



**Health Promotion Symposium  
Central Health Education Unit 40th Anniversary**

# **Protecting Children from the Harmful Impact of Food Marketing**

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**Hongkong, 4 May 2018**

# Presentation Outline

- Obesity in the Western Pacific Region.
- Food marketing and Childhood obesity.
- WHO's guidance and initiative.
- Country's experience in regulating food marketing to children.

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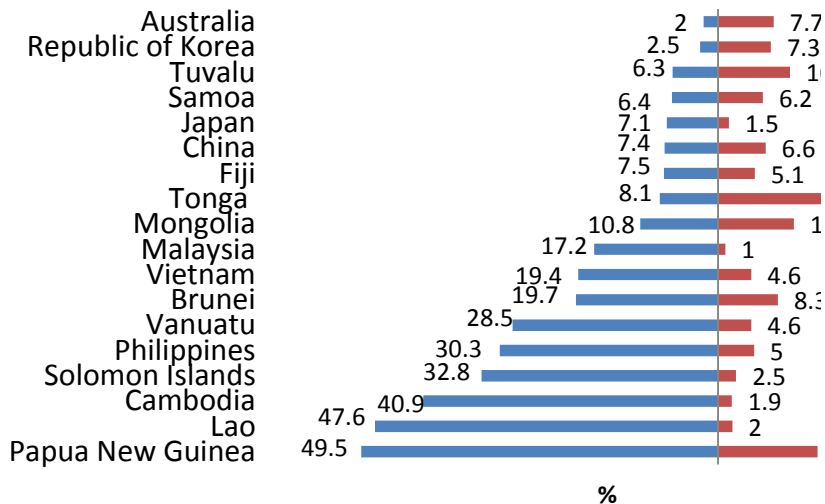
# OBESITY IN WESTERN PACIFIC REGION

