

StanMark project update: The changing scene in Europe

Gaps and weaknesses in marketing policies

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EU Pledge

2012 enhancements

	2008	2012
Nutrition Criteria	Each company decides products 'which fulfill specific nutrition criteria'	NOW <i>New common nutrient profiling system from end of 2014.</i>
Media covered	Internet 'third party' advertising (paid-for ads)	NOW <i>Company-owned websites – will 'cover online marketing comprehensively</i>
Audience definition	TV with 50% audience children under age 12	NOW <i>35% audience under age 12.</i>
Members	11 Founding members (2/3 market coverage)	NOW 19 members (80% market coverage)

1. Nutrition criteria

	2008	2012
Nutrition Criteria	Each company decides products 'which fulfill specific nutrition criteria'	NOW <i>New common nutrient profiling system from end of 2014.</i>

PEDIATRIC OBESITY
ORIGINAL RESEARCH

doi:10.1111/j.2047-6310.2013.00167.x

Comparison of nutrient profiling schemes for restricting the marketing of food and drink to children

H. Brinsden and T. Lobstein
International Association for the Study of Obesity, London, UK

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What is already known about this subject

- Many companies have signed voluntary agreements to restrict the marketing of foods high in fat, sugar and salt directly to children.
- Several nutrient profiling schemes have been proposed for restricting products which can be advertised to children.

What this study adds

- Provides evidence that industry-led nutrient profiling schemes are less effective in restricting the advertising of energy-dense foods compared to government-led models.
- Provides evidence that industry-led nutrient profiling schemes particularly favour the continued advertising of foods high in sugar.

ORIGINAL RESEARCH

Objectives & methods

- Objective: To compare industry- led nutrient profiling models with government-led models with a specific focus on sugar
- Included models: EU Pledge, CFBAI, OfCom, US Interworking group, Danish Forum
- Based on US products permitted prior to CFBAI model implementation

Findings

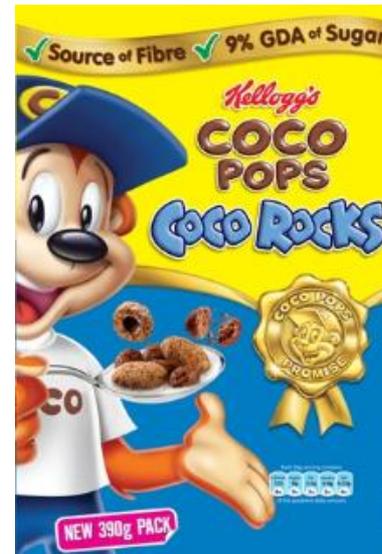
Just 5 products passed all!

% products permitted (n=178)				
Industry -led		Government -led		
CFBAI	EU	OfCom	Danish	US IWG
49%	41%	37%	7%	14%

	EU Pledge	UK Ofcom	DK Forum	US-IWG
Cookies = 21	8	0	0	0
Breakfast cereals = 26	6	4	2	6
Snacks (incl. ice lollies) = 31	17	4	0	0
78	31	8	2	6

Category 6c: Breakfast cereals



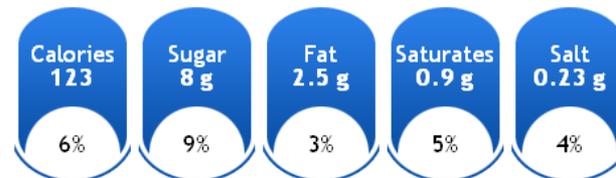


A 30g serving contains:



of an adult's **Guideline Daily Amount**

Each Serving Contains
1 Serving (30g)



Of The **Guideline Daily Amount**

EU	CFBAI	Ofcom	US IWG	Danish
y	y	n	n	n

Category 8: Edible ices



Ice creams – some pass

- < 110kcal portion
- < 0.3% salt
- < 5% sat. fats
- < 20% sugar





Nutritional Information



	100g	100ml	per
Energy (kcal)	120	100	85
Energy (kJ)	500	440	360
Protein (g)	0.8	0.7	0.6
Carbohydrates (g)	23	20	16
Of which sugars (g)	18	16	13
Fat (g)	2.5	2	2
Of which saturates (g)	2	2	1.5
Fibre (g)	<0.05	<0.05	<0.05
Sodium (g)	0.02	0.02	0.01

EU	CFBAI	Ofcom	US IWG	Danish
y	n	n	n	n

Category 2C: Potato chips and potato based snacks



Many of these products pass the criteria (per 100g)

< 170 kcal/portion

< 1.5g salt

< 10% sugar

< 10% Eat sat. fats

> 3% fibre or > 70%
Eat is unsat

To summarise...

