



# **Marketing foods and beverages to children in Europe**

## **Implementation of statutory and self-regulatory codes**

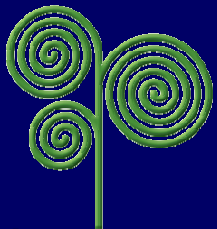
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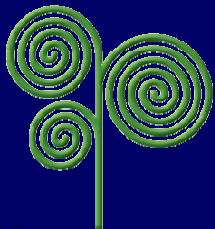
**WHO Regional Office for Europe**

**Noncommunicable Diseases and Health Promotion Division**



# Outline

- Childhood obesity in Europe
- Commitments Charter and Action Plan, Global Strategy NCD
  - European Action Network Reducing MKT to children
  - Recommendations WHO – reducing the impact on children of MKT of FHSFSS
- Obesity Policy Survey 2007
- WHO/EC Monitoring Project

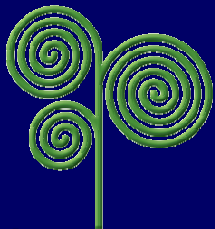




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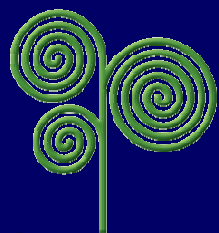
## Surveillance system integration or new First round school year 2007/2008

- New data collection
  - Bulgaria
  - Ireland
  - Latvia
  - Lithuania
  - Norway
  - Portugal
  - Sweden
- Integration with existing systems
  - Belgium
  - Cyprus
  - Czech Republic
  - Italy
  - Malta
  - Slovenia

