

FOOD MARKETING AND CHILDHOOD OBESITY

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OVERVIEW

Obesity Crisis

Children's Nutrition

Marketing

Impact of Food Marketing on Children's Food Choices
and Diets 2006 IOM report

2012 IOM Report on Accelerating Progress on Obesity
Prevention

Where are we now?



Obesity in US

- OVERALL 1/3 OF CHILDREN AND 2/3 OF ADULTS IN THE US ARE OBESE OR OVERWEIGHT

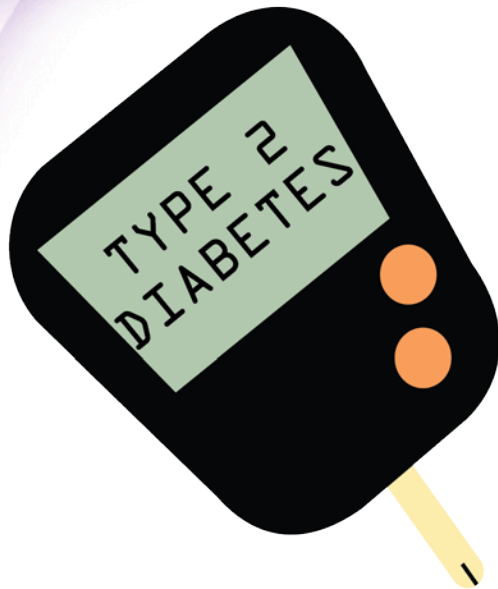


Scope of the Problem

- In 2009-2010, 19.6% of boys and 17.1% of girls ages 12-19 were obese and 34.6% of boys and 32.6% of girls were overweight or obese.
- Some groups show greater incidence of obesity: higher rates for African American, Hispanic, Native American, low income children and children living in Southern US
- Obesity prevalence especially high among Hispanic boys (26.5 %) and African American girls (24.8%)

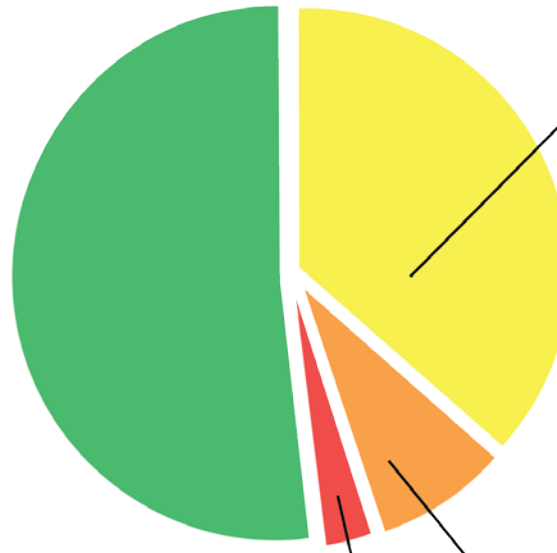


Health Consequences



3%

OF ADULTS THAT
HAVE TYPE 2 DIABETES
ARE UNDIAGNOSED



37%

OF ADULTS ARE
PREDIABETIC.

8%

OF ADULTS HAVE
TYPE 2 DIABETES.