- Government-led schemes appear to better protect children
- Governments need to follow the lead of UK, Denmark and Norway (coming soon...) to protect the public's interest
- Evidence that improvement possible for EU pledge
 - particularly for sugar and breakfast cereals

2. Media covered

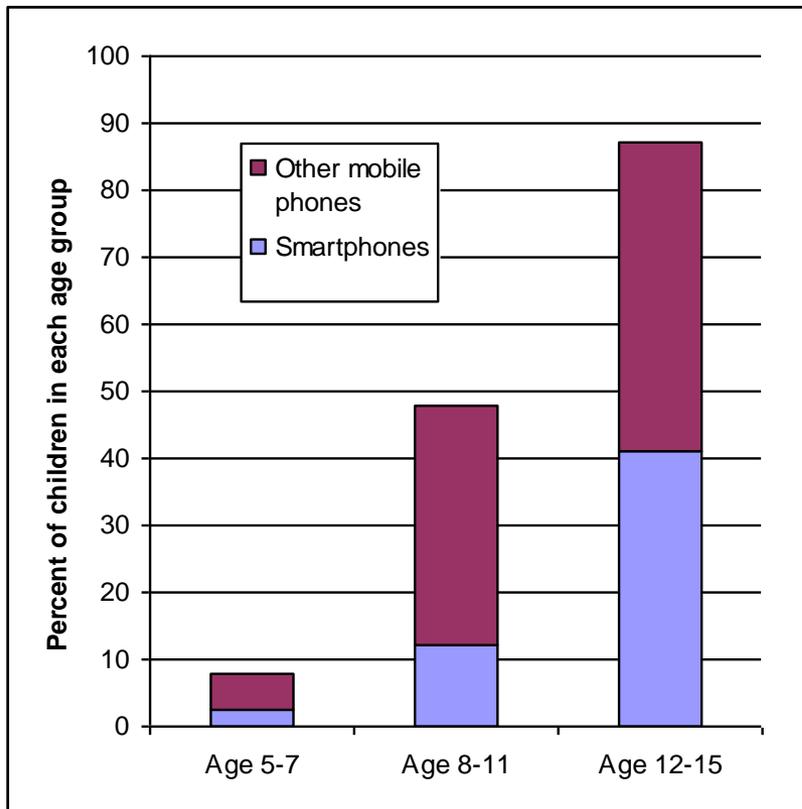
<p>Internet ‘third party’ advertising (paid-for ads)</p>	<p>NOW <i>Company-owned websites – will ‘cover online marketing comprehensively</i></p>
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There is a widening range of other media types

- Social Media: Twitter, Facebook, online games
- Technology: Smartphones, Apps, advergames
- Food environment: In store promotions, Restaurant menus

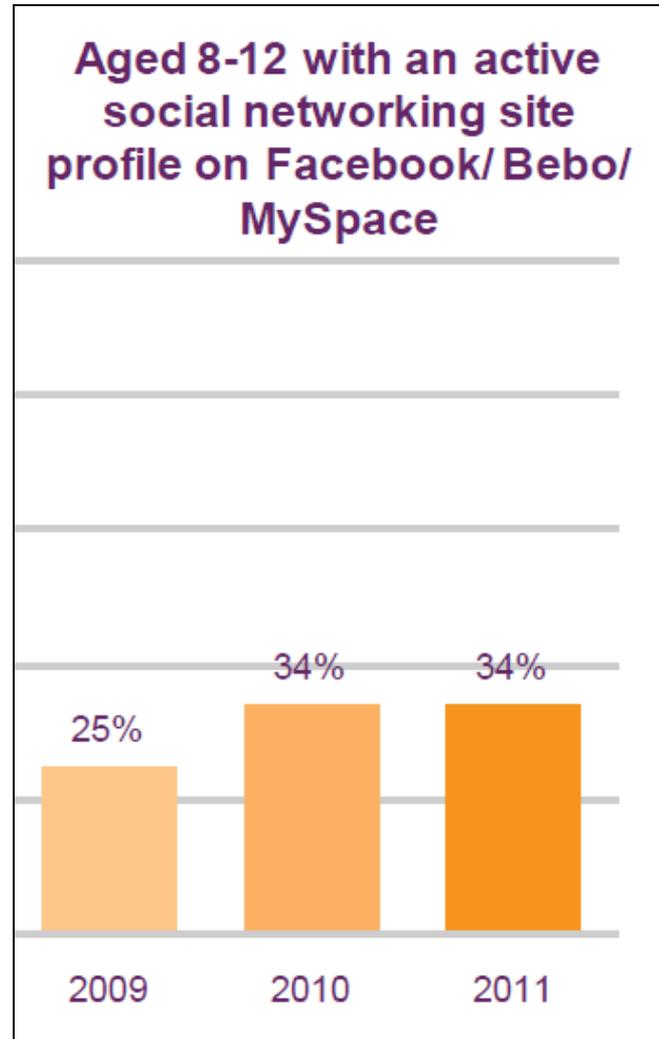
WHO recommended that policies be extended to included multiple media

