

UNHEALTHY FOOD ENVIRONMENTS UNDERMINE CHILDREN'S RIGHTS TO ADEQUATE NUTRITION

Millions of children worldwide are CONSUMING too many ultra-processed foods and drinks.



Unhealthy diets like these contribute to HEALTH ISSUES such as OBESITY, HEART DISEASE, TOOTH DECAY and TYPE-2 DIABETES, as well as the PSYCHOLOGICAL EFFECTS of SOCIAL STIGMA and UNHAPPINESS.



The FOOD ENVIRONMENT

-including how food is PRICED and MARKETED- plays a leading role in influencing children's diets.



In an UNHEALTHY FOOD ENVIRONMENT, children face PHYSICAL and FINANCIAL BARRIERS to ACCESSING NUTRITIOUS FOODS...



...and are CONTINUOUSLY exposed to CHEAP, UNHEALTHY & HEAVILY-PROMOTED foods.

In addition to the negative health effects of poor diets, they also result in a significant FINANCIAL BURDEN on SOCIETY!

GLOBAL COST of UNHEALTHY FOOD - ENVIRONMENTS - ESTIMATED AT: 990 BILLION US DOLLARS!



Governments can protect children from the effects of unhealthy food environments with SUGARY DRINK TAXES, RESTRICTIONS on MARKETING UNHEALTHY FOOD AND BEVERAGES, and FRONT OF PACK NUTRITION LABELS.



THE CASE FOR IMPLEMENTING MARKETING RESTRICTIONS

The MAJORITY of FOOD and BEVERAGE marketing is dominated by unhealthy ultra-processed products specifically designed to appeal to children.

Unhealthy food marketing has a POWERFUL INFLUENCE over CHILDREN.

It increases children's consumption of UNHEALTHY DIETS that THREATEN their RIGHT to HEALTH and NUTRITION.

Governments have a RESPONSIBILITY to PROTECT children and REDUCE their EXPOSURE to harmful food and beverage marketing.

MARKETING RESTRICTIONS are a POWERFUL PREVENTION TOOL with several layers of IMPACT.

They REDUCE children's exposure to junk food, protecting them from commercial exploitation.

They can help reduce children's consumption of unhealthy food and beverages.

They can contribute to reducing levels of childhood OVERWEIGHT and OBESITY.

Costs of marketing restrictions are likely to be OFFSET by SAVINGS in HEALTHCARE COSTS.