Health Consequences

OBESITY CAN CAUSE OTHER HEALTH PROBLEMS

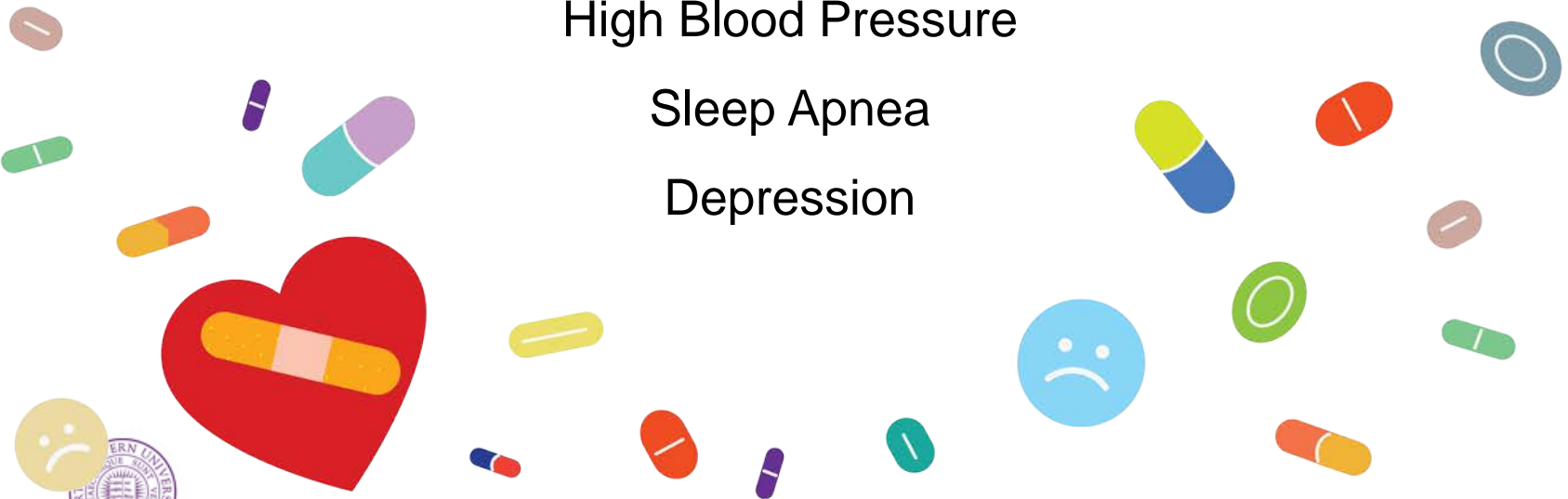
Cardiovascular Disease

Type 2 Diabetes

High Blood Pressure

Sleep Apnea

Depression



Scope and Societal Costs

\$190.2 BILLION

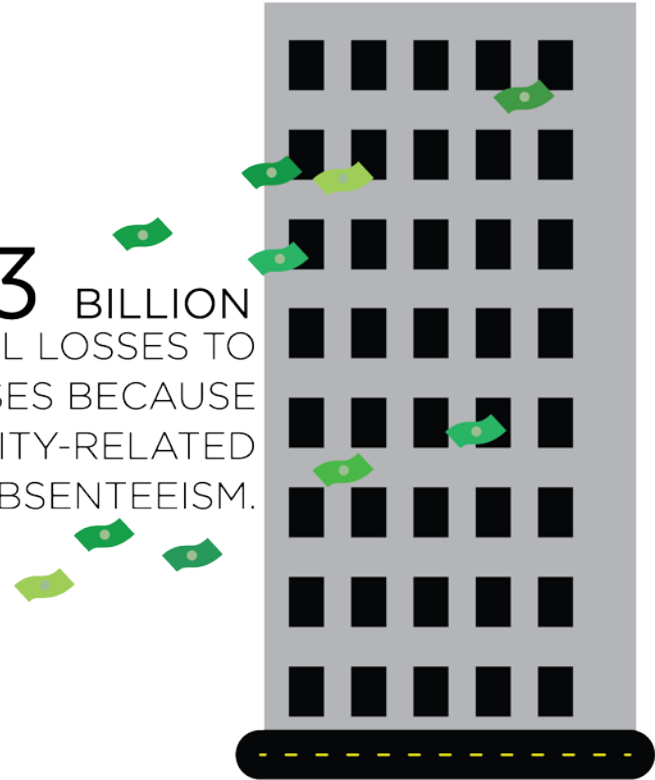
ESTIMATED ANNUAL COST OF
OBESITY-RELATED ILLNESS.



21%

OF ANNUAL MEDICAL SPENDING IS
ON OBESITY-RELATED ILLNESS.

\$4.3 BILLION
IN ANNUAL LOSSES TO
BUSINESSES BECAUSE
OF OBESITY-RELATED
JOB ABSENTEEISM.



Causes of High Rates of Obesity

- Causes of high rates of obesity can be traced to trends in environmental influences on physical activity and food intake.



