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Food policy for children

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Think the unthinkable

- TV advertising to children
- School meals and 'Jamie'
- Changes we would like
- Protect children

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Martin Caraher
Centre for Food Policy

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Jamie Oliver type effect

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So what is happening?

- Blurring of boundaries
- Shifting sands in the argument
- Move from one issue to another
- Not a lot to do with the actual evidence

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With respect to Children

- More marketing aimed directly at them
- Until recently few controls
- Demise of childhood -marketers talk about 'Tweens' that stage between young children and adolescence as a marketing category
- Shift from head of table from the 'father' to the child as the determinant of choice

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All this led to (pre 2003)

- Advertising industry defensive 'we will take legal' action on any restrictions on food advertising to children on the basis of human rights
- Advertising has no impact - only on switching
- Young children don't understand advertising therefore it is okay
- Part of growing up
- Then the 'Hastings Review' commissioned by the Food Standards Agency, England.

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Defense

- Self-regulation works better than regulation by the state and is more efficient.
- Advertising revenues contribute to funding quality children's programmes. Teletubbies....
- Children are not unduly influenced by advertising and understand more than parents and policy makers know and is a fact of life preparing young people to partake in a consumer society (See Young for articulation of such a standpoint). Young B. Advertising and Food Choice in Children: A Review of the Literature. School of Psychology: The University of Exeter, 2003.

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Defense

- Existing campaigns led by NGOs and academics are unelected and unrepresentative of the community and their concerns.
- Parents and members of the public do not complain therefore there is no need to regulate, or public demand for it.
- The purpose of advertising is to shift brand share or loyalty not to encourage increases in volume of key food categories.
- Right of an industry to promote its goods (consumer model) vs public health (citizenship)
- SOLUTION -media literacy

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The Advertising Association warned that any attempt to ban food advertising that could be harmful to children would be subject to appeal under article 10 of the Human Rights Act as follows:

- Commercial freedom of speech is recognised and enshrined in the Human Rights Act (Article 10). Whilst there are derogations allowed for the protection of public health, for example, the panel is unable to offer any evidence that brand advertising of particular products impacts on dietary choice and thus on health, nor does any evidence exist that such advertising has long-term health implications for children or adults. Thus any proposal to ban or further restrict advertising of particular categories of food would be a de facto infringement of commercial freedom of speech and would face immediate challenge.
 - The Advertising Association. A submission to the Food Chain and Crops for Industry panel's consultation paper: Food's Contribution to Health in the Future The Foresight Programme. London: Advertising Association, 2000.

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Before the review -reaction

- Representing the industry the Advertising Association in its 2002/3 review said of the Hastings review:
 - The Food Standards Agency has gone ahead with its review of research on the effects of health of the promotion of foods to children despite the fact that the research framework, as the Food Advertising Unit has repeatedly highlighted, would appear to pre-suppose the findings- expected in June.

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Before the review -reaction

- And went on to cast doubt on the integrity of some of the same research team when it says:
 - [T]he situation is not helped by the fact that some of the academics involved are on public record as being in favour of banning food advertising to children.*
 - The Advertising Association (2003) Annual Review 2002-2003. London: The Advertising Association, 2003.

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Findings: A) The Extent

- Food dominates advertising to children
- Five product categories dominates this advertising: soft drinks, pre-sugared cereals, confectionery, snacks and fast food restaurants
- The advertised diet contrasts dramatically with the recommended diet
- Children engage with and enjoy this 'unhealthy' advertising

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Findings: B) The Effect

- Food promotion is having an effect, particularly on children's preferences, purchase behaviour and consumption.
- This effect is independent of other factors
- It operates at both a brand and category level

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Category and Brand effect

Indeed, the evidence for category effects is identical to that for brand effects.

If you accept one, you have to accept the other

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Adverts blamed for poor diet of children

Source:
The Daily Telegraph, 26th September 2003, p1

By ROBERT UHLIG
FOOD CORRESPONDENT

TELEVISION advertising encourages unhealthy eating in children and probably plays a key role in obesity, the Food Standards Agency said yesterday in a "watershed" report on child nutrition.

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Then the response (battle) ...

- OFCOM review of obesity and advertising
- Industry commissioned own review (Brian Young)
- Engaged in rubbishing research
- Rearguard action -social responsibility eg Cadburys (vouchers/sport equipment), Kraft (smaller portions) with others making statements that they would not advertise to children. Often based on promises or future action, some of these were never implemented or backtracked on due to consumer demands.

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Now

- OFCOM restrictions on advertising
- 9pm time-limit
- Use of characters etc restricted
- Neither side is happy but....