DESIGNING, IMPLEMENTING AND DEFENDING MARKETING RESTRICTIONS

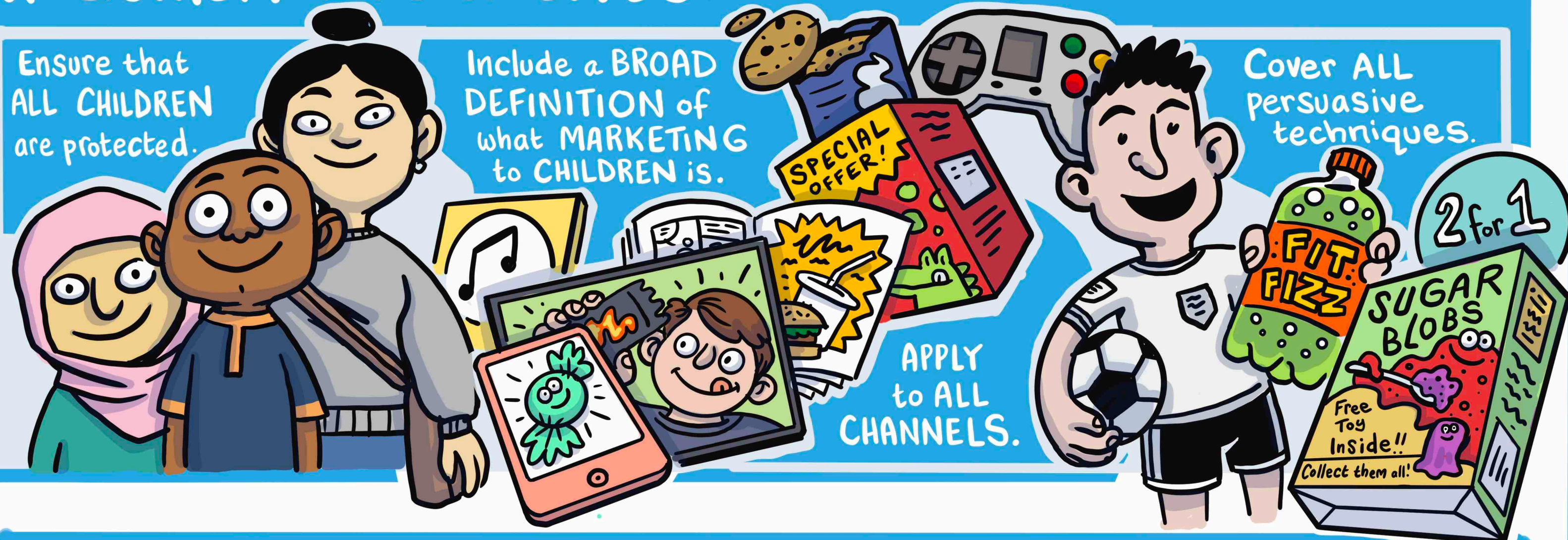
REQUIREMENTS of EFFECTIVE RESTRICTIONS

Ensure that ALL CHILDREN are protected.

Include a BROAD DEFINITION of what MARKETING to CHILDREN is.

Cover ALL persuasive techniques.

APPLY to ALL CHANNELS.



COUNTERING INDUSTRY ARGUMENTS

BUT, industry self-regulation is sufficient!

Industry self-regulation is not effectively ENFORCED, MONITORED or EVALUATED...

BUT the QUANTITY of unhealthy food and beverage marketing is ALREADY DECLINING!

This evidence is based on marketing spend on TV...

...and is NO SUBSTITUTE for comprehensive implementation of the WHO — set of — recommendations through regulation.



...but children are EXPOSED to marketing through NEW TYPES of MEDIA.

ROLE of GOVERNMENT in DESIGNING MARKETING RESTRICTIONS

Determine Country-specific aims and objectives.



Allocate ADEQUATE BUDGET to SUPPORT, IMPLEMENT, MONITOR, ENFORCE and EVALUATE the PROGRAMME.



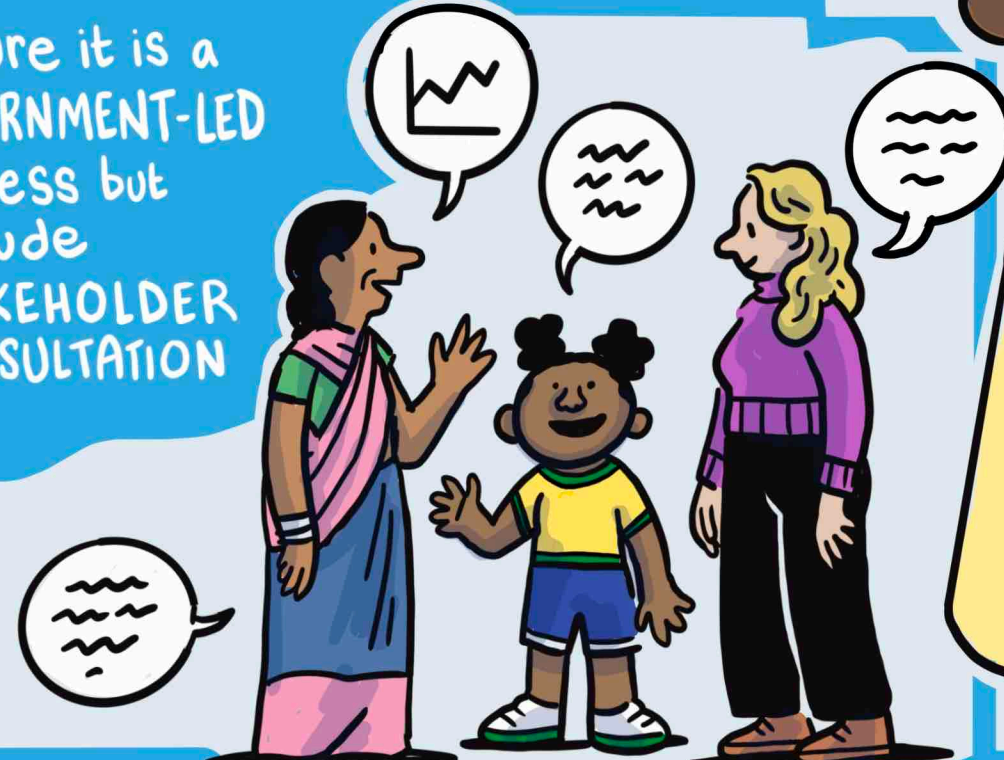
Ensure the responsible body has the -LEGAL- AUTHORITY to IMPLEMENT the MEASURES.



Protect POLICY PROCESS — from — INDUSTRY INFLUENCE.



