

The Impact of Industry Self-Regulation on the Nutritional Quality of Foods Advertised on Television to Children

Dr. Dale Kunkel

**Dept of Communication
University of Arizona**



Food Marketing to Children and Youth Threat or Opportunity?



2006 IOM Report



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***Study Directors: Jennifer Gootman
and Vivica Kraak***



Key Conclusions



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- Food marketing influences children's diet, at least in the short term.
- Children's exposure to food marketing messages is positively related with childhood obesity.



Key Conclusions

- “Food marketing to children is out of balance with a healthful diet, contributing to an environment that puts child health at risk.”



Policy Recommendations



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- Licensed characters should be used solely to promote healthier foods.
- If TV food ads targeting children are not “balanced” by industry efforts, Congress should regulate.



Industry Response



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- Commitments vary. Companies claim to market only “healthy” foods.
- Each company defines “healthy” foods in a different fashion.



Monitoring the TV Ad Environment



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- Baseline compared to industry behavior in 2007 and 2009.



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- Baseline compared to industry behavior in 2007 and 2009.
- Ongoing research evaluates industry pledge compliance, offers independent assessment of nutritional quality



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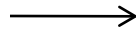
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- Categorize products by nutritional quality using DHHS consumer guide

Nutritional Quality of Kids Food Ads

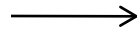
Nutritional Quality of Kids Food Ads

Go- Eat anytime; rich in nutrients and low in calories.

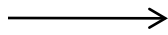


Nutritional Quality of Kids Food Ads

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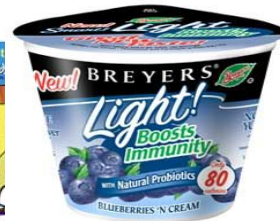
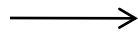


Slow- Eat sometimes, at most several a week; moderate in fats, salt, sugar.



Nutritional Quality of Kids Food Ads

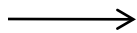
Go - Eat anytime; rich in nutrients and low in calories.



Slow - Eat sometimes, at most several a week; moderate in fats, salt, sugar.



Whoa - Eat once in awhile or on special occasions; high in fats, salt, sugar.





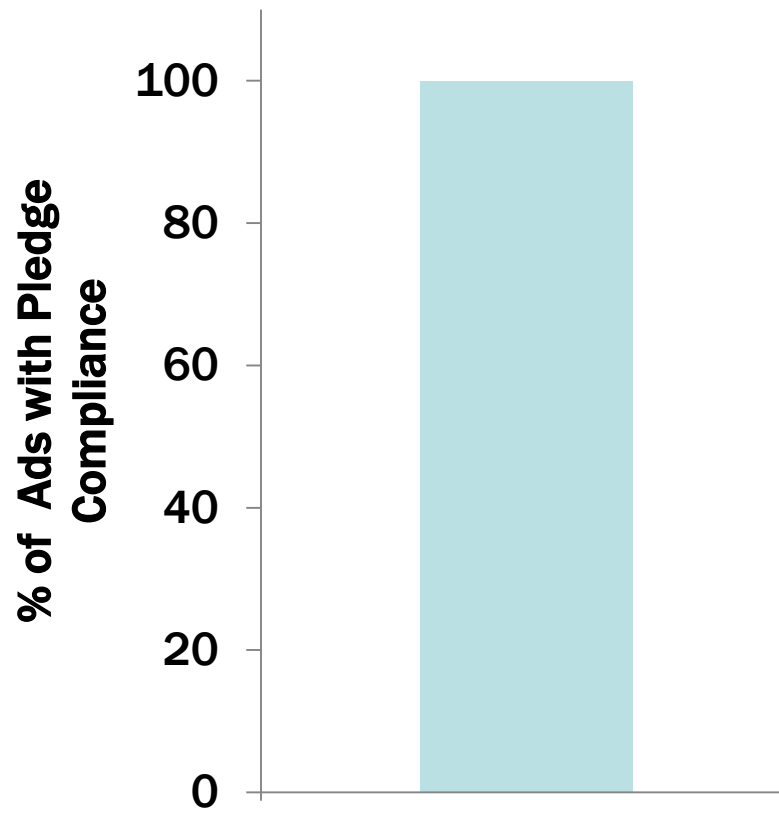
Study Findings



Study Findings

- What is the level of compliance with industry self-regulation?