# Western Pacific Region

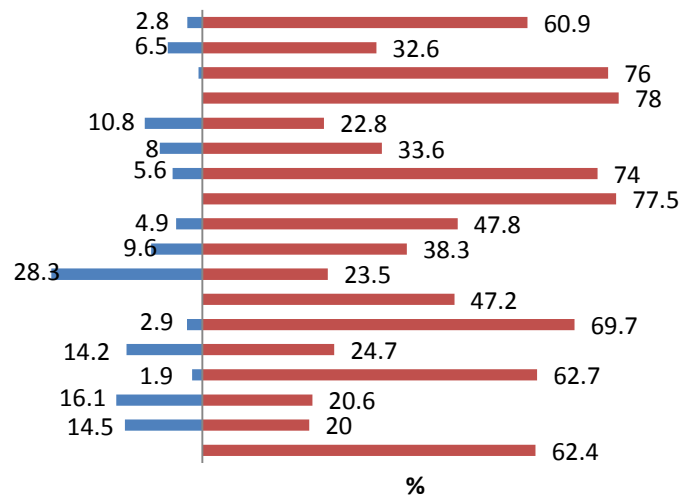


# Double Burden Malnutrition

% children (<5 yrs) stunted and overweight



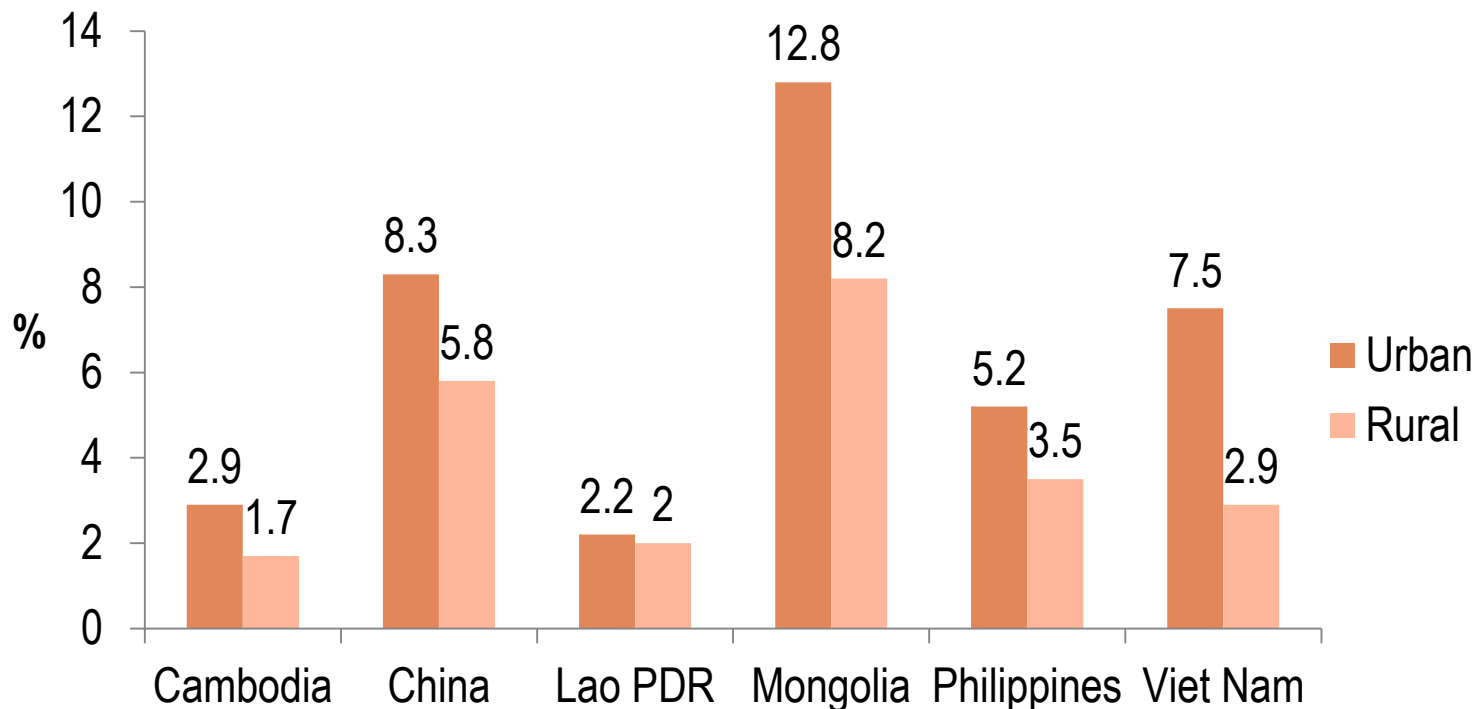
% women (18+) underweight and overweight



■ Stunted ■ Overweight

■ Underweight ■ Overweight

# Urban/rural difference in childhood overweight



# Cost of childhood obesity



## Childhood obesity is rising rapidly in Asia-Pacific and it costs the region US\$166 billion a year

Overweight children are at higher risk of becoming obese as adults and then developing serious health problems like type 2 diabetes, high blood pressure and liver disease

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ADB Working Paper Series

**THE IMMINENT OBESITY CRISIS  
IN ASIA AND THE PACIFIC:  
FIRST COST ESTIMATES**

Matthias Helble  
and Kris Francisco

No. 743  
June 2017

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# **FOOD ENVIRONMENT, MARKETING AND CHILDHOOD OBESITY**



# Food environment and childhood obesity

- Globalization, economic growth and urbanization have led to changing food environment and Nutrition transition.
- Increasing consumption of meals out of the home and processed food has been identified as an important factor contributing to rising levels of obesity.

# Population-wide policies

- Policies influencing food environments
  - **Marketing of food to children**
  - Protection, promotion and support of breastfeeding
  - School nutrition regulations and policies
  - Nutrition labelling
  - Food taxes and subsidies
  - Fruit and vegetable initiatives