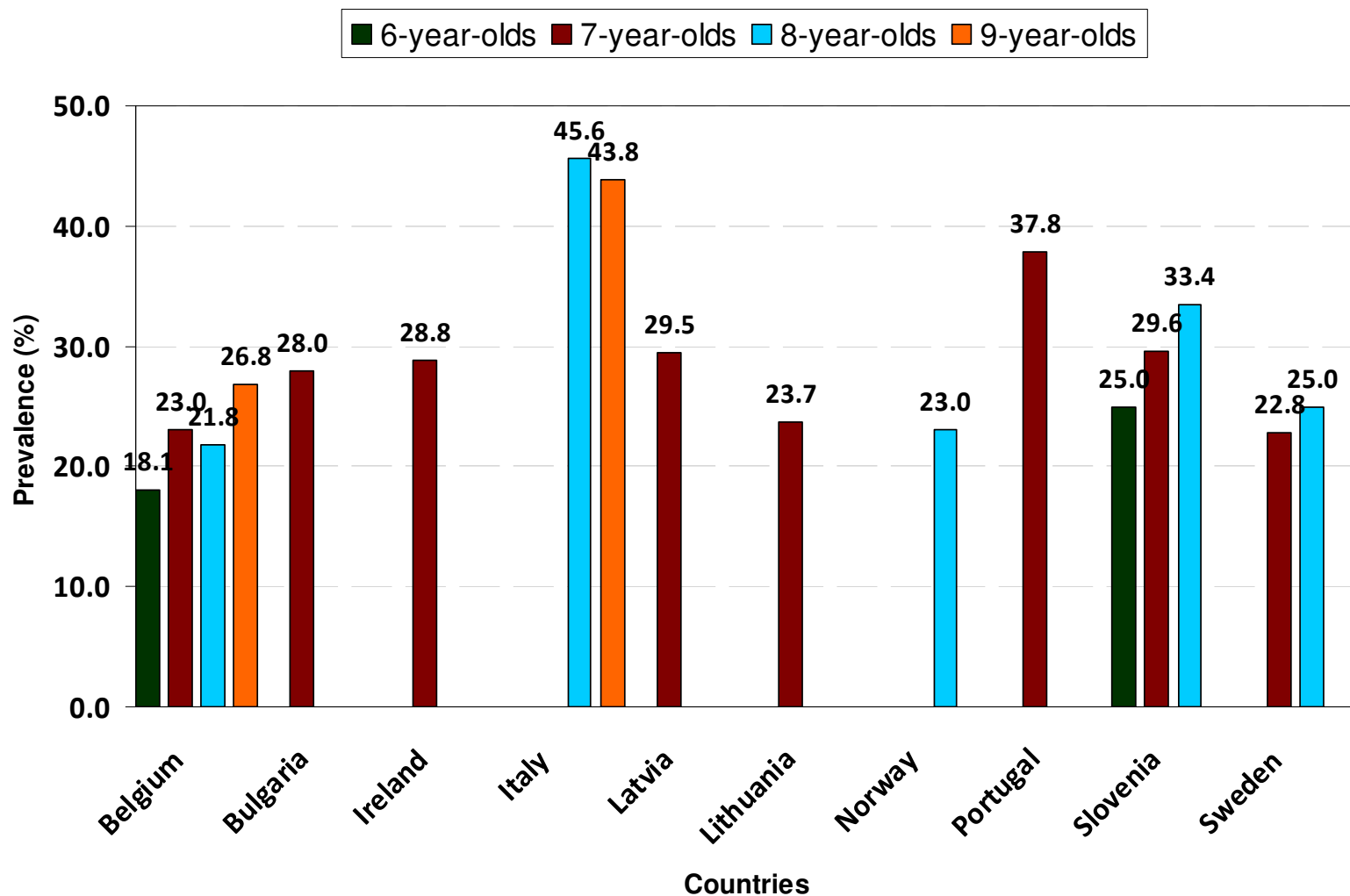


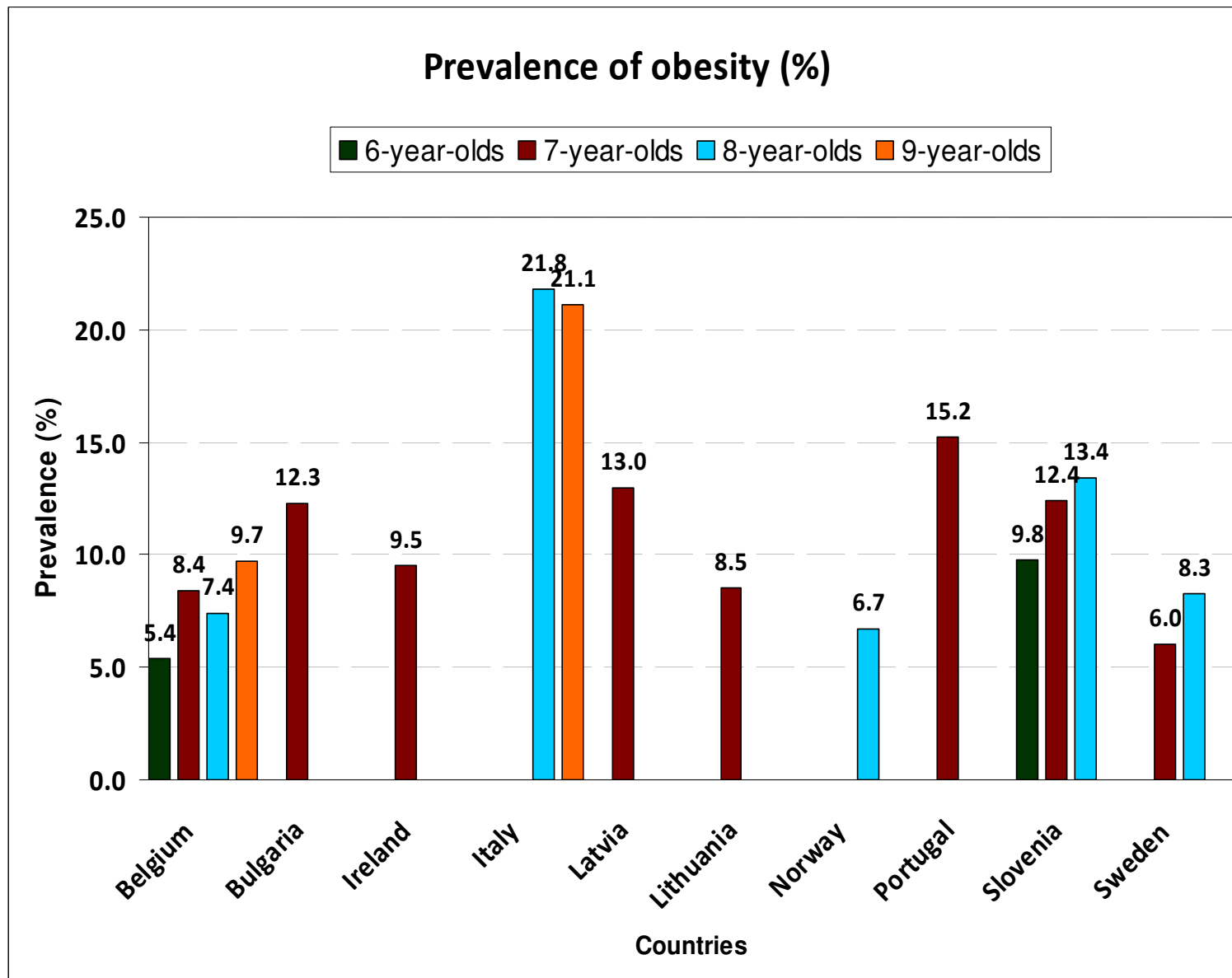
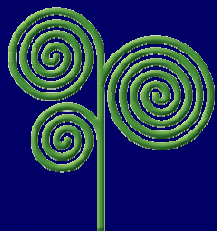


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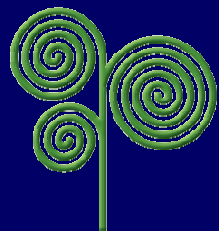
## Prevalence of overweight (incl. obesity) (%)