FINDING: There is perfect compliance with pledge details.



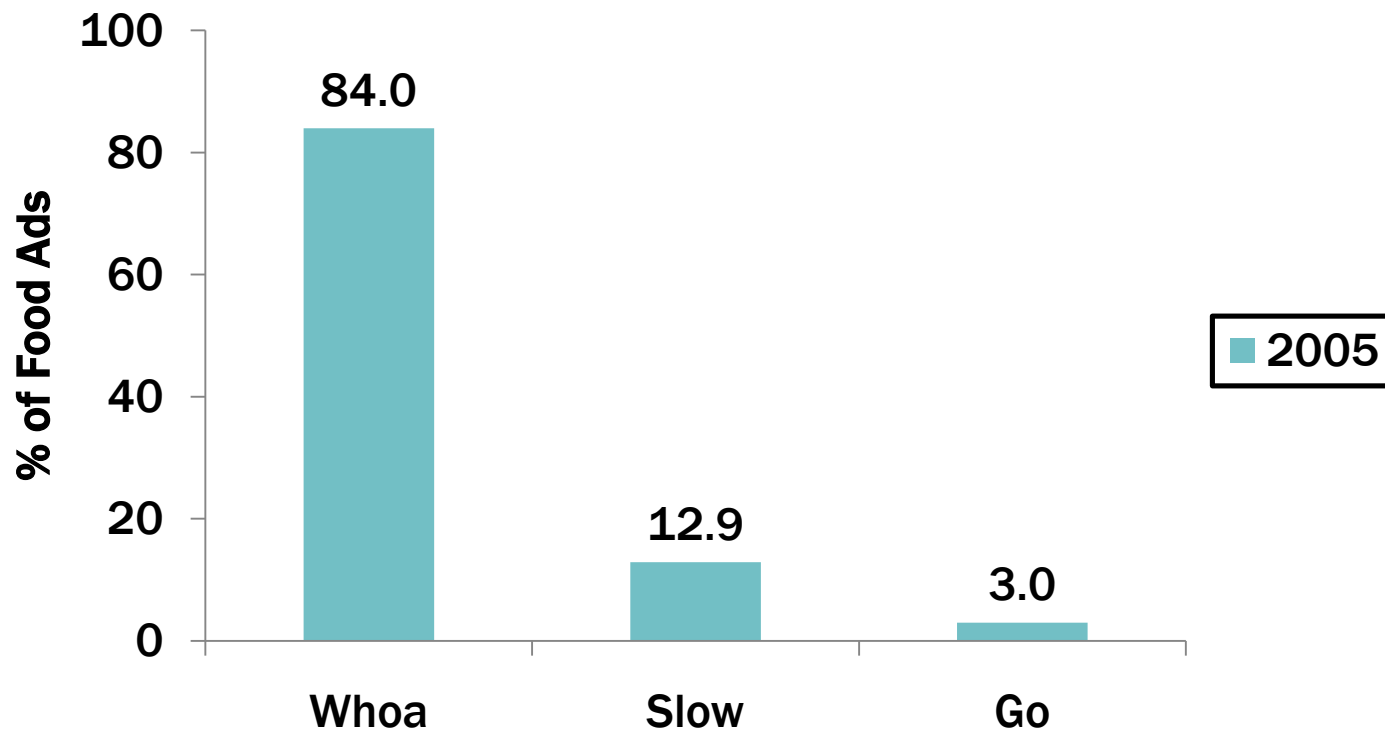
Compliance with CFBAI Individual Company Pledges



