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# A Healthogenic Environment



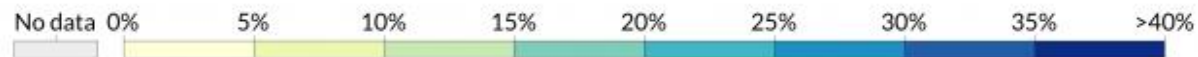
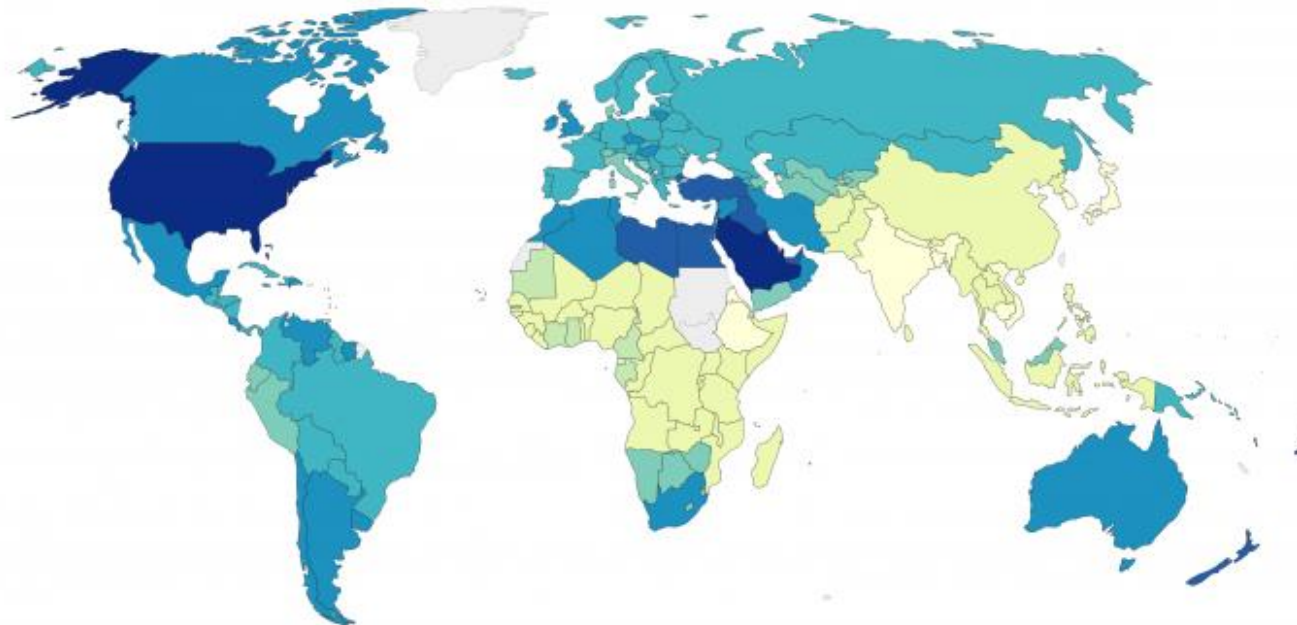
*Tilburg School of Humanities and Digital Sciences, Tilburg University,  
the Netherlands*

*Open Evidence, Barcelona & Milan, Spain & Italy*

## Share of adults that are obese, 2016

Obesity is defined as having a body-mass index (BMI) equal to or greater than 30. BMI is a person's weight in kilograms divided by his or her height in metres squared.

