



Best-ReMaP

Healthy Food for a Healthy Europe

WP6

Best practices in reducing marketing of unhealthy food to children and adolescents

Ursula O'Dwyer
Department of Health of Ireland

Co Lead with Portugal and 15 other MS
participating



Tasks and responsibilities

TASK 6.1

**Establishment of the EU Expert Group
and national intersectoral working
groups.**

M6.1

TASK 6.2

**Mapping of existing regulations and legislation in EU MS
and existing evidence on exposure extent and nature of
children to marketing of HFSS foods using the WHO
Europe Nutrient Profile Model**





Tasks and responsibilities

TASK 6.3

Implementation of the transposition of the new
Audio-visual Media Services Directive (AVMSD)

RESEARCH and REVIEW (e.g. JRC toolkit....)
WHO Nutrient Profiling Model

**DEFINE THE BASIS AND
METHODOLOGY FOR
EACH COUNTRY TO
FOLLOW**



Tasks and responsibilities

TASK 6.4

Development of an EU-wide harmonised and comprehensive monitoring protocol for reducing unhealthy food marketing to children.

REVIEW of
existing protocols

Nordic Monitoring Tool

INFORMAS

WHO CLICK Monitoring Framework



**EU
monitoring
protocol**

6.4: EU-

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Food and non-alcoholic beverage marketing is recognized as an important factor influencing food choices related to non-communicable diseases. The monitoring of populations' exposure to food and non-alcoholic beverage promotions, and the content of these promotions, is necessary to generate evidence to understand the extent of the problem, and to determine appropriate and effective policy responses. A review of the literature on the nature and extent of exposure to food and non-alcoholic beverage promotions was conducted to identify approaches to monitoring food promotions via dominant media platforms. A step-wise approach, comprising 'initial', 'expanded' and 'optimal' monitoring activities, was proposed. This approach can be used to assess the frequency and level of exposure of populations to food and non-alcoholic beverage promotions (power), the nature and content of exposure to food and non-alcoholic beverage promotions (power), and the content of food and non-alcoholic beverage promotions (power). This approach can be used to assess the frequency and level of exposure of populations to food and non-alcoholic beverage promotions (power), the nature and content of exposure to food and non-alcoholic beverage promotions (power), and the content of food and non-alcoholic beverage promotions (power).

Keywords: Food
functional bever
obesity review

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*INFORMAS is the International Network for Food and Obesogen-communicable diseases. Members of the writing group for this manuscript are listed in order of their contribution. Members who are not members of the writing group are listed in alphabetical order, and contributed to this manuscript as part of the first formal meeting of INFORMAS from 19 to 20 November 2010.

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A joint Nordic monitoring protocol for marketing of foods and beverages high in fat, salt and sugar (HFSS) towards children and young people

 Nordic Council
of Ministers



MONITORING AND RESTRICTING DIGITAL MARKETING OF UNHEALTHY PRODUCTS TO CHILDREN AND ADOLESCENTS

Report based on the expert meeting on monitoring of digital marketing of unhealthy products to children and adolescents

Moscow, Russian Federation
June 2018



World Health Organization
REGIONAL OFFICE FOR **Europe**

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References

Exposure to advertising of foods and drinks high in sugar, fat and salt (HFSS) is associated with children's preferences and, ultimately, with childhood overweight and obesity. In May 2010, the World Health Assembly unanimously adopted the WHO Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children. These

Map the global, regional and national digital marketing ecosystems and children's mobile app usage; a longitudinal work, set up focus groups to gauge children's and parents/guardians' experiences and awareness of marketing techniques and campaigns.

Assess campaigns run by leading national brands by collecting information from advertising agencies and by sampling whole-country social media for relevant content to ascertain what is viewed by different age groups.

Map exposure to some paid-for digital marketing experience used by a panel of children in each age bracket using a natively installed smartphone app that (with the consent) monitors and aggregates data on children's interaction with advertisement in some web-based and social media.

Use real-time screen capture software on a panel subgroup to assess what a representative sample of children actually sees online on their devices, in order to better understand wider marketing techniques, including user-generated content and product placement.

Create user-friendly materials from the research data and develop partnerships with young people, parents, policy-makers and civil society who together can advocate change, raise awareness and influence policy.

A toolkit to support the development and update of codes of conduct

Evangelia Grammatikaki, Ana Sarasa-Renedo
Petros Maragkoudakis, Jan Wollgast,
Sandra Caldeira
2019

English Français Deutsch Русский

A stylized illustration of a diverse group of seven people standing in front of a city skyline. The skyline includes a bus, a cinema building with 'CINEMA' written on it, a shopping center with 'SHOPPING' signs, and a lighthouse. The people are: a man on the left talking on a mobile phone, a man in a blue shirt holding a camera, a man in a red and white striped shirt holding a blue sign that says 'HELP! I've lost my phone', a man with dreadlocks in a suit, a woman in a wheelchair, a woman with blonde hair, and a man on the far right wearing a cap and holding a tablet.

Faith Kilford Vortins



Tasks and responsibilities

TASK 6.5

Guidance for regulatory and voluntary codes of practice

Develop guidance for codes of practice on reducing unhealthy food marketing to children.