Study Findings

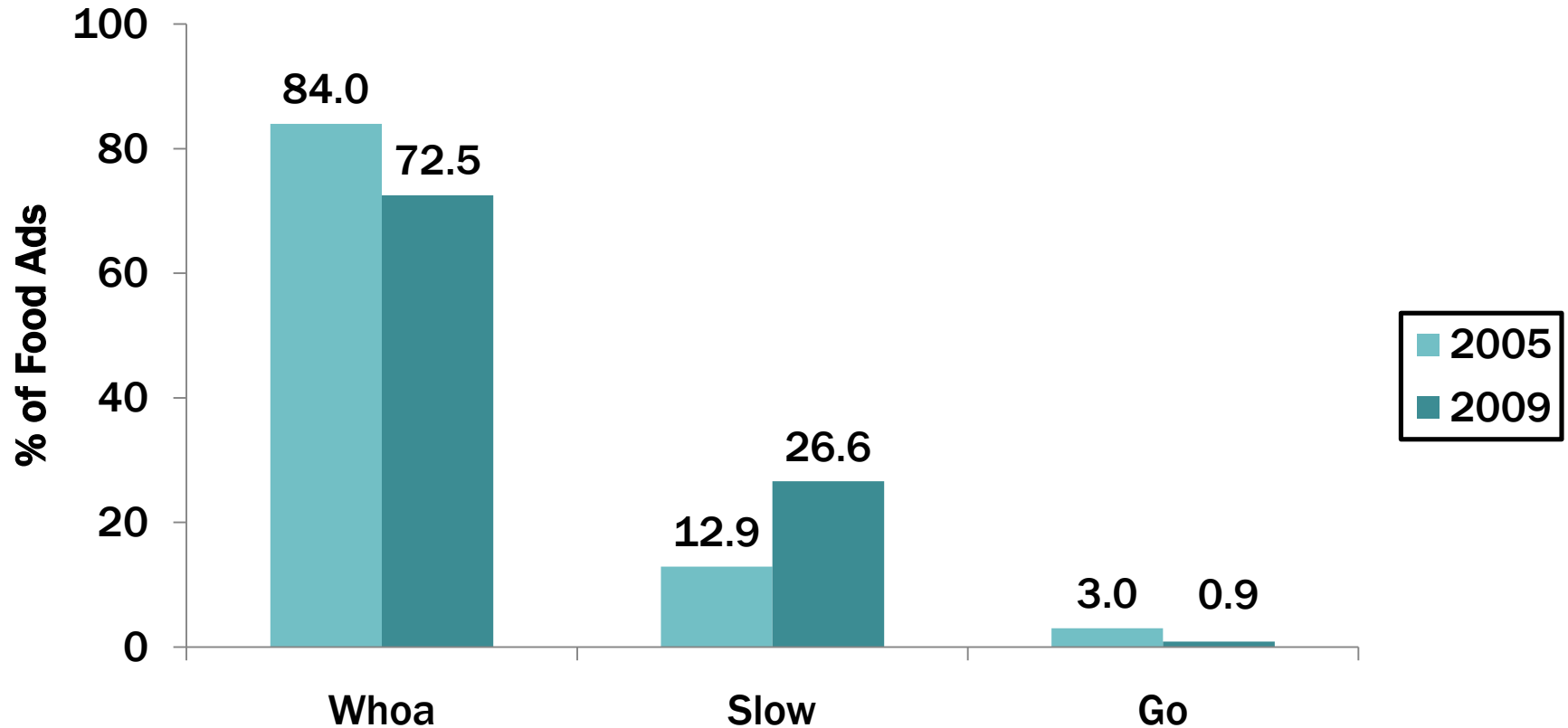
- How much has self-regulation improved the nutritional quality of foods advertised on TV to children?

CONTEXT: Nutritionally poor food ads predominate in 2005.



Over Time Comparisons of Nutritional Quality in Food Ads for Industry, Overall

FINDING: Nutritionally poor food ads still predominate.