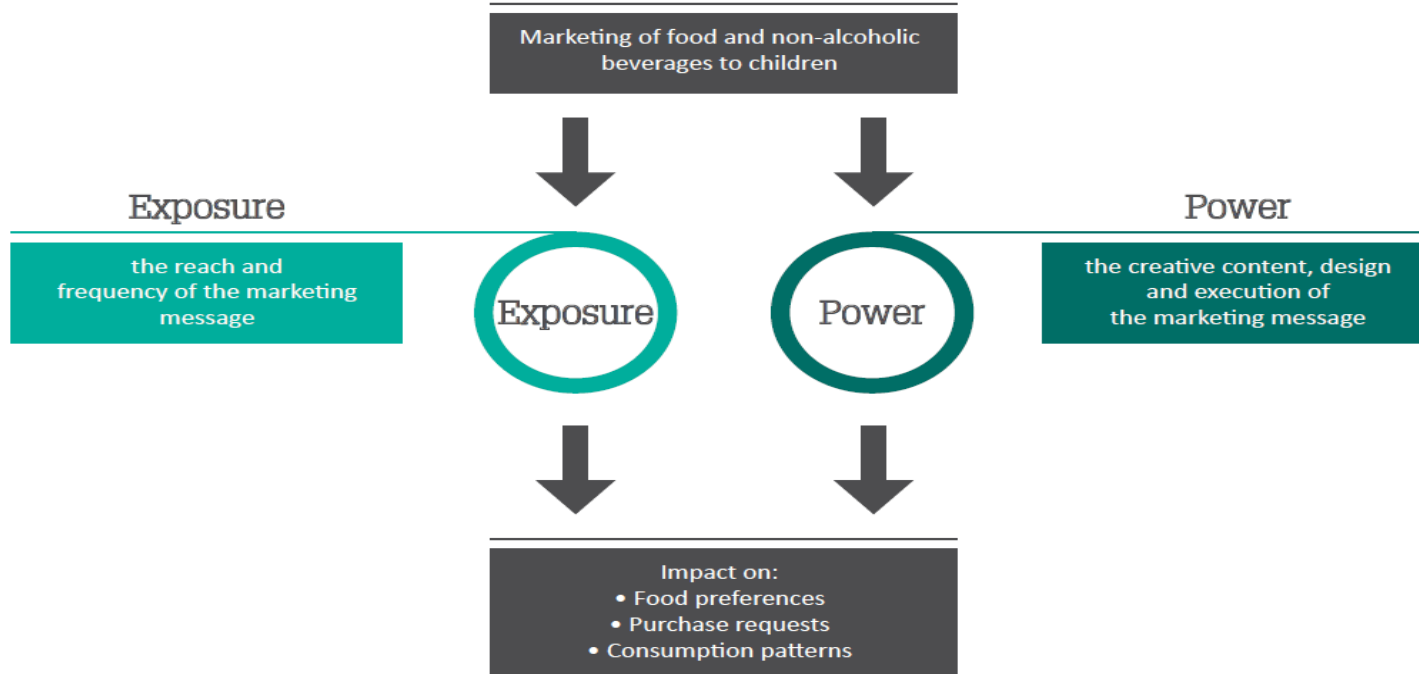
# What is marketing ?



"Marketing" refers to any form of **commercial communication** or message that is designed to, or has the effect of, increasing the **recognition, appeal and/or consumption** of particular products and services. It comprises anything that acts to **advertise** or otherwise **promote a product or service**.