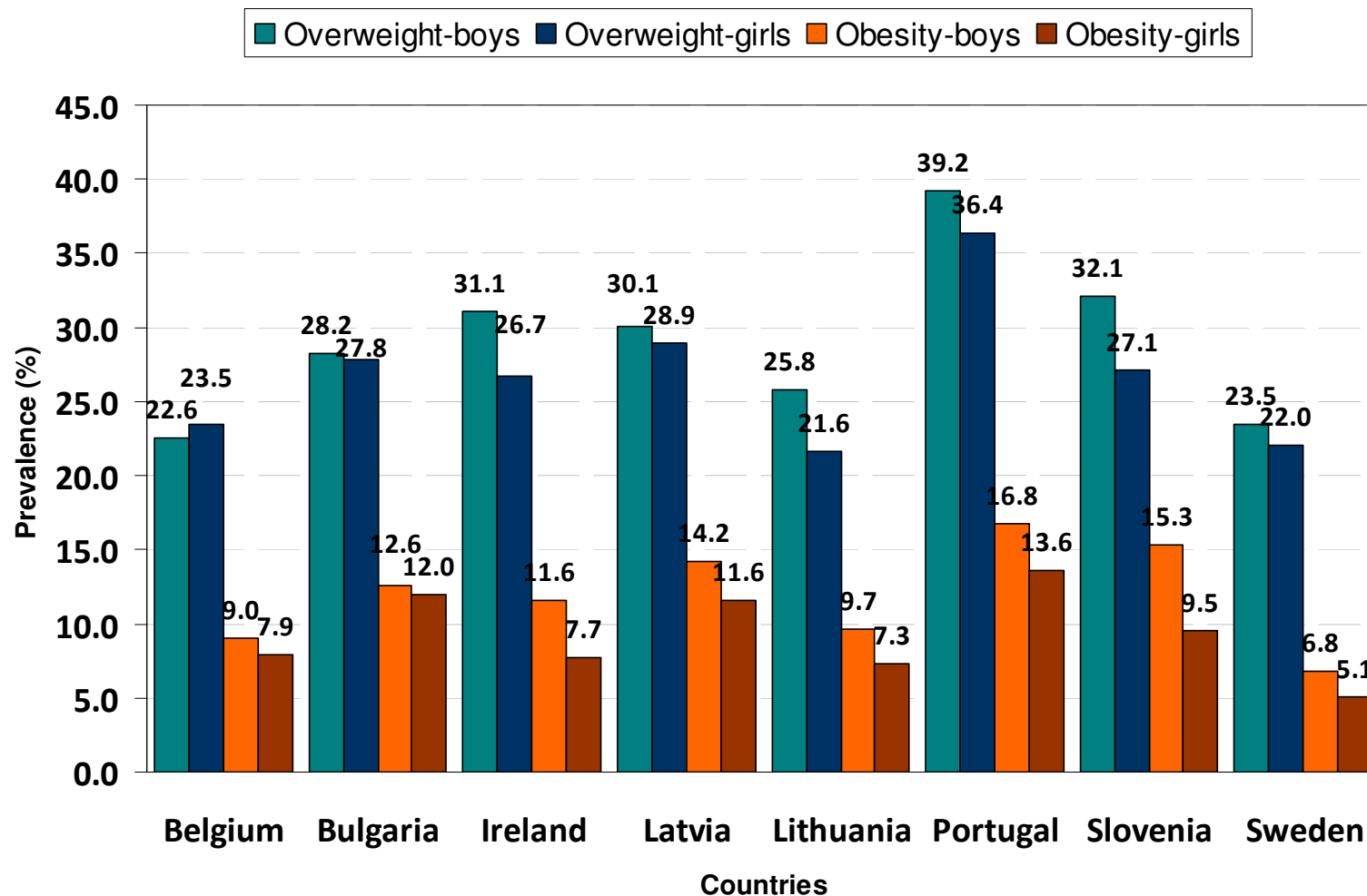




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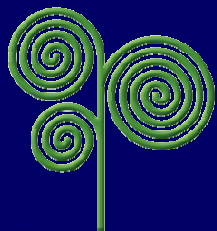