Our World  
in Data



Source: WHO, Global Health Observatory

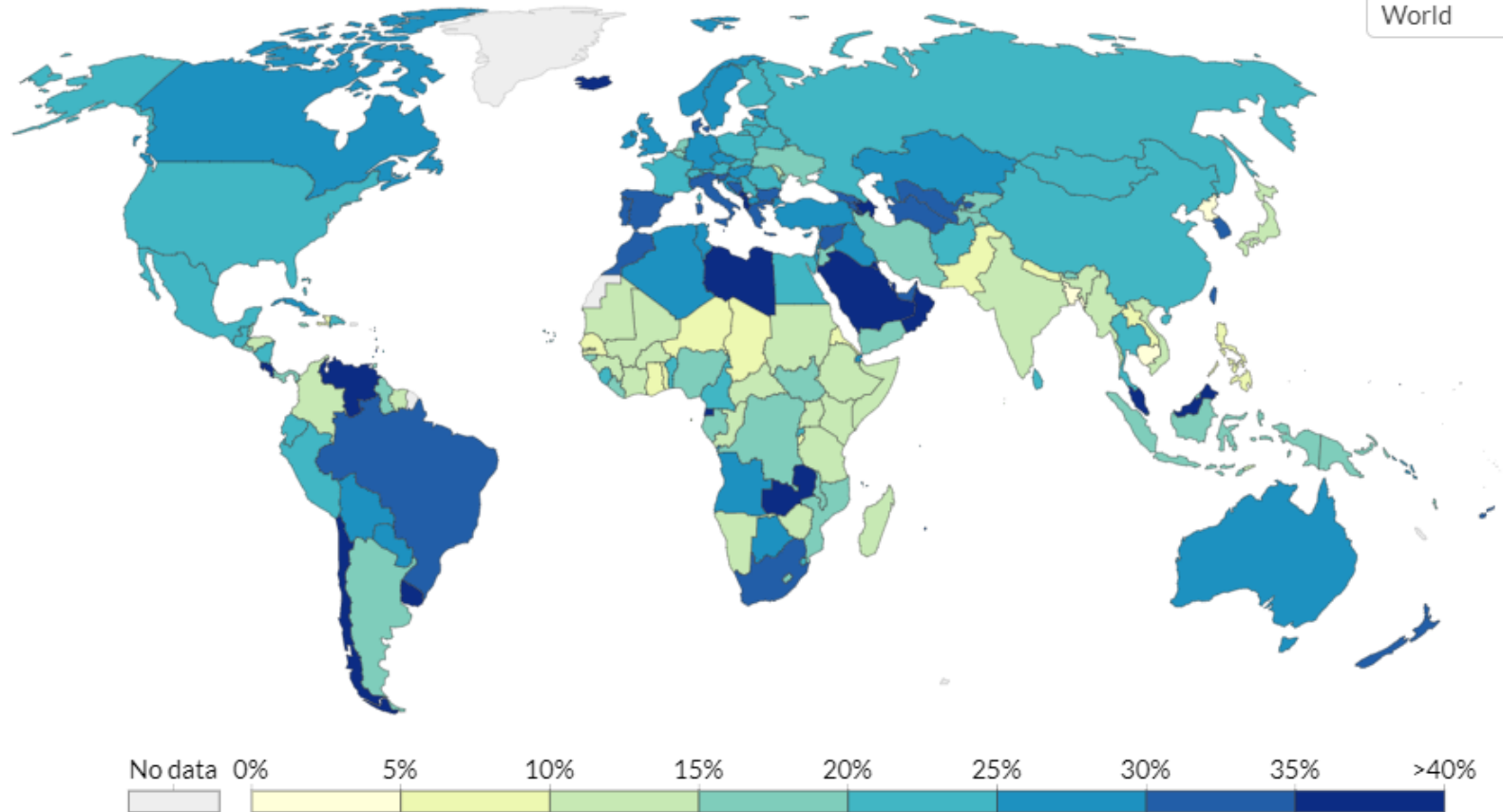
OurWorldInData.org/obesity • CC BY

## Share of children who are overweight, 2016

Share of children aged 2-4 years old who are defined as overweight.

Our World  
in Data

World



Source: Institute of Health Metrics and Evaluation (IHME)

Note: A child is classified as overweight if their weight-for-height is more than two standard deviations from the median of the World Health Organization (WHO) Child Growth Standards.

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NEWS

WORLD

# Boris Johnson to Crack Down on Junk Food Advertising after Brush with COVID

By MAIREAD MCARDLE | July 28, 2020 10:19 AM



British prime minister Boris Johnson delivers a video message from 10 Downing Street after being released from the hospital, April 12, 2020. (Pippa Fowles/Reuters)

British Prime Minister Boris Johnson on Monday announced a new effort by the U.K. government to address the country's growing obesity problem with an aim to lower health risks amid the coronavirus pandemic.

# Homo Economicus

## Assumptions

The concept of Homo Economicus relies on the assumption that people act in their rational self-interest i.e. they do what is best for them.

Therefore we are assuming that;

- People know what they want and their priorities
- People can judge the benefit (or utility) the consumption of a good will bring
- People can place a value on the utility (i.e. they know what they are prepared to pay)
- People act selfishly i.e. seek to satisfy their own needs