- Half of 8-11yr olds own a mobile phone (nearly 90% 12-15yrs)
- One in ten owns a smartphone (40% 12-15yrs)



Percentage of children owning mobile phones by age group, UK, 2011

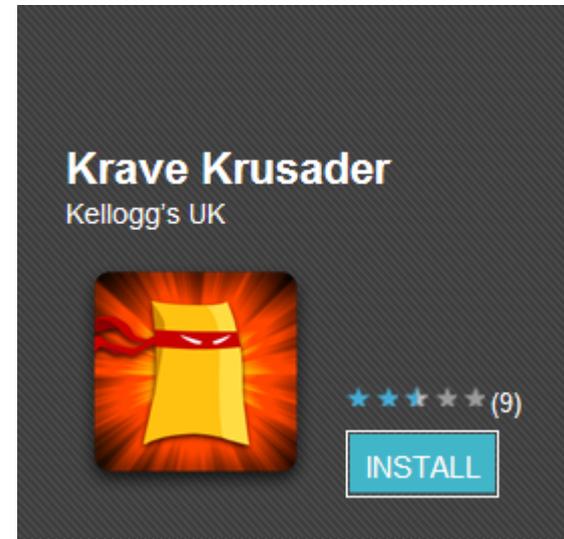
Underage use of social media sites



Advergaming



Kellogg's Krave Krusader on-pack character with tie-in online game, Facebook page, and download 'app' for smartphones





Restaurant menu

(Portugal 2012)

3. Audience Definition

2008	2012
TV with 50% audience children under age 12	NOW 35% audience under age 12.

Top 10 viewing figures UK

RANK	Title	Channel	Date	Start	End	Child viewers (000s)
1	BRITAIN'S GOT TALENT	ITV1	07/05/2011	20:00	20:59	827
2	THE X FACTOR	ITV1	03/12/2011	20:00	21:29	773
3	THE X FACTOR RESULTS	ITV1	11/12/2011	19:29	21:29	734
4	I'M A CELEBRITY - GET ME OUT OF HERE!	ITV1	03/12/2011	21:31	22:31	589
5	FILM: HARRY POTTER AND THE GOBLET OF FIRE	ITV1	06/08/2011	18:12	20:54	545
6	FILM: ELF	CH4	11/12/2011	17:47	19:31	541
7	BRITAIN'S GOT TALENT RESULT	ITV1	04/06/2011	21:29	22:01	538
8	FILM: WILLY WONKA AND THE CHOCOLATE FACTORY	ITV1	18/12/2011	15:08	16:55	511
9	DANCING ON ICE	ITV1	09/01/2011	18:32	20:28	511
10	CORONATION STREET	ITV1	25/12/2011	19:59	20:59	501

Not child specific, all evening family programmes

4. Membership

2008	2012
11 Founding members (2/3 market coverage)	NOW 19 members (80% market coverage)

Missing: other companies, including *KFC*, *Haribo* and retail brand products from *Carrefour*, *Lidl*, *Tesco*, etc



Summary

Some progress under EU Pledge, but still some gaps and concerns.

1. **Government-led not industry-led nutrient criteria offers most protection**
 - EU Pledge criteria need to be strengthened, particularly fprsugar
2. **Wide range of marketing opportunities not covered by current policies e.g. smartphones, gaming**
 - Extend remit of policies to cover these media
3. **Children still exposed via non-child specific TV programmes**
 - Extend policies to cover all TV programmes watched by children e.g. consider a watershed
4. **Need to extend to engage more companies**



Thank you

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