## Prevalence of overweight and obesity in 7-year-olds (%)

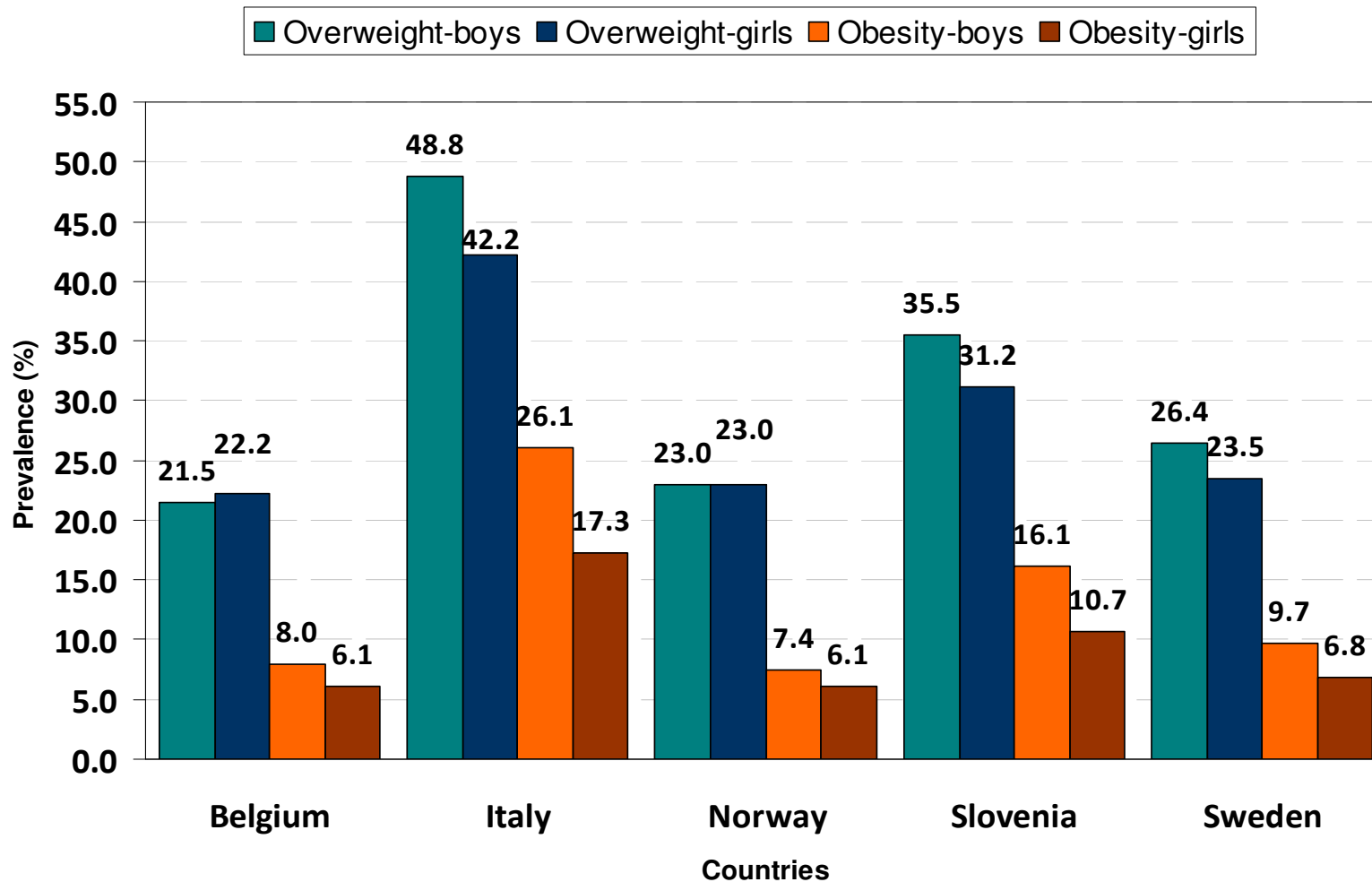




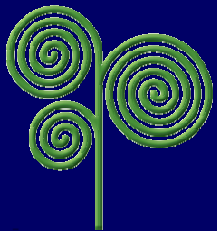
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## Prevalence of overweight and obesity in 8-year-olds (%)



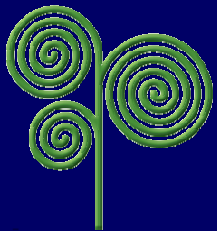
- Implementation of a standardized system is possible provided there is governmental commitment
- Overweight and obesity more prevalent among boys than among girls
- Overweight: 18%-49%
- Obesity: 5%-26%
- Wide range: policy measures, measurement error, bias, sampling design?





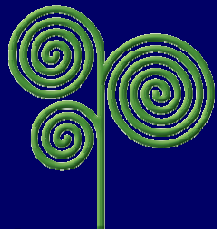


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# WHO policy background

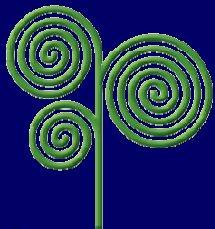
- **Marketing of foods and non-alcoholic beverages to children** is a major issue in the WHO European Region.
- Some countries have introduced **statutory regulations** that ban advertising and other countries have implemented non-statutory guidelines and self-regulation that impose some limitations.
- **Policy tools** range from legislation to public-private partnerships, with particular importance attached to regulatory measures.
- Specific **regulatory measures** could be: the adoption of regulations to substantially reduce the extent and impact of commercial promotion of energy-dense foods and beverages, particularly to children.....
- A **package** of essential preventive actions should be promoted as key measures; countries may further prioritize interventions from this package, depending on their national circumstances and the level of policy development.



- Global Strategy on diet, physical activity and health (May 2004);
- WHA Resolution on the Prevention and Control of Non-communicable Diseases,
- In November 2006, the WHO European Member States approved the European Charter on Counteracting Obesity which lists guiding principles to guide action in the WHO European Region.
- WHO European Action Plan for Food and Nutrition Policy 2007-2012, action area 3 focuses on marketing to children by asking for comprehensive information and education to consumers set of recommendations on the marketing of foods and non-alcoholic beverages to children....
- **European Member States Action Network on reducing marketing pressure on children**
- **Set of Recommendations**