Trends in Physical Activity

- Availability of leisure time (1981-~57 hours/week; in 2003 ~48 hours per week)
- Among high school students, decreases in daily physical education classes (1991-41.6% to 2009-33.3%)
- Meet physical activity guidelines: 18.4% of high school students in 2009
- Decreases in walking to school (In 1977 20% of school trips and in 2001 12.5% of school trips)



Trends In Media Use

- Major Increases in Overall Media Use (among 8-18 year olds):
 - 1999: 6 hours 19 minutes per day
 - 2004: 6 hours 21 minutes per day
 - 2009: 7 hours 38 minutes per day



Trends in Children and Adolescents Food Consumption (2-18 years of age)

- Daily total Energy Intake: 1977-78 was 1,842 kcal/day and in 2003-2006 was 2,022 kcal/day
- Portion sizes increased for: soft drinks, fruit drinks, hamburgers, pizza and Mexican fast foods
- Increases in energy from carbohydrates
- Decreases in energy intake from fats and protein



Trends in Food Consumption Continued

- Increases in sugar sweetened beverage consumption (1999-2004 up 81%)
- Increases in daily energy eaten away from home (2003-2006 up 33.9%)
- Increases in fast food consumed at home versus in stores (2003-2006 up 49%)



Overall Assessment of Diet and Eating Patterns

- Higher than recommended : Sugars, Sodium, Total and Saturated Fats
- Inadequate Intakes of: Whole Grains, Fruits, Milk, Vegetables, Potassium, Fiber, Magnesium, Vitamin E
- General Increase in: Calories, Carbohydrates, Sweetened Beverage Consumption, Away from home Foods



FOOD MARKETING'S ROLE

- In 2005-06 the Institute of Medicine convened a study group to examine specifically the role of food marketing in the obesity crisis. The 2006 report is entitled Food Marketing and the Diets of Children and Youth.



2006 Study of Food Marketing

- Examined the Marketing Landscape of foods marketed to children
- Examined evidence of the impact of food marketing on children's food preferences, food choices and diets



Marketing Landscape: Key Terms

- Marketing involves:
 - Conducting marketing research
 - Defining the target market
 - Analyzing Competition
 - Implementing basic processes that constitute the marketing mix of drivers of business

Key components of Marketing strategy: Product, Place, Price and Promotion



Marketing Strategies

- Many venues: schools, grocery stores, malls, theaters, sporting events, child care
- Many media vehicles: broadcast, print, web, videogames, push advertising on cellphones, Apps
- School-based marketing practices: product sales, direct and indirect advertising



Recent Digital Media Marketing Practices

- Food and beverage marketers are increasingly using company websites, advertising on third party websites, video games, G rated DVDs and interactive games (e.g. advergames played online).
- Websites today are no longer static but are very dynamic and potentially very involving.
- Apps are a new means of engaging children in games that focus on media characters associated with foods and beverages.



Five Major Digital Marketing Techniques

- Immersive techniques
- Social Media techniques
- Data Collection and Behavioral Profiling
- Location targeting and mobile marketing
- Neuromarketing techniques



What Sorts of Foods are Marketed to Children and Adolescents

- Food and Beverages marketed to children and adolescents are high in sugars, fat, sodium and calories
- Marketed foods and beverages are very low in fruits, vegetables, whole grains and dairy products



2006 Evidence Review of Impact of Marketing on Children's food choices and diets

- Multiple sources of evidence
- Peer reviewed literature
 - Disciplined process to gather, classify, interpret scientific literature
 - Among 200 articles, 123 met standards of evidence review
- Industry and Marketing Sources
 - Articles, trade journals, popular magazines, books, company websites, annual reports and news releases



Evidence Review Findings

- TV Advertising Effects:
 - Strong evidence of effects on food and beverage preferences, purchase requests and short term food and beverage consumption for 2-11 year olds
 - Moderate evidence of effects on food and beverage beliefs and usual dietary intake of 2-5 year olds
 - Insufficient evidence on causal relationship from TV advertising to adiposity especially for teens



Broad Conclusions of 2006 IOM Report

- Food and beverage marketing is one of many factors influencing the diets and health prospects of children and youth.
- Food and beverage marketing practices targeting children and youth are out of balance with healthful diets and contribute to an environment that puts health at risk.
- Industry and marketers have underutilized potential to devote creativity and resources to develop and promote foods, beverages and meals that support healthful diets.



