys) in connection with unhealthy fast food.
- ◆ Ask your city council to pass a resolution to request specified federal, state, and local officials and private industries to take actions concerning foods and beverages marketed to children.

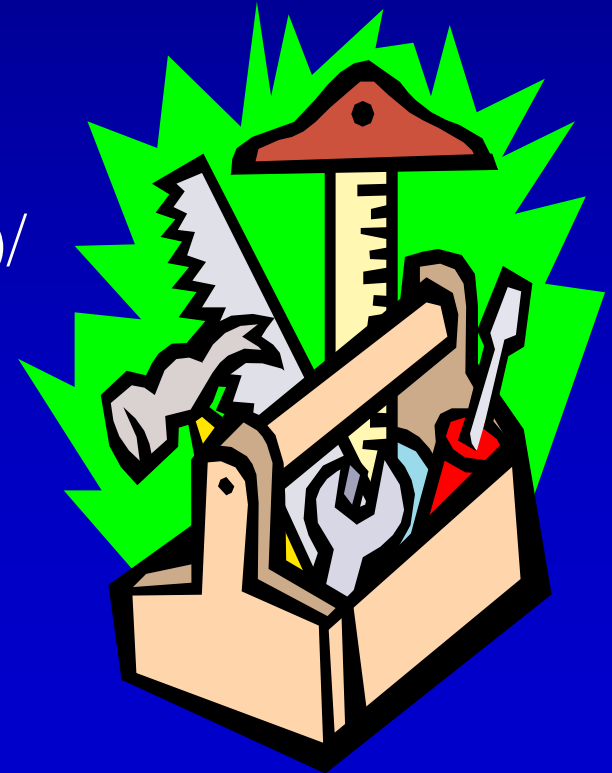


What Local Communities Can Do

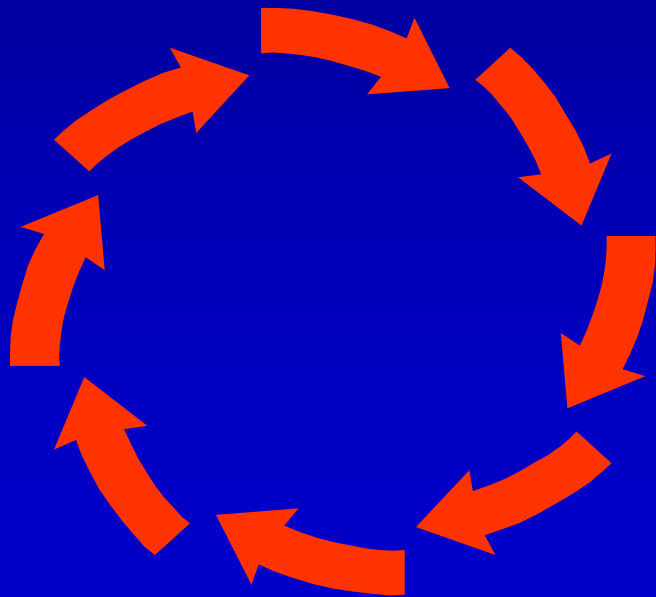
- ◆ Support proposed federal restrictions on food advertising during kids' TV programming and on the use of cartoon characters to sell unhealthy products.
- ◆ Levy regulatory fees (an additional business license fee) on retailers who sell products that have been demonstrated to increase obesity, for instance sweetened beverages and restaurant meals. Fees raised must be earmarked for specific public health promotion programs.

Tools & Resources

- ◆ Fighting Junk Food Marketing to Kids: A Toolkit for Advocates, Berkeley Media Studies Group
 - www.bmsg.org/proj-food-heac.php
- ◆ The Environmental Nutrition and Activity Community Tool (ENACT)/ ENACT Local Policy Database
 - www.eatbettermovemore.org



**“If we do not change direction,
we are likely to end up
where we are headed.”**



Chinese Proverb

Prevention Institute

Putting prevention
at the center of community well-being

www.preventioninstitute.org

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