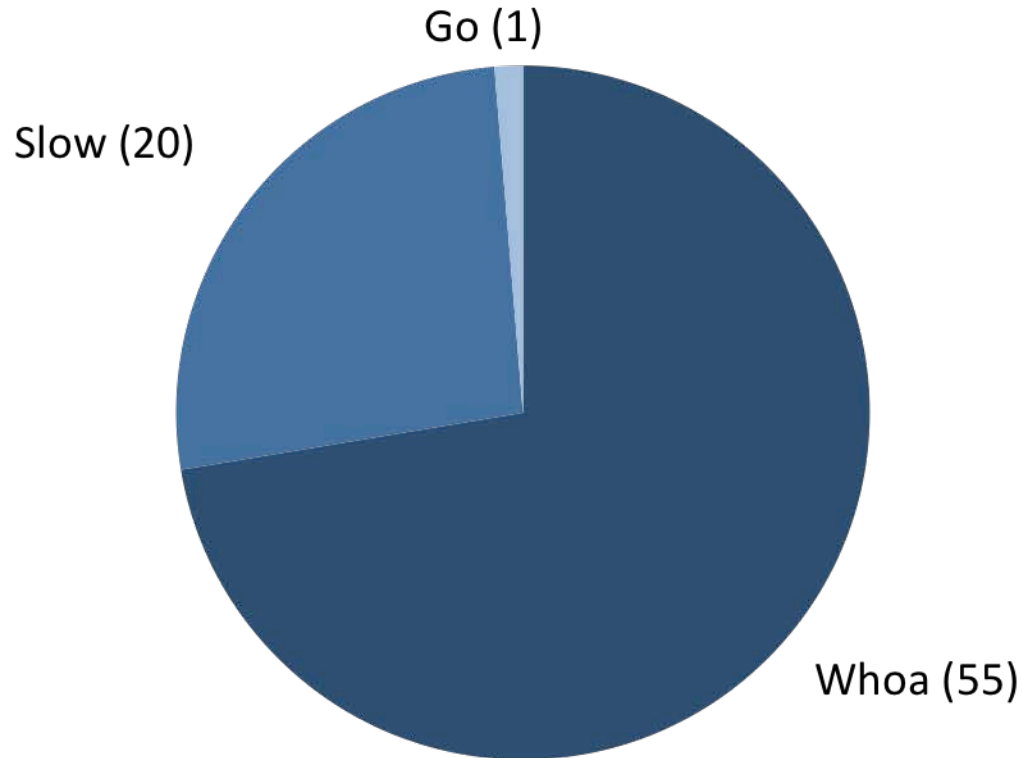
Over Time Comparisons of Nutritional Quality in Food Ads for Industry, Overall



Study Findings

- What food advertising would a child see when watching 10 hours of children's television programming?

FINDING: Healthy food advertising is invisible.



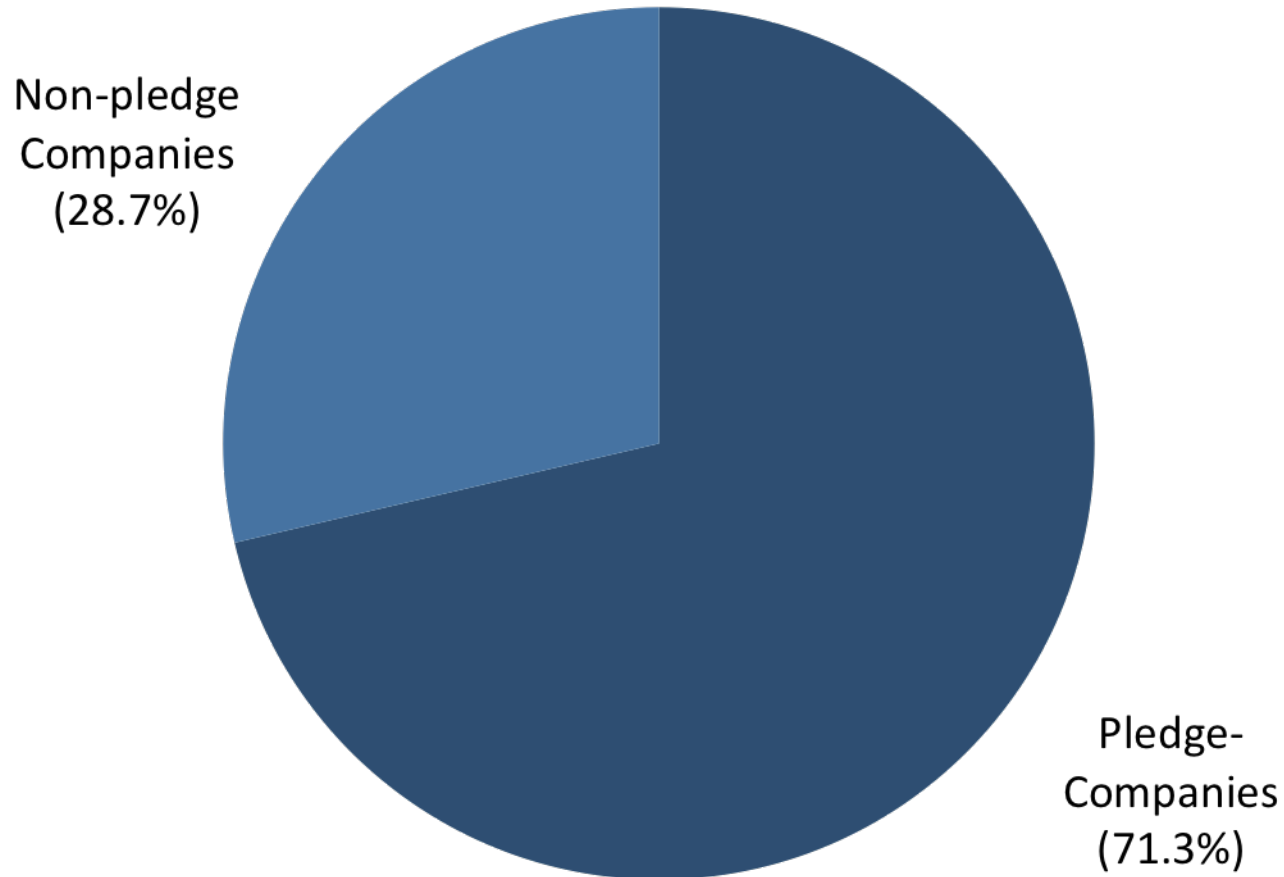
Nutritional Quality of Food Ads in 10 Hours of Children's Programming