# How does marketing work ?

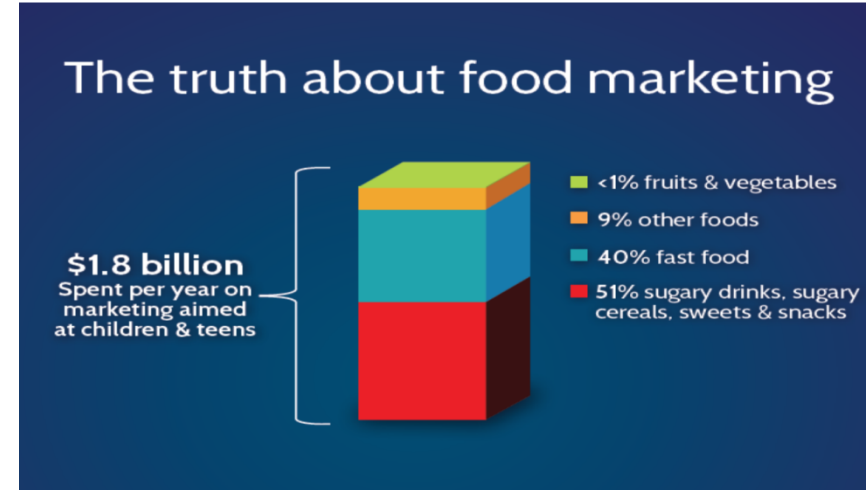


# Is Food Marketing Responsible?

- The IOM analyzes the results of 123 published, peer-reviewed studies addressing links between food marketing and children's preferences, requests, consumption, and adiposity. Evidence supports the links.
  - Marketing **strongly influences** children's food preferences, requests, and consumption.
  - Food promotions have a direct effect on children's nutrition knowledge, preferences, purchase behaviour, consumption patterns and diet-related health.
- Current marketing practice predominantly promotes **low nutrition foods and beverages**.

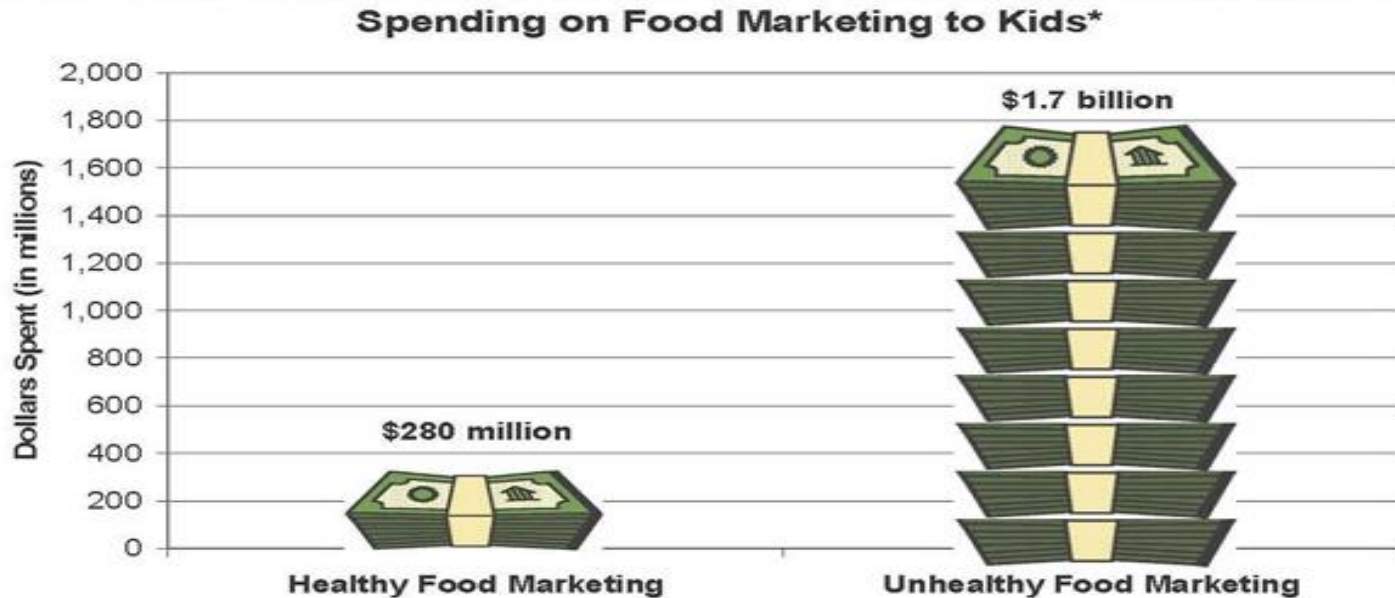
# Food Marketing to children

- Advertising targeted at caregivers, children and adolescents is dominated by unhealthy food and non-alcoholic beverage products - widely **available** and **increasingly affordable**.
- **Persuasive** marketing techniques are frequently used
  - to advertise non-core foods to children,
  - to promote children's brand recognition and preference for advertised products.
  - Marketing that targets children and adolescents is **POWERFUL** and **effective**.