Jane Landon of the National Heart Forum

- She added that the cap had failed to address the frequency and volume of food and drink advertising to children. "By simply tweaking up restrictions on ways in which companies advertise sweets, fizzy drinks, snacks and fast food, the rules won't deliver the changes that the government and parents want to see - less advertising for foods high in fat, sugar and salt and more for healthier alternatives"
- Different rules for different media will create confusion and difficulties for advertisers, regulators and the public alike. If the industry will not self-regulate consistently and effectively, the government must intervene."

Continues

- having accepted the principle to protect all children up to 16, Ofcom refuses to adopt a straightforward 9pm watershed, opting instead for inadequate means to implement its rules."



But Switch from TV advertising to other forms of marketing

- Text messages
- Websites
- Games
- Free toys
- Sponsorship of education



- The milkshake contains 19g/4 teaspoons of sugar
- Fat levels are high
- Look at the packaging

Burger King

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Cadbury Schweppes

- Don't advertise to under 8s when the majority of the audience
- Will not seek address or personal details of the child and will not email them
- Will not encourage 'pester power'

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Cadbury Schweppes but

- Day trips
- Sponsored hotel rooms Alton Towers
- Sponsor classroom schoolbooks

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Coca Cola

Viral marketing Sporting tie ins Social Networks
Video blogging Wily websites

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Competitions (Kelloggs)

To play the Coco Rocks online game you needed a map found on Coco Pops Coco Rocks packs.

in with films (Coca Cola)

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Sponsoring TV shows

During 2006, KFC sponsored Ant & Dec's Saturday Night Takeaway which is on television during family viewing time on a Saturday evening.

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Also

- Local event/sponsorship
- Building brand loyalty with adults of tomorrow
- May seem not all that harmful -better to do this than.....

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How do the following practices fit with the principle of a good parent or good teacher, family, young, or young person? ...

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Across Europe

- Ireland the Broadcasting Commission of Ireland held a consultation and included kids
- France accepted Hastings review but has a HP tax where they require food advertisers to display a health warning on advertisements for high sugar and high salt foods. Those who do not cooperate will be required to pay a 1.5% tax to finance health promotion
- Sweden????

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So what

- Children should be protected
- Children's areas such as schools and sports areas should be free of advertising
- Extend restrictions to new media(such as internet, text messaging)
- Move from voluntary agreements to legislation
- Look at what is happening in schools in terms of
 - Sponsorship of copybooks & teaching material
 - Pay offs to schools educational TV with ads??
 - Does it matter if the company is not trying to sell directly and/or is not food related/.

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So what

- Self regulation does not work
- On what basis you are arguing for regulation may be important eg rights, health or obesity
- Use parent and children power.

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Fast food and East London

Tim Madelin – Public Health,
Tower Hamlets PCT
Martin Caraher, Sue Lloyd, City University

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The last 18 months

Globally what has happened in a year to 18 months is extraordinary.

Some changes that have taken over 30 years to develop have been reversed.

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Some issues of concern

- Middle-income consumers are now eating out less and buying fewer luxury goods but buying luxury or niche foods for occasions, this has seen a reduction in people buying specialty chocolate but an increase in sales of Nestle brand chocolate.
- Also reemergence and re-launching of comfort foods eg tinned goods and those popular in the 1970/80s
- In the UK for those on low incomes there has been an increase in eating out from FFOs, as food prices increase and fuel cost many find it makes more sense to buy from a FFO as the squeeze on the household budget bites. SEE Tay Barns
- Given the lack of healthy options and the calorific and presence of trans fats in the fast food on offer all this points to the danger of this contributing to an increase in the inequality gap.
- Given the lack of healthy options and the calorific and presence of trans fats in the fast food on offer all this points to the danger of this contributing to an increase in the inequality gap.
- Greater than ever sales of seeds but no downturn in retail spend!!!!!!?

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Some anecdotes

- 20% of all cheese in the US is from Ireland
- You might assume that the majority of cheese in Ireland is Irish??
- BUT
- Problem is pizza???

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Import information for pizza ingredients for ROI



- **Ham:** -UK, Germany, France
-Chile, Japan, Brazil
- **Processed Cheese:** -UK, Belgium, Germany, Northern Ireland
-USA
- **Pineapples:** -Spain, France, Netherlands (processed)
-Guatemala, Costa Rica, South Africa, Panama
- **Processed Tomatoes:** -UK, Belgium, France
-Australia, China
- **Wheat:** -UK, Belgium, Northern Ireland, Sweden, France
-India, USA

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Import information for pizza ingredients for the UK

Ham: -Netherlands, Denmark, Republic of Ireland
-Brazil, Chile, New Zealand

Processed Cheese: -Republic of Ireland, Germany, France
-USA, Canada, Australia

Pineapples: -Germany, Netherlands (processed)
-Guatemala, Costa Rica, Puerto Rico, Panama

Processed Tomatoes: -Greece, Italy, Spain, Portugal, Netherlands
-Argentina, Thailand, Israel, Morocco

Wheat: -Belgium, France, Spain, Italy
-India, USA, Australia

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Experience our 34 metre food line

It's one of the world's longest!