Study Findings

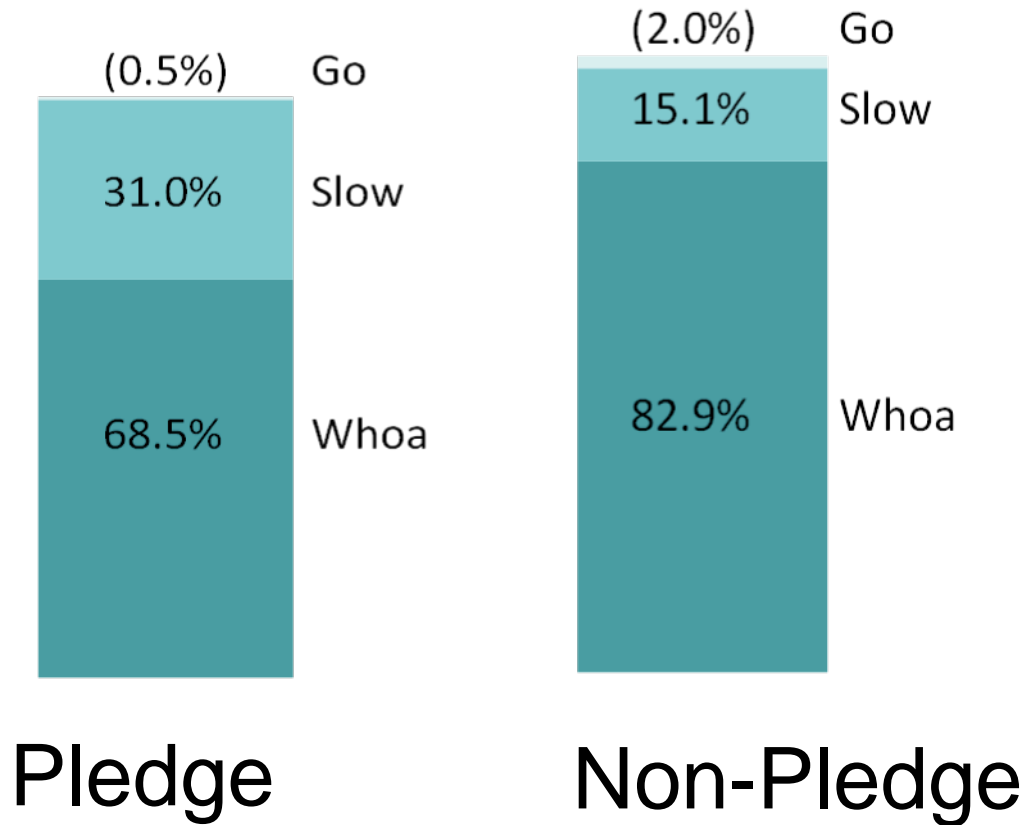
- How wide is the reach of industry self-regulation?