**Are these assumptions correct?**

# Eclectical integration empirical findings

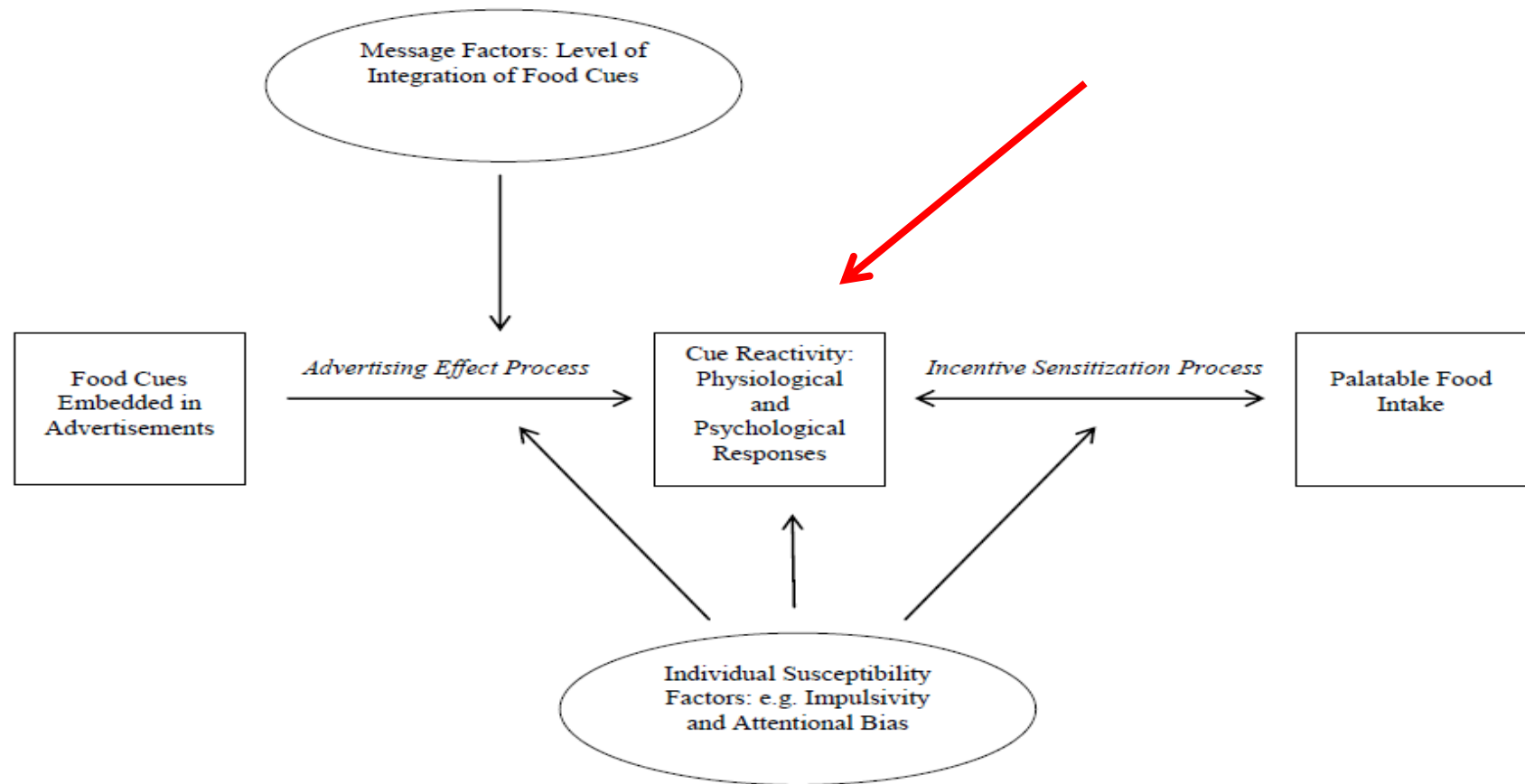
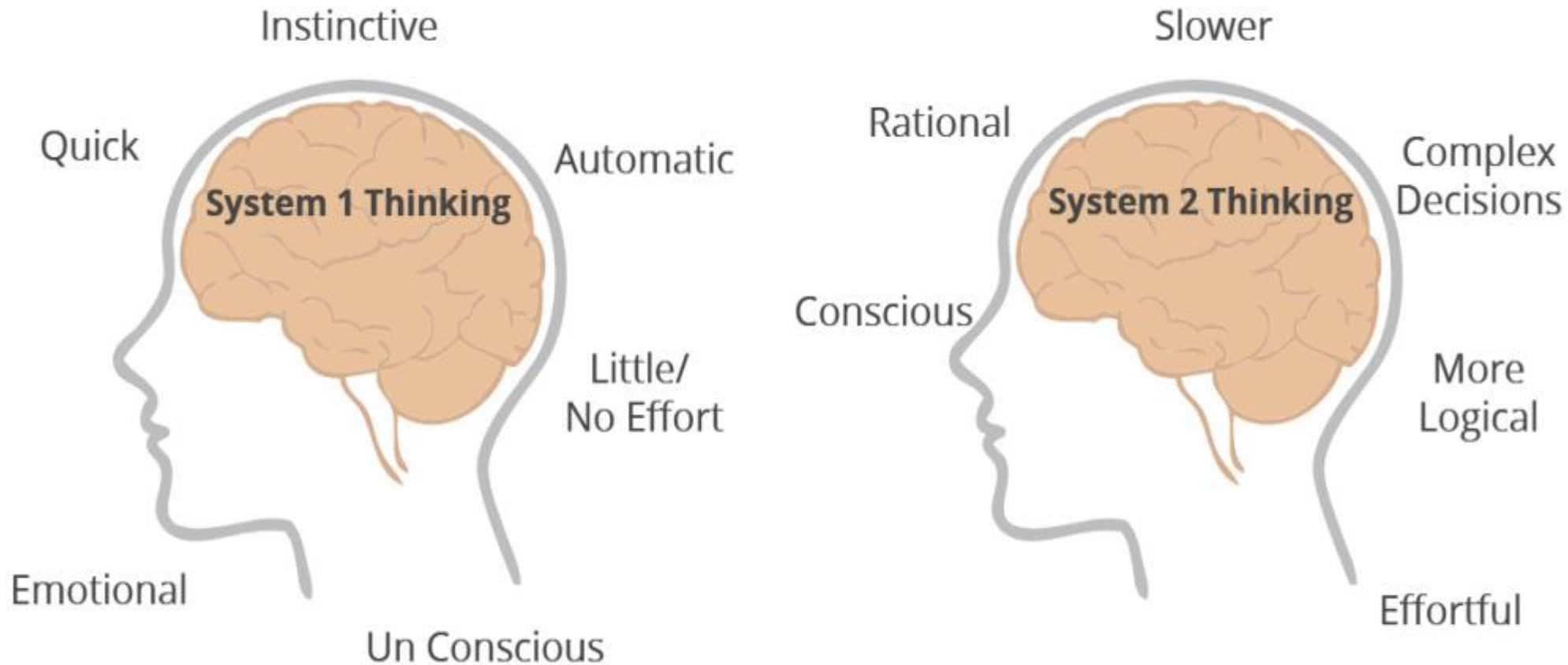


Figure 1: Reactivity to Embedded Food Cues in Advertising Model (REFCAM)



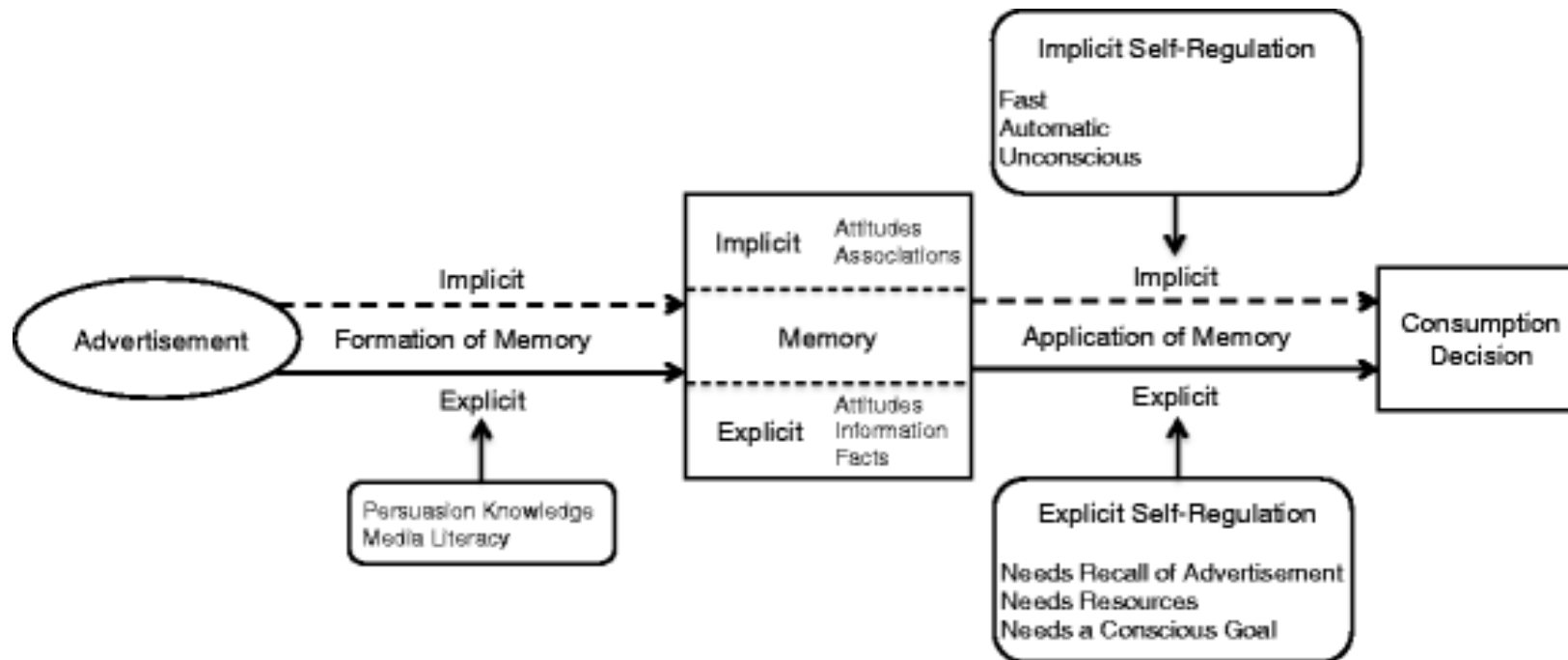
## DANIEL KAHNEMAN'S SYSTEMS OF THINKING







## Dual process models



# Advertising Literacy

**Advertising literacy** refers to personal knowledge people have about **advertising**, its persuasive intent, and the **advertising** techniques that are used to target them and the skills they have to critically cope with **advertising**.

# Advertising Literacy

- The Food Marketing Defense Model (Harris et al. 2009):
  1. awareness
  2. understanding
  3. ability
  4. Motivation

So in sum, cognitive factors (related to the *homo economicus*)

# Advertising literacy

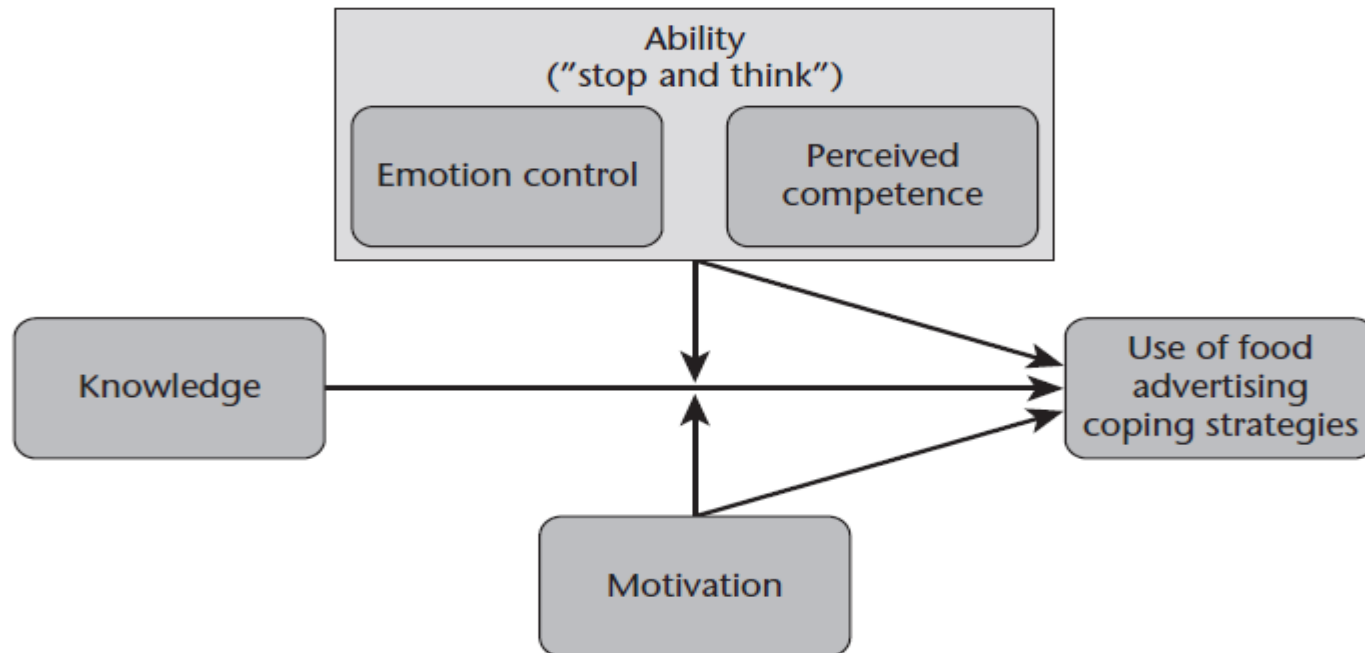


FIGURE 5.1 Predictors of children's use of (food) advertising coping strategies.

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**Appetite**  
 Volume 112, 1 May 2017, Pages 117-123



# Does a ‘protective’ message reduce the impact of an advergame promoting unhealthy foods to children? An experimental study in Spain and The Netherlands

Frans Folkvord <sup>a, b, ✉</sup>, Francisco Lupiáñez-Villanueva <sup>b</sup>, Cristiano Codagnone <sup>b, c</sup>, Francesco Bogliacino <sup>d</sup>, Giuseppe Veltri <sup>e</sup>, George Gaskell <sup>f</sup>

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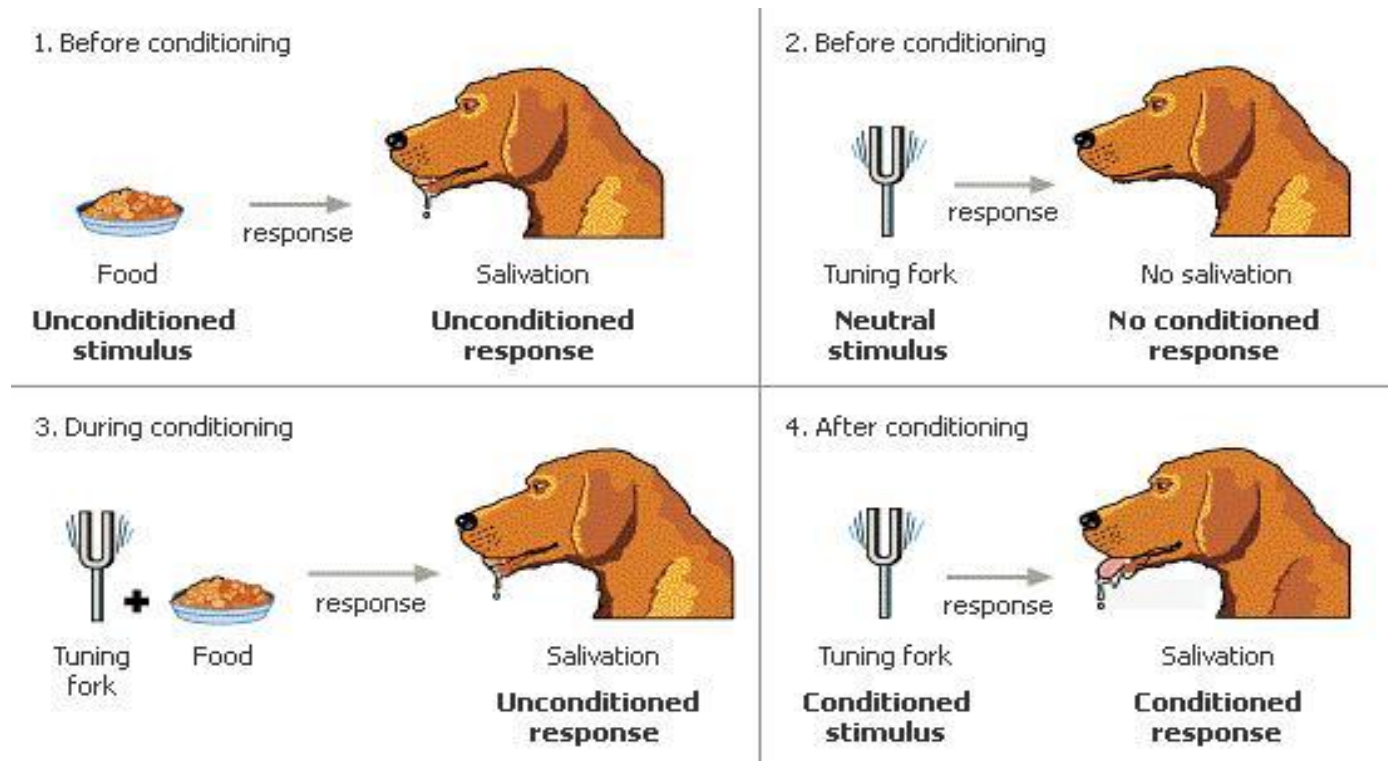
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## Abstract

The weight of evidence points to the advertising of food affecting food consumption, especially among children. Such advertising often promotes unhealthy foods. Current policy deliberations focus on developing effective ‘protective’ messages to increase advertising literacy and consequent scepticism about advertising targeting children. This study examined whether incorporating a ‘protective’ message in an advergame promoting energy-dense **snacks** would reduce children's snack intake. A randomized between-subject design was conducted in the Netherlands ( $N = 215$ ) and Spain ( $N = 382$ ) with an advergame promoting either energy-dense snacks or nonfood products. The results showed that playing an advergame promoting energy-dense snacks increased **caloric intake** in both countries, irrespective of whether the ‘protective’ message was present or not. These results point to the limitations of ‘protective’ messages and advertising literacy and provide policy makers with a rationale for extending the current prohibition of food advertising to young children in the terrestrial media to online environments.

# Classical conditioning











# EAT-Lancet Commission

The EAT-Lancet Commission on Food, Planet, Health brought together 37 world-leading scientists from across the globe to answer this question:

**Can we feed a future population of 10 billion people a healthy diet within planetary boundaries?**



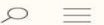
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## The EAT-Lancet Commission on Food, Planet, Health

Can we feed a future population of 10 billion people a healthy diet within planetary boundaries?

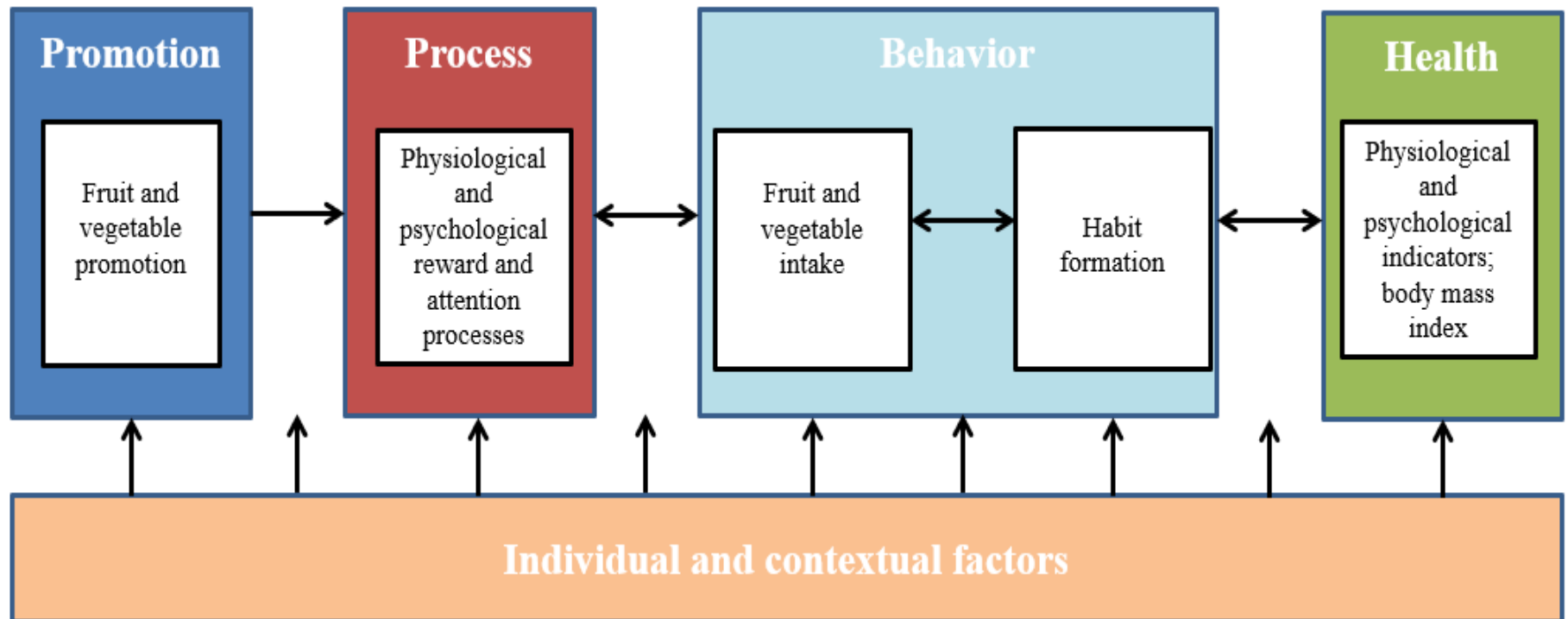


## Reasons to improve our diet

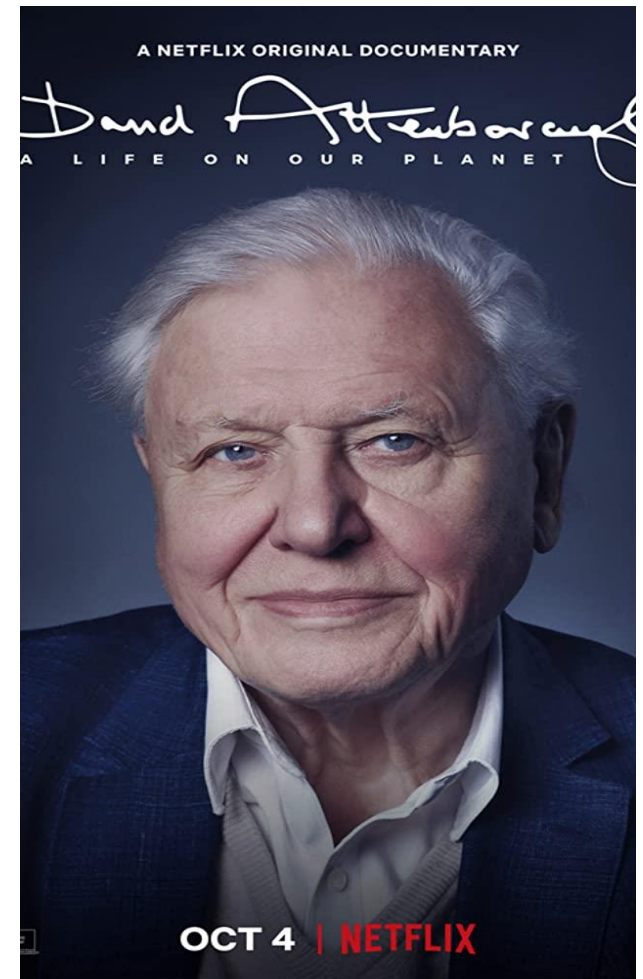
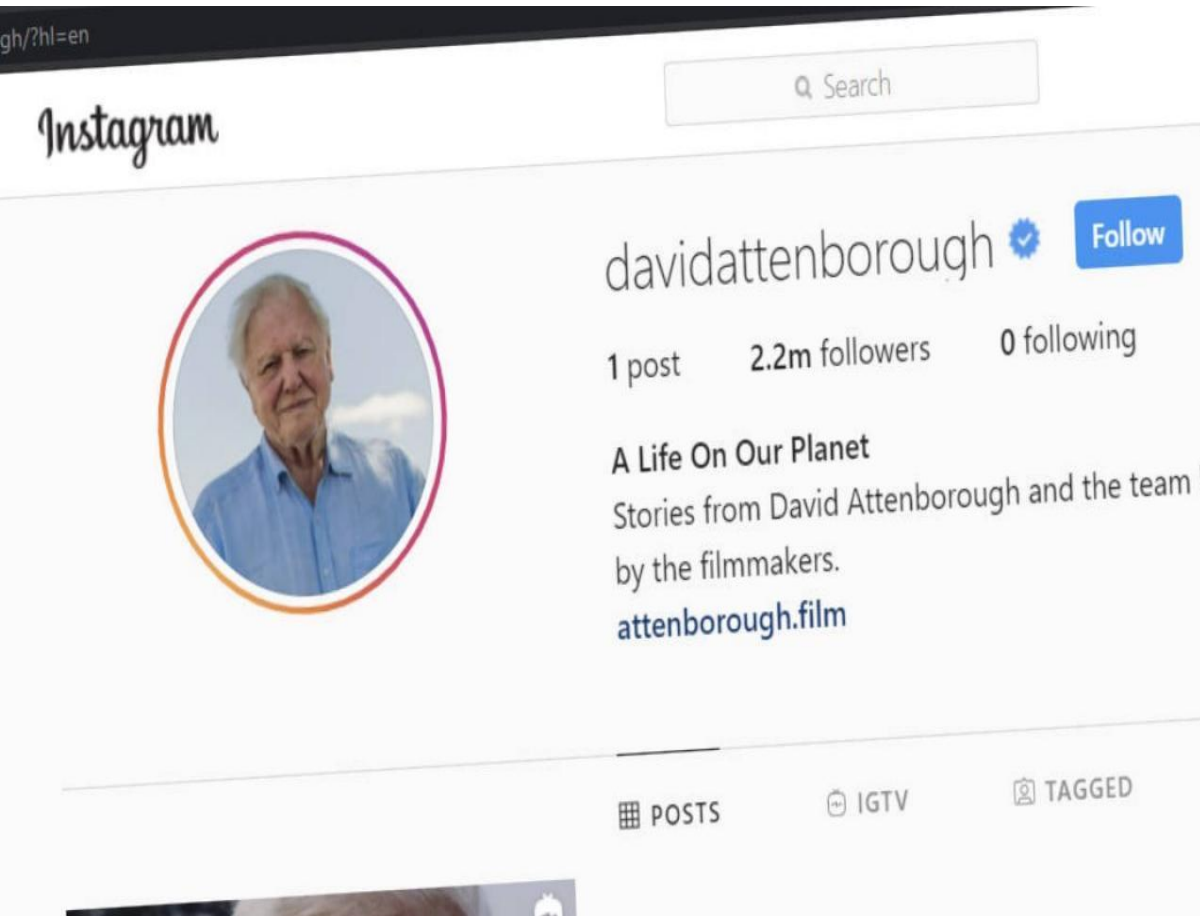
- UN – Sustainable Development Goals
- Paris Agreement
- Obesity epidemic
- Rising prevalence of diet-related non-communicable diseases (NCDs e.g., coronary heart disease, stroke, diabetes)
- Climate change
- Air pollution
- Reduction of insects
- Reduction of biodiversity
- COVID19
- Etc....



# Healthy Food Promotion Model, Folkvord & Hermans, 2020



# Influencers





# Healthy Food Promotion



# Endgoal?





Thank you