WHAT A CHOICE!

STUDENT LIFE

EAT ALL THE THINGS YOU WANT TO EAT FOR £3.99!

LOCATION FINDER

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Tower Hamlets

- 3rd most deprived borough in England (2nd in London)
- Most deprived for income deprivation affecting children
- 14% overcrowding almost 3x rate for London - of 5%
- Only 15% of year 6, 8 and 10 pupils eat 5 or more portions of fruit and vegetables - national figure 23%
- 15% of reception year children are obese
- 23% for year 6 pupils obese.
- Ethnically 34% being Bangladeshi
- Estimated population of 232,000

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Part 1 - School footfall

Initially Two Clusters

Legend

- Fast-food Outlets
- Secondary Schools
- Female
- Male
- Mixed
- NW Cluster
- SW Cluster

Cluster Details:

- SW Cluster - Area 1 - 4 Schools, 4889 pupils
- NW Cluster - Area 2 - 4 Schools, 2431 pupils

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FFO Location

800m

43% FFO

53% HH

Legend

- Secondary Schools
- 400m isochrone
- 800m isochrone
- Fast food Outlet

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Part 1 - School footfall

Initially Two Clusters

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Part 2 - Chicken & Chips

98% HH within 10mins walk of grocery type store

Legend
800m isochrone

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But...

97% HH within 10mins walk of FFO

Legend
800m isochrone

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Alternatives

36 Retail food Shops

- 91% sold crisps, sweets or chocolate
- 45% had prominent display of crisps or sweets near counter
- 36% sold five fruit or 7 vegetables
- Only 20% sold acceptable quality 5 fruit and vegetables

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Type of retailer	Samples taken	Signposts					
		Fat	Saturated Fat	Total sugars	Salt	Trans fat	
Pizza bar	1. A small pizza with meat topping	Amber	Red	Green	Amber	Red	
	2. A portion of chips from the fish and chip shop	Red	Red	Green	Green	✓	
Fish and chip bar	3. A portion of chicken	Amber	Amber	Green	Red	✓	
	4. A small portion of fried fish	Red	Red	Green	Green	✓	
	5. A pie medium	Red	Red	Green	Amber	✓	
	Chinese takeaway and fish and chip shop	6. A vegetable chow mein	Amber	Green	Green	Red	✓
		7. A chicken chow mein	Red	Green	Green	Red	✓
Kebab house	8. A portion of egg fried rice	Red	Green	Green	Red	✓	
	9. A portion of boiled rice	Green	Green	Green	Green	X	
	10. A small shish kebab	Amber	Amber	Green	Amber	✓	
Fried chicken takeaway	11. A small doner kebab	Red	Red	Green	Red	✓	
	12. Chicken curry	Red	Green	Green	Red	X	
	13. Meat curry	Red	Red	Green	Red	✓	
	14. A portion of boiled rice	Green	Green	Green	Green	X	
Fried chicken takeaway	15. A portion of chips	Red	Red	Green	Green	✓	
	16. A 2 wing portion of fried chicken	Amber	Amber	Green	Amber	✓	
	17. A small burger	Amber	Amber	Green	Amber	✓	
	18. A vegetable burger	Amber	Amber	Green	Amber	✓	

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Current state of play

- Currently:
 - A Food and Nutrition Strategy for Northern Ireland (1996) – Fit Futures (2006)
 - Food and Wellbeing (2003) – Quality of Food (2008)
 - Scottish Diet Action Plan (1996) – Healthy Eating Active Living Plan (2008)
 - Choosing a Better Diet (2005) – Healthy Weight: Healthy Lives (2008)/Food Matters (2008)

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Three points of note:

- In watching the development of these strategies over the years
 - Obesity became a real public health issue around 2000 and since that time many nutrition policies have been combined with physical activity.
 - Since the early 2000's sustainability (as an ecological approach) has been seen increasingly as a separate strand of policy and interwoven into nutrition policy
 - There remains very little, if any, explicit mention of 'food insecurity' or food poverty in any of these strategies.