FINDING: More than 1/4 of food ads are from non-pledge companies.



Percentage of Food Ads From Pledge and Non-Pledge Companies

FINDING: Pledge companies show slightly fewer Whoa ads.



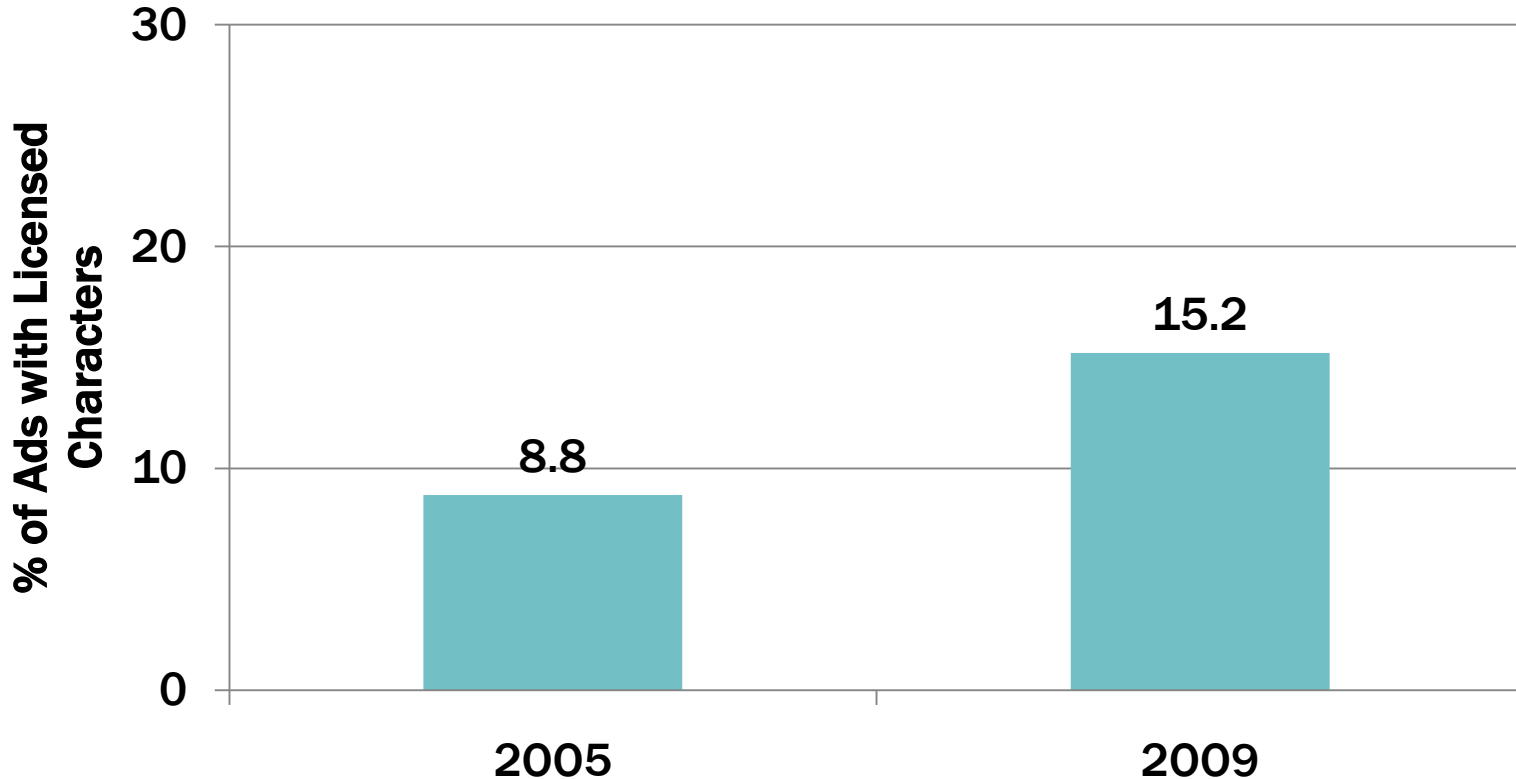
Comparisons of Nutritional Quality in Food Ads For Pledge and Non-Pledge Companies