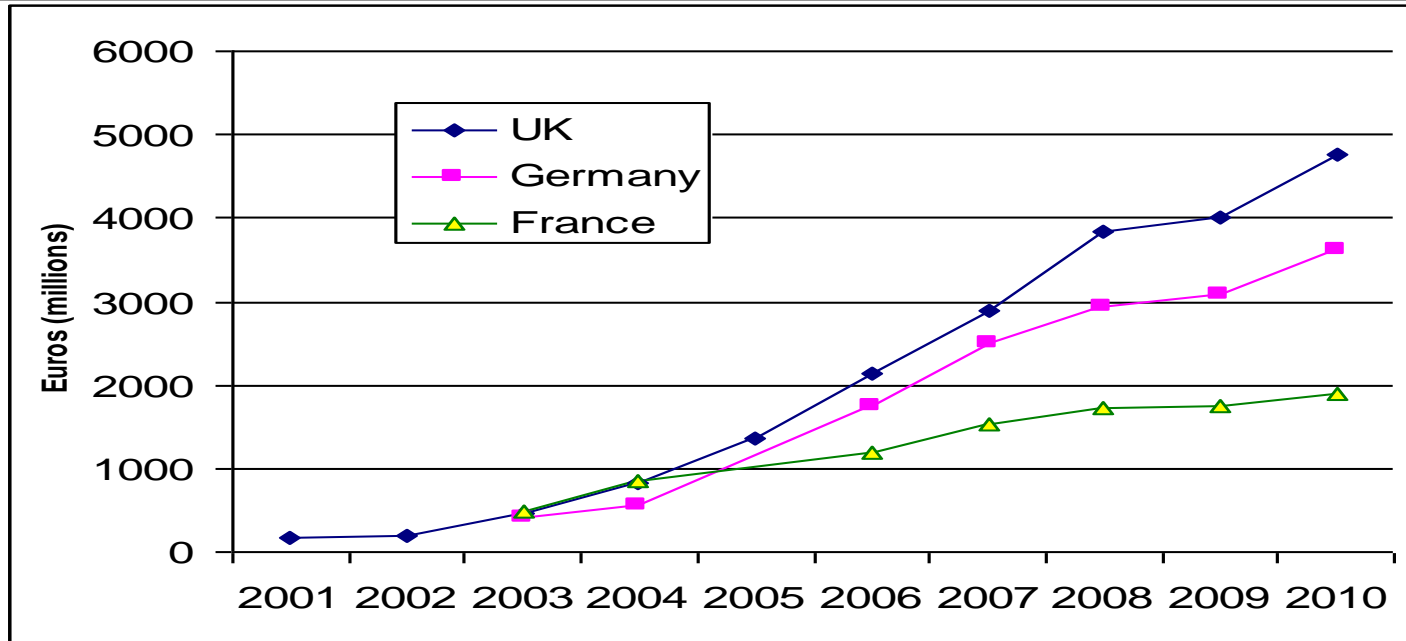
<http://www.obesityaction.org>

# Spending on Food Marketing to Children (Federal Trade Commission, USA)



\*Federal Trade Commission (FTC). *Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-regulation*. Washington, D.C.: FTC, 2008.  
Powell L, Schembeck R, Szczypka G, Chaloupka F, Braunschweig C. "Trends in the Nutritional Content of TV Food Advertisements Seen by Children in the US: Analyses by Age, Food Categories and Companies." *Archives of Pediatric and Adolescent Medicine*, Published online August 2011. doi:10.1001/archpediatrics.2011.131.

# Online advertising expenditure in three leading markets





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# WHO GUIDANCE AND SUPPORTED INITIATIVES

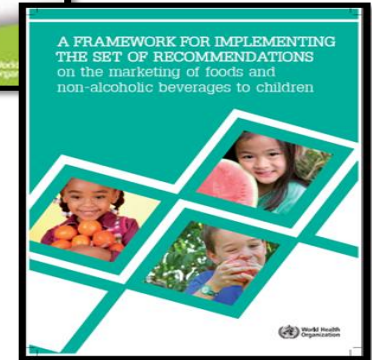
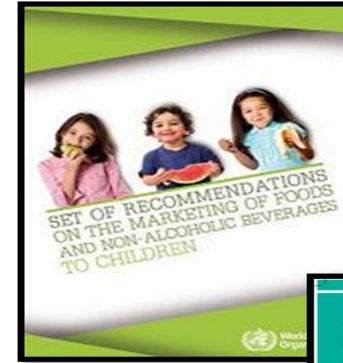
# WHO Guidance

- International Code of Marketing Breastmilk Substitutes
- WHO Guidance on inappropriate promotion of foods for infants and young children.
- WHO Set of Recommendations on Marketing of food and non-alcoholic beverages to children.
- **Resolution WPR/RC68.R3: Protecting children from the harmful impact of food marketing**



# Recommendations

- The recommendations were developed with substantial input from Member States and other stakeholders and endorsed by the 63rd WHA in May 2010.
- To guide efforts by Member States in designing new and/or strengthening existing policies on food marketing communications to children in order to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.