Broad Conclusions of 2006 IOM report

- Achieving healthful diets will require sustained, multi-sectoral, and integrated efforts that include industry leadership and initiative.
- Public policy programs and incentives do not have the support or authority to address many of the current and emerging marketing practices that influence the diets of children and youth.



2011 Review of Progress on 2006 Report

- In 2011, Vivica Kraak, Mary Story, Jaya Gintner and I reviewed evidence to examine the progress made to meet the 2006 recommendations.
- Utilized the LEAD PRINCIPLES approach to assess progress (LOCATE, EVALUATE, ASSEMBLE, DECISIONS)
- Reviewed academic articles, industry and government reports, newspaper and press stories as well as various data bases. Categorized 117 pieces of evidence to assess the outcomes of these recommendations.



What Progress Has been Made in Food Marketing

Overall food and beverages companies made moderate progress between 2006 and 2011 toward the IOM's recommendations on improving food marketing practices to promote a healthful diet to children and adolescents. Other industry sub-sectors such as restaurants, industry trade associations and media and entertainment companies made only limited progress toward the IOM recommendations.



Committee on Accelerating Progress in Obesity Prevention 2012

STUDY CHARGE:

“review past...obesity prevention-related recommendations, identify a set of critical recommendations for future action, and recommend indicators of progress in implementing these actions.”



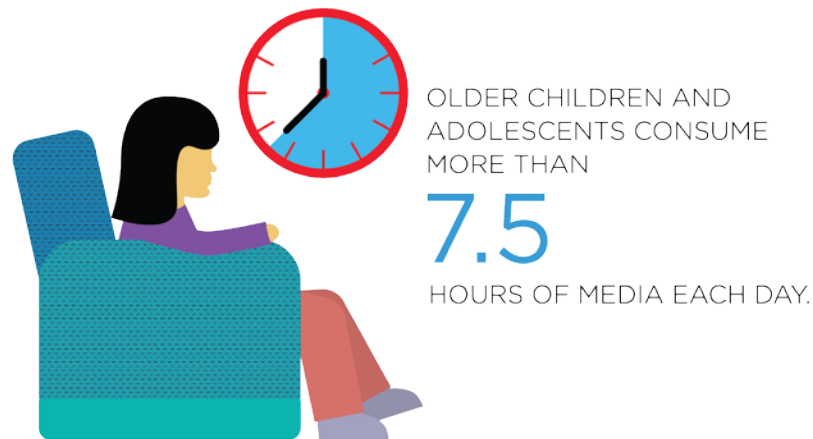
Goals

1. Integrate Physical Activity Every Day in Every Way
2. Make Healthy Foods Available Everywhere
3. Market What Matters for a Healthy Life
4. Activate Employers and Health Care Professionals
5. Strengthen Schools as the Heart of Health



Message Environment: Recommendations

- Industry, educators, and governments should act quickly, aggressively, and in a sustained manner on many levels to transform the environment that surrounds Americans with messages about physical activity, food, and nutrition.



Messaging Strategies

- **Strategy 3-1:** Develop and support a sustained, targeted physical activity and nutrition social marketing program.

Strategy 3-2: Implement common standards for marketing foods and beverages to children and adolescents.

Strategy 3-3: Ensure consistent nutrition labeling for the front of packages, retail store shelves, and menus and menu boards that encourages healthier food choices.

Strategy 3-4: Adopt consistent nutrition education policies for federal programs with nutrition education components.



Current Industry Response

The companies that are part of the self-regulatory Children's Food and Beverage Advertising Initiative have pledged to market only their healthier foods to children and adolescents and to refrain from using media characters to promote unhealthy foods. These pledges went into effect in January 2014. Will we see a change in the sorts of foods marketed to children?



THANK YOU!!



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