Study Findings

- How are licensed characters used in food marketing to children?

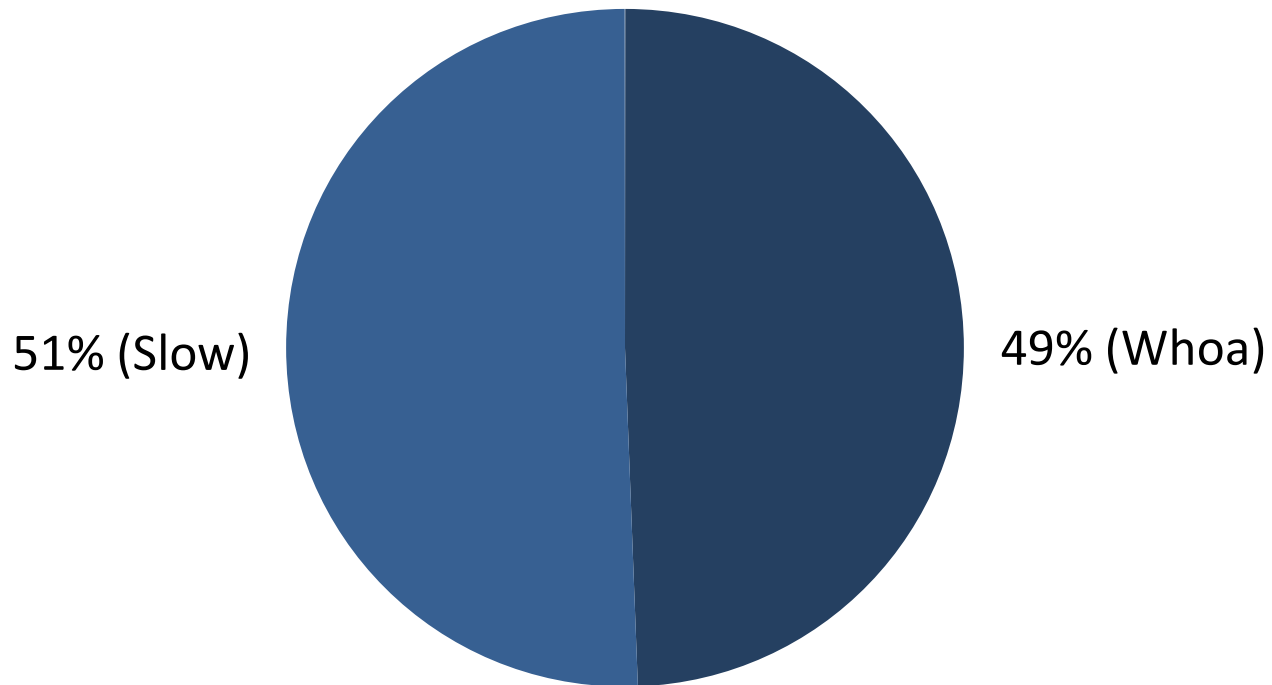
FINDING: Use of licensed characters has increased.



Pledge Company Use of Licensed Characters by Year

CONTEXT: IOM says use licensed characters only for healthy foods.

FINDING: Half of all licensed characters promote foods in the poorest nutritional category.



Pledge Company Use of Licensed Characters by Nutritional Quality Category



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- Only slight progress since 2005 -- not yet approaching balance between healthy and unhealthy food products.
- Self-regulation has met its promises but not accomplished its goal.
- Inter-agency Working Group (IWG) federal guidelines are imminent.

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