

Marketing Food to Children: Challenges and Opportunities

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Public Polling

There should be a
ban on marketing of
food to children

- Yes
- Or
- No



A few details to consider...

- What about free speech? We are not a nanny state!
- Marketing (not advertising) is a broad concept, ‘product, place, price, promotion’
- Food – All, All with exceptions, or “unhealthy”?
- Children - under the age of 12, 13 or 16 yrs?

Today we will explore:

- Does marketing food to children undermine our health promotion efforts?
- What is the evidence to support or challenge current food marketing practices in Canada?
- Can food marketing be used to promote healthy eating to children and youth?

Why is DC concerned about marketing of food & beverages to children?

- Dietitians of Canada promotes & supports the healthy growth & development of children
- We are committed to support and advance **ethical, evidence-based best practice** in dietetics

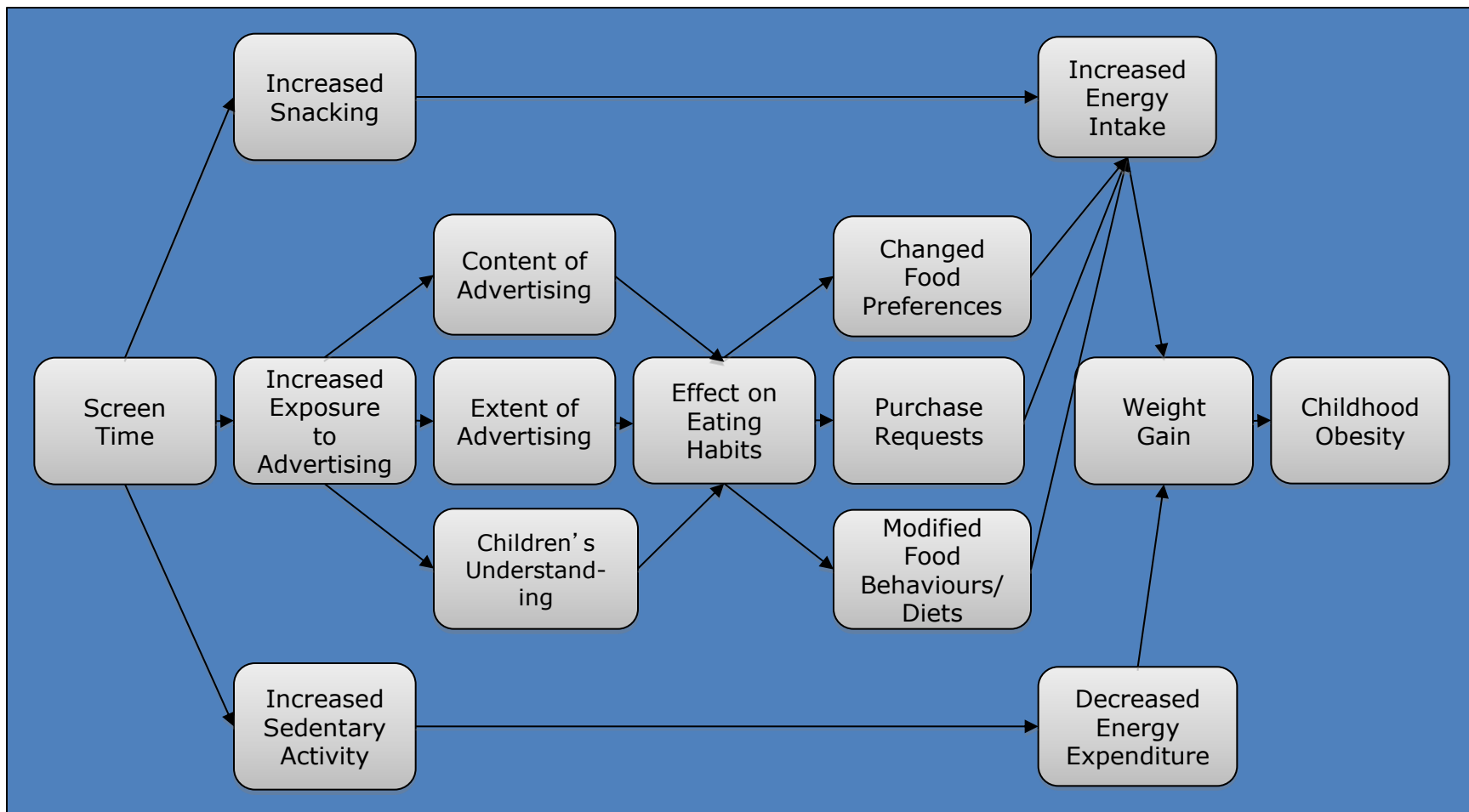


Concerns related to children's health

- Controlling screen time and encouraging physical activity
- Balancing food choices
- Ensuring healthy growth & development
- Ensuring healthy weights, especially when there is a high risk for disease



Potential association between screen time & childhood obesity



What to do?Options

What options are there to mitigate the impact of food marketing on children?

1.

The
Parent's
Role

2.

Media
Literacy

3.

Voluntary
Regulation

4.

Gov't
Regulation

Position of DC (2010)

There is enough evidence to support the need for an integrated, multi-sectoral approach to reduce the negative effect of advertising "unhealthy" food and beverages on children.

We recommend that:

- Voluntarily self-regulation may not be enough
- Science-based standards for 'healthy' and 'less healthy' foods and beverages should be established.
- Restrictions should apply to all advertising [marketing] in all settings where children normally gather.
- Ads for 'healthy' foods and beverages should be encouraged.

Mounting Evidence & Support: International, National, Provincial

- **Quebec** advertising to children ban (1980)
- **Chronic Disease Prevention Alliance** position (2008)
- **WHO** recommendation's (2010)
- **BCHLA** position statement (2011)
- **Quebec's Weight Coalition** reviews (2011, 2012)
- **Alberta Policy Coalition for Chronic Disease Prevention** brief (2012)
- **Canadian Hypertension Advisory Committee** position statement (2013)
- **Government of Ontario** commitment (2013)
- **Childhood Obesity Foundation** position statement (2013)

Next Steps

- DC position ~~paper~~ needs updating
- We are stronger together - in collaboration with provincial and national partners:
 - Examine current evidence, fill in the gaps with expert advice
 - Build consensus and shape public opinion
 - Advocate for action!