## Agenda Setting

- Resolution WHA63.14 of the Sixty-third World Health Assembly: Marketing of food and non-alcoholic beverages to children



## Policy Development

- Needs assessment and prioritization
- Mapping of current regulatory instruments and policies
- Mapping of current marketing environment
- Building consensus across government of the need for action
  - Determining policy approach
- Defining terms and scope of policy



## Policy Revision

- Re-assess policy based on evaluation and research
- Implement feedback on policy with corrective measures



## Policy Implementation

- Define roles of stakeholders and assigning tasks
- Coordinate with applicable sectors
- Develop enforcement mechanisms
- Raise public awareness of policy



## Policy Monitoring and Evaluation

- Set up transparent and independent framework for monitoring and evaluation
- Define measurable indicators on process, outputs and outcomes
  - Establish base level for indicators
- Evaluate policy implementation process
  - Research policy impact



# Policy Specifications

- Setting where children gathering
- School marketing:
  - use of vending machines.
  - branding of school catering menus, school signs.
  - donation of branded school or gym equipment,
  - sponsorship of school events or fairs.
  - sponsorship of school vehicles.
- Children’s programmes” & “programmes watched by children
- Which foods to include or exclude.



# Policy implementation

- Defining the roles of stakeholders (government led)
- The different policy implementation options:
  - Statutory regulation (compliance is a legal requirement).
  - Government-led vs self-regulation.
- Effective enforcement.

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# **COUNTRY'S EXPERIENCE IN REGULATING FOOD MARKETING TO CHILDREN**

# Policy on Marketing in the Western Pacific

	Number of countries
Policies to reduce the impact on children of food marketing.	15 of 36 (42%)
Status of implementation	(N=15)
Enforced	3 (8%)
Voluntary	11 (73%)
Don't know	1 (7%)
Targeted to	
Schools	13 (87%)
Broadcast media (TV/Radio)	10 (67%)
Print-based media	9 (60%)
Web-based social media	5 (33%)
Sporting events	5 (33%)



# Republic of Korea

- In 2008, Republic of Korea passed a law forbidding the airing of junk food ads on TV between 5 p.m. and 7 p.m., the prime viewing hours for children.
- Evaluation (Kim et al 2013): The total advertising budget and number of ad placements decreased for Energy Dense and Nutrient Poor (ENDP) food products fell 57% across all hours and 82% in restricted hours.



# United Kingdom

- In 2006, the U.K. passed a legislation where restrictions were put on television advertisements for products containing high amounts of salt, fat, or sugar targeting consumers younger than 16.
- Evaluation suggested the impact of the marketing restrictions have been significant.
  - By 2009, children were exposed to 37% fewer advertisements promoting products high in fats, sugars or salt compared to 2005.
  - Annual expenditure for child-themed food and drink advertisements across all media decreased by 41%, from £103 million in 2003 to £61 million by 2007.



# Chile: Impact of the Law

Before the law



Imagenes Technipack.com/Upload/1692  
en www.cispa.es



After the law



# Summary

- The rapid economic growth in Western Pacific Region in the past few decades has contributed to the increase in childhood obesity prevalence.
- Food marketing is an important factor contributing to rising levels of obesity. However food marketing regulatory is limited.
- Multi-level restriction of food marketing (school, TV's ads) show promising/positive results with the potential to be refined and improved supportive environments..

# Summary

- Government leadership is a key factor for the successful implementation of control of food marketing.
- Targeting children and applying a comprehensive multisectoral approach may increase the effectiveness and sustainability of childhood obesity prevention programmes.

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# THANK YOU