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The Policy equivalent of a BOGOF

- Two policy promises and you get no action but you have to do the work
- Example of regulation and FFOs
- Health Weight; Healthy Lives' mentions fast food outlets and promises actions within planning regulations to allow local authorities to manage proliferations of fast food outlets:
 - Local authorities can use existing planning powers to control more carefully the number and location of fast food outlets in their local areas. The Government will promote these powers to local authorities and PCIs to highlight the impact that they can have on promoting healthy weight, for instance through managing the proliferation of fast food outlets, particularly in proximity to parks and schools (p 18)
- At the time of writing (October 08) there was a review of the planning regulations for Policy Planning Statement 6 for town centres and none of the proposed changes specifically mention fast food or healthy food provision.
 - *HM Government, (2008). Healthy Weight, Healthy Lives: A cross-government strategy for England. Department of Health and the Department for Children, Schools and Families, London.

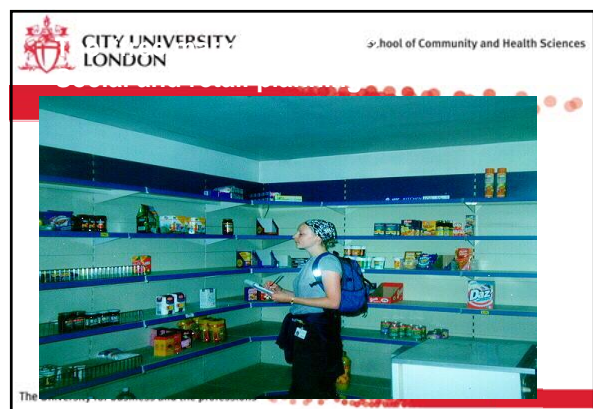
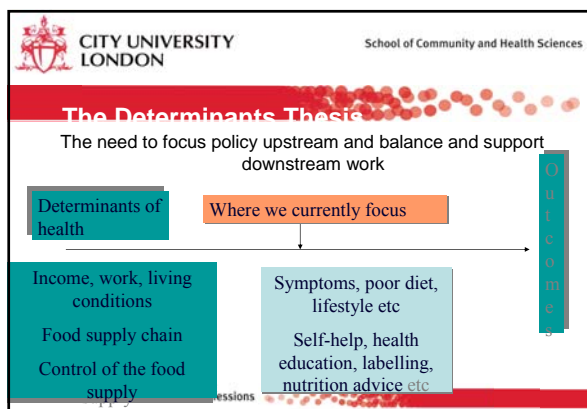
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So

- NO overall public health nutrition focus based on population (Geoffrey Rose
 - Measures to improve public health, relating as they do to such obvious and mundane matters as housing, smoking, and food, may lack the glamour of high-technology medicine, but what they lack in excitement they gain in their potential impact on health, precisely because they deal with the major causes of common disease and disabilities.
 - Measures to improve public health, relating as they do to such obvious and mundane matters as housing, smoking, and food, may lack the glamour of high-technology medicine, but what they lack in excitement they gain in their potential impact on health, precisely because they deal with the major causes of common disease and disability. [The strategy of preventive medicine. Oxford (Oxford University Press), 1992, here: 101]
- Nutrition is losing out to physical activity, obesity and sustainability -The purpose is to assess reversible risk - not risk factors [GR]
- Choice editing and reformulation is working -partnerships with industry

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Department of Health

Choosing a Better Diet: a food and health action plan

Working in partnership across government with local government, local businesses, local communities and local citizens

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Greets Green Food Map

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FOOD SUPPLY
Indicators of a local food supply

ACCESS TO FOOD
Resources and ability to acquire and use food

Food Security
means that food intake is

- Sufficient
- Reliable
- Nutritious
- Safe
- Acceptable
- Sustainable

Determinants of Food Security

- Location of food outlets
- Availability in outlets
- Price
- Quality
- Variety
- Promotion
- Financial resources
- Distance & transport to shops
- Knowledge Skills Preferences
- Storage Facilities
- Preparation & Cooking Facilities
- Time & mobility

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Oxgene Paper, NSIC Centre for Public Health Nutrition

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4/5 As

- to increase the **awareness** of eating healthy food as a basis for a healthy diet.
- to increase the **acceptability** of healthy food in the diet.
- to increase the **affordability** of healthy food to people on low incomes.
- to improve the **availability** of healthy food.
- To improve **access** to healthy food
- BUT THE 6th IS **ADVOCACY**

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The new Public Health White paper

- Downstream
- More self help
- Little Structural
- It has been said that we will see the establishment of more food co-ops from the White Paper -evidence
- Not a public health approach??

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TORONTO FOOD POLICY COUNCIL

1. Les conseils pour la
2. politique alimentaire

Developing a food system which is Just and Environmentally Sustainable

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Finally

- Become advocates and give a voice to communities for change.
- Lobby for what what communities want.
- Not see them as the PH response but as part of it.

Fin

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