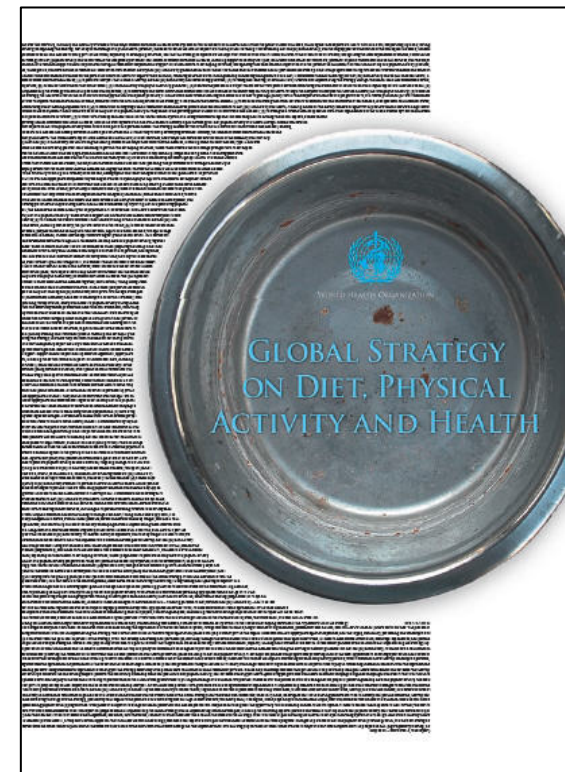
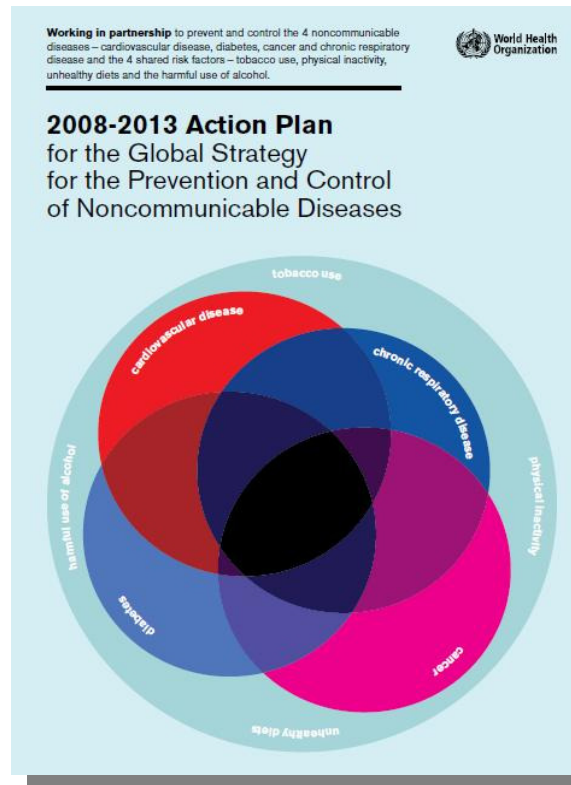


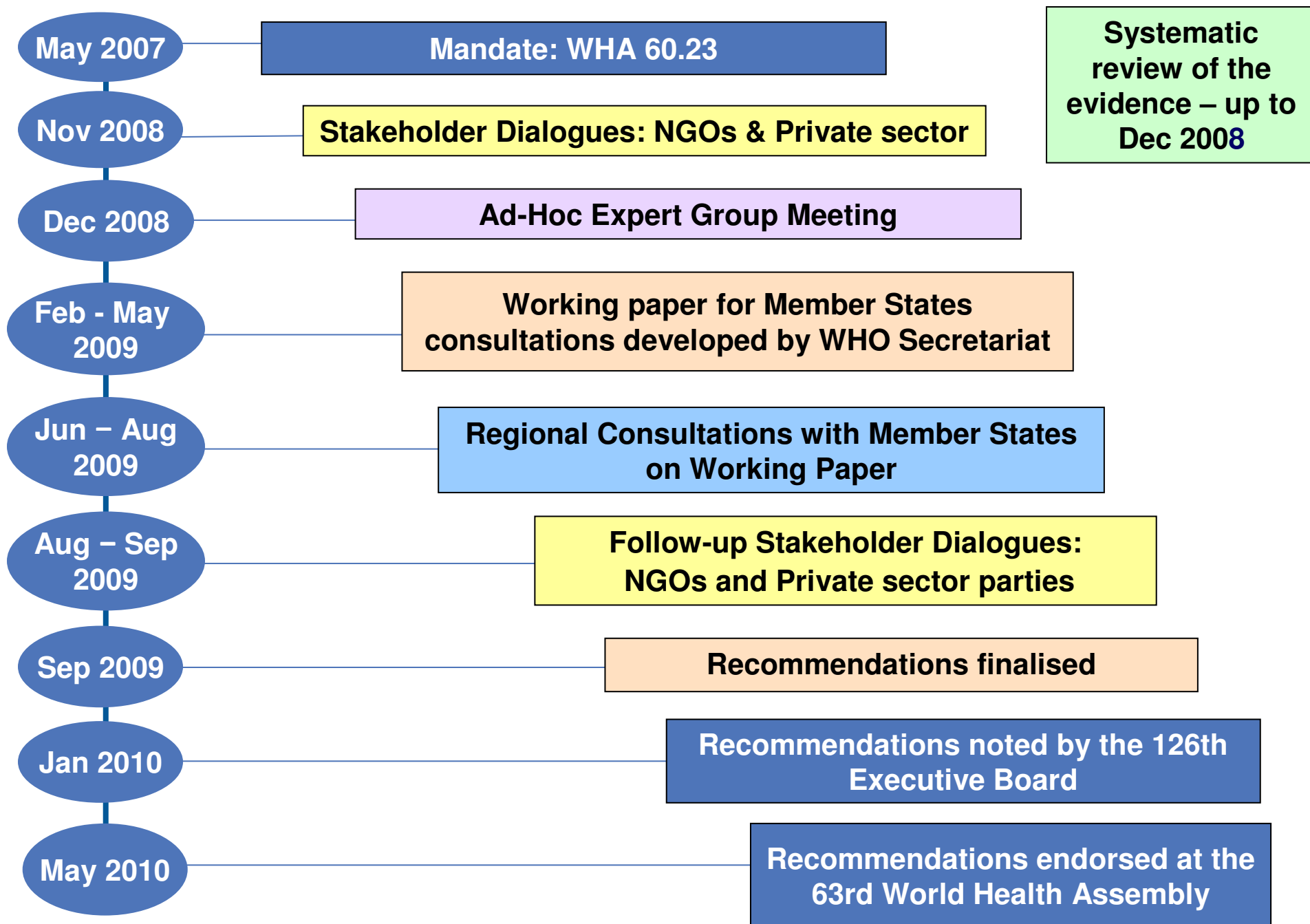
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# Development of a set of recommendations - mandate

- Resolution WHA 60.23 (2007) requested the WHO Director-General to develop a set of recommendations
- NCD Action Plan 2008-2013 (2008)
- Global Strategy on Diet, Physical Activity and Health (2004)







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## The Set of Recommendations

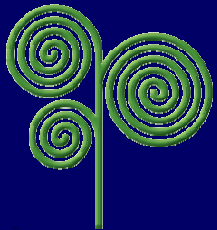
- 12 recommendations structured into five sections:
- Rationale
  - Policy development
  - Policy implementation
  - Monitoring and evaluation
  - Research
- Main purpose: "to guide efforts by Member States in designing new and/or strengthening existing policies on food marketing communications to children in order to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt."

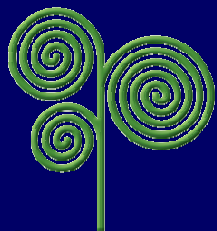


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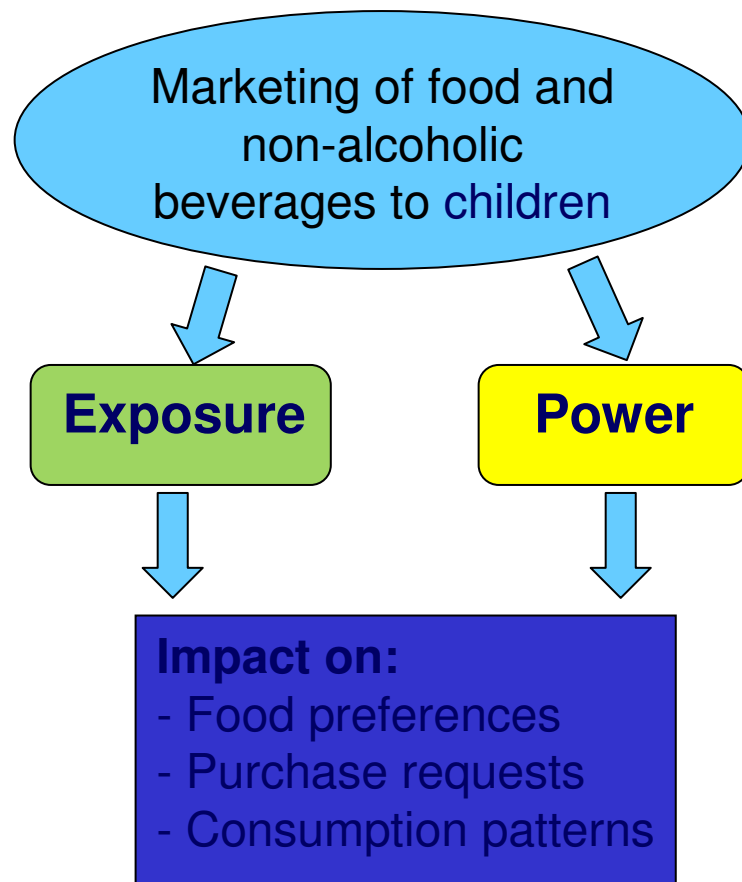
## RECOMMENDATION 1: Policy aim

- The policy aim should be to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.





# Effectiveness = "Exposure" + "Power"



**Exposure** =  
the reach, frequency and  
media impact of the  
marketing message

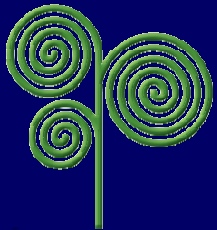
**Power** =  
the creative content,  
design and execution of  
the marketing message



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## RECOMMENDATION 2: Overall policy objective

- Given that the effectiveness of marketing is a function of exposure and power, the overall policy objective should be to reduce both the exposure of children to, and power of, marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.



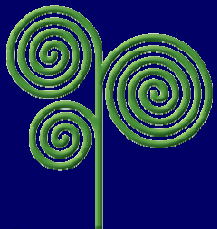




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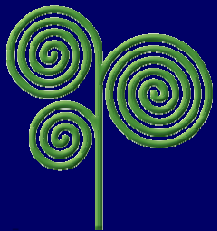
## RECOMMENDATION 3: Policy development

- To achieve the policy aim and objective, Member States should consider different approaches, i.e. stepwise and comprehensive, to reduce marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt, to children.
- Comprehensive approach
- Stepwise approach





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## RECOMMENDATION 4:

### Definitions

- Governments should set clear definitions for the key components of the policy, thereby allowing for a standard implementation process. The setting of clear definitions would facilitate uniform implementation, irrespective of the implementing body.
- Policy components that need definitions include
  - Age
  - Communication channels
  - Settings and techniques to be covered
  - What constitutes “marketing to children”
  - What foods should be covered



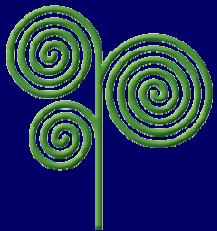
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## RECOMMENDATION 5: Schools and other settings

- Settings where children gather should be free from all forms of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

Such settings include, but are not limited to

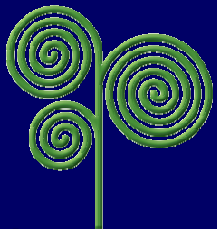
- nurseries
- schools
- school grounds and pre-school centres
- playgrounds
- family and child clinics and paediatric services and
- during any sporting and cultural activities that are held on these premises.



## RECOMMENDATION 6:

### Stakeholders

- Governments should be the key stakeholders in the development of policy and provide leadership, through a multi-stakeholder platform, for implementation, monitoring and evaluation.  
In setting the national policy framework, governments may choose to allocate defined roles to other stakeholders, while protecting the public interest and avoiding conflict of interest.



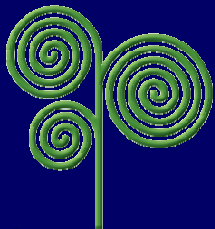


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## RECOMMENDATIONS 7, 8, 9:

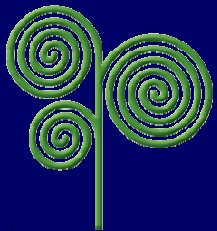
### Policy implementation

- REC 7: Member States should identify the most effective approach to implement the defined policy
  - Statutory regulation
  - Industry-led self-regulation (indep of Gov regulation of or mandated by Gov)
  - Co-regulatory mechanisms (Gov mandate or not linked)
  - Government guidelines
- REC 8: Member States should cooperate to reduce the impact of cross-border marketing
- REC 9: The policy framework should specify enforcement mechanisms





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## **RECOMMENDATIONS 10, 11, 12**

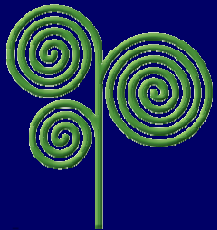
### **Monitoring, Evaluation & Research**

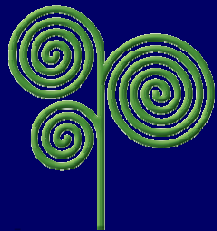
- REC 10: All policy frameworks should include a monitoring system to ensure compliance with the objectives set out in the national policy, using clearly defined indicators.
- REC 11: The policy frameworks should also include a system to evaluate the impact and effectiveness of the policy on the overall aim, using clearly defined indicators.
- REC 12: Member States are encouraged to
  - identify existing information on the extent, nature and effects of food marketing to children in their country
  - support research in this area, especially on implementation and evaluation of policies



## Next steps for WHO

1. To provide technical support to Member States, on request
2. To support regional networks in order to strengthen international cooperation
3. To cooperate with civil society and with public and private stakeholders in implementing the recommendations
4. To strengthen international cooperation with other intergovernmental organizations and bodies in promoting Member States implementation
5. To monitor policies on marketing of foods to children
6. To report on implementation of the recommendations to the Sixty-fifth World Health Assembly (2012)





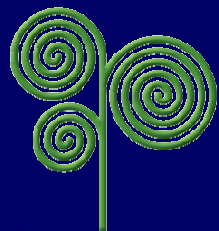
## What the industry can do:

- Adhere to marketing practices that are consistent with the policy aim and objective set out in these recommendations
- Implement the same marketing practices globally in order to ensure equity for children everywhere
- To reduce the impact of cross-border marketing
  - "In-flowing" (respect national efforts)
  - "Out-flowing" (follow the same practices abroad)





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# European Charter on Counteracting Obesity



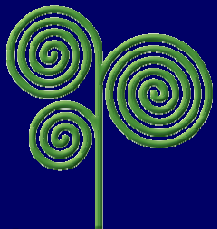


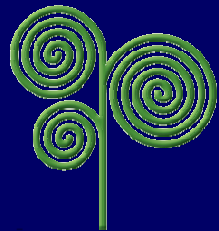
# WHO European Ministerial Conference on Counteracting Obesity

*Diet and physical activity for health*

**Istanbul, Turkey, 15-17 November 2006**

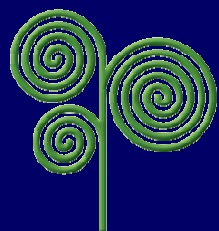
- *The private sector should play an important role and have responsibility.....;*
- *The media have an important responsibility to provide information and education.....*





## Policy context

- November 2006: Member States approved the European Charter on Counteracting Obesity which lists guiding principles to action in the WHO European Region:
  - Charter aims to stimulate and influence national policies, regulatory action including legislation and action plans.
  - Charter establishes the need to perform “regular evaluation and review of policies and actions” and provide “three-year progress reports” at the WHO European level.



План действий  
в области  
пищевых продуктов  
и питания для  
Европейского  
региона ВОЗ  
на 2007–2012 гг.



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# Challenges and action areas

## HEALTH CHALLENGES

Diet related  
noncommunicable  
diseases

Obesity in children  
and adolescents

Micronutrient  
deficiencies

Foodborne diseases

## ACTION AREAS

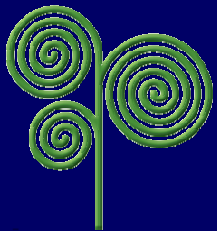
1. Supporting a healthy start
2. Ensuring safe, healthy and sustainable food supply
3. Providing comprehensive information and education to consumers
4. Implementing integrated actions
5. Strengthening nutrition and food safety in the health sector
6. Monitoring and evaluation



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## Guiding principles

- 2.3.6 Policy measures should be coordinated in the different parts of the Region, in particular to avoid shifting the market pressure for energy-dense food and beverages to countries with less regulated environments.
- WHO can play a role in facilitating and supporting intergovernmental coordination.

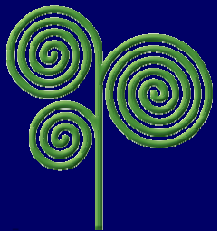




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## Guiding principles

- 2.3.7 Special attention needs to be focused on **vulnerable groups** such as children and adolescents, whose inexperience or credulity should not be exploited by commercial activities.

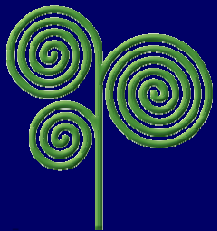




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## Policy context

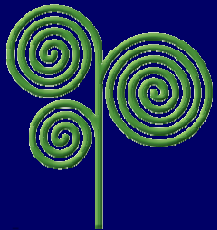
- September 2007: The Second European action plan for Food and Nutrition Policies 2007-2012 translated the principles and framework provided by the Charter into specific action packages and monitoring mechanisms:
  - Action Area 3: Providing comprehensive information and education to consumers
    - “...ensure adequate control of the marketing of foods and beverages to children and establish independent monitoring and enforcement mechanisms”.





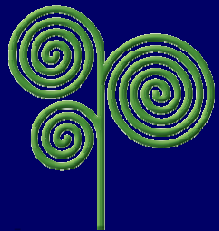
# EU policy background

- EU Audio Visual Media Directive
- EU Regulation on Nutrition and Health Claims
- EU White Paper: A Strategy for Europe on nutrition, overweight and obesity related health issues
- EU Platform on Diet, Physical Activity and Health





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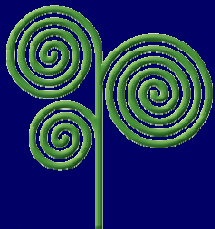


## WHO developments

- Implementation of statutory and self regulatory codes in the area of marketing foods and beverages to children in the European Member States:
  - Report in progress – finalization expected based on the final results of the WHO/DG SANCO project on monitoring progress on improving nutrition & PA and Obesity prevention in the EU

## Regulations on marketing of unhealthy foods and non-alcoholic beverages to children - 2007

- 11 countries reported to undertake action in this area
  - 8 countries indicated full implementation/enforcement
  - 3 have a clearly stated programme or policy, which is partly enforced/implemented
- 11 countries did not have a policy/programme
- 9 countries planning to develop a policy/programme within 2 years

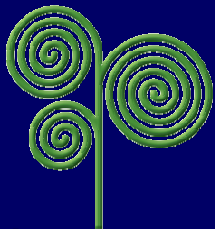




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## Marketing of foods and non-alcoholic beverages to children - 2010

- Self-regulation mechanisms - codes of conduct
  - 10 countries indicated implementation
- Statutory regulation
  - 2 countries
- Self-regulation + statutory
  - 7 countries
- No clear action yet...
  - 8 Countries

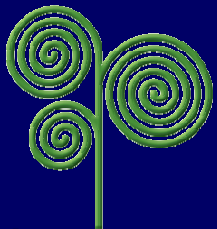




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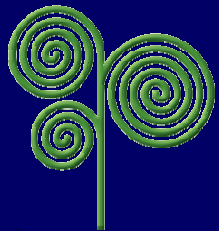
## State of play (cont.)

- Dealing with complaints body – 2
- Age targets – 5
- Restrictions where children gather – 7
- Warnings – 1
- Copy advice – 1
- Use of nutritional profiling – 1
- Report on complaints – 0
- Bodies dealing complaints composition – 0
- Impact of the codes (compulsory reports) – 0





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## Inter-Country Work

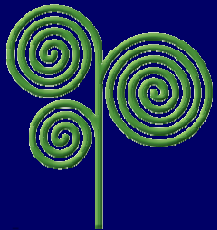
- Action Networks:
  - WHO European Childhood Obesity Surveillance Initiative - PT;
  - NFSI – Nutrition Friendly Schools Initiative – School Fruit Scheme - NL;
  - Salt Action Network – UK;
  - MKT Network – Norway;
  - Hospital Nutrition
  - **Obesity and inequalities**



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## We need more evidence?!!

- Regulation initiatives: self-regulation initiatives;
- Economic benefits reducing adv. FHFSS;
- Parents – inequalities;
- Effect on obese children;
- Adv to children higher than to adults;
- Logos;
- New tools & techniques for MKT to children.

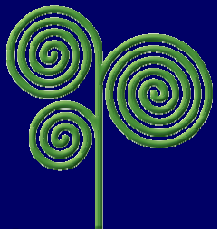




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## Vision for nutrition & PA

- Strengthening relation with European Partners  
Streamline the need to address the social gradient and reduce health inequalities related with PA, Nutrition & Obesity;
- Responsiveness to Member States needs in the field of Nutrition, PA and Obesity – ex: evaluation of National Plans







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**THANK YOU FOR YOUR  
ATTENTION!**

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