Provide Member States with assistance for the implementation of codes of practice for non-broadcast media and advertising of food and non-alcoholic beverages, including sponsorship and retail product placement and other practices.

Workshop for MS in Dublin



Task 6.5 Guidance for regulatory and voluntary codes of practice

Support Member States in the development and implementation of codes of practice for non-broadcast media and advertising of food and non-alcoholic beverages, including sponsorship and retail product placement and other practices

- Complete work on rationale for Codes to support MS initiatives in this area
- Develop guidelines for national consultations on codes of practice
- Prepare a checklist of main aspects to be covered in codes of practice – drawing on experience in Ireland, Slovenia and Portugal and other MS
- Co-develop Codes of practice with MS
- Prepare outline on governance and monitoring.
- Workshop on codes of practice for participating MS - led by Ireland
- Prepare document to encourage food companies and partner organisations to sign up to the Codes
- Develop a register of signatories that will be maintained and published by the national monitoring bodies and be available to EU JA Team and the HLG annually



Tasks and responsibilities

TASK 6.6

Adaptation of the monitoring tools to address health inequalities

Review of the health impact assessment of interventions to reduce unhealthy food marketing to children, describing the effectiveness of interventions and approaches differentiated by socio-economic variables.

Adaptation of the monitoring tools to address health inequalities will be reviewed.

TASK 6.7

EU harmonised Framework for Action on reducing unhealthy food marketing to children

This Framework for Action will provide guidance for policy implementation measures across the EU MS and will allow for regular updating through the EU HLG following the end of this Joint Action facilitating ongoing sustainability.



TASK 6.2



TASK 6.3



TASK 6.4

TASK 6.5



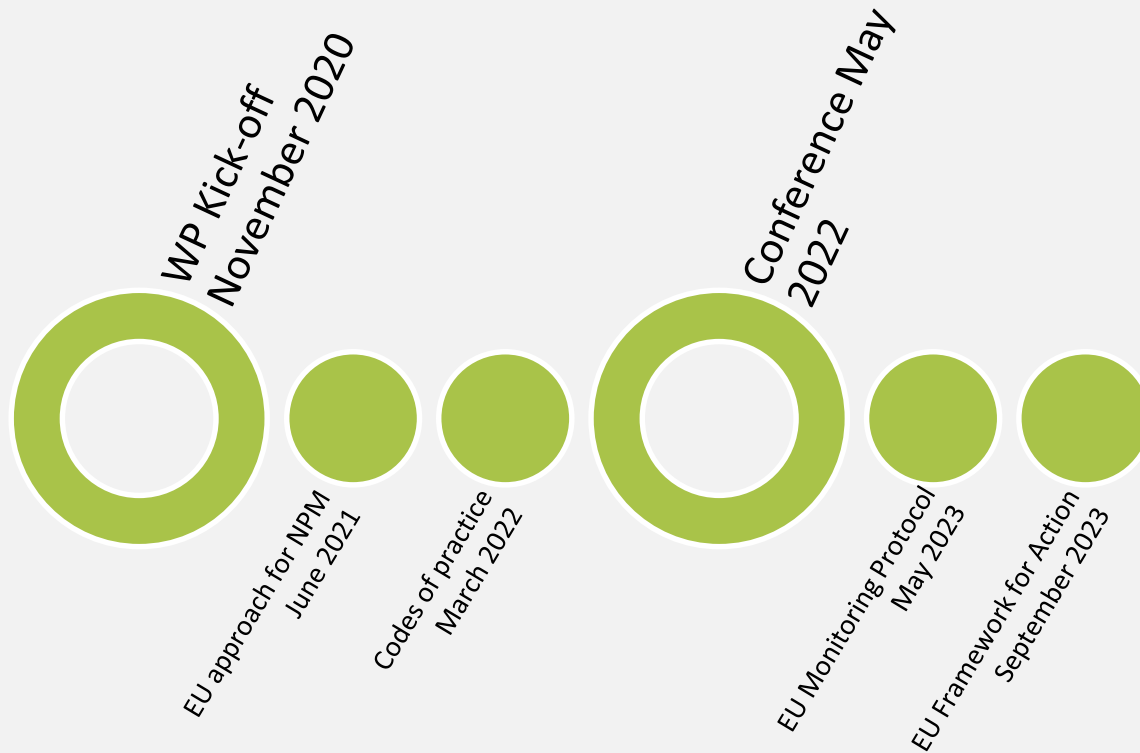
TASK 6.6



**Framework
for Action**



Timeline of activities





Best-ReMaP

Healthy Food for a Healthy Europe



Thank you for your attention!

The Joint Action focusing on the implementation of validated best practices in nutrition – Best-ReMap

This presentation arises from the Joint Action Best-Remap. This Joint Action is addressing the adaption, replication and implementation of effective health interventions, based on practices that have been proven to work in the areas of food reformulation, framing of food marketing and public procurement of healthy food in public settings, under the framework of the Third Health Programme (2014-2020). Sole responsibility lies with the author and the Consumers, Health, Agriculture and Food Executive Agency is not responsible for any use that may be made of in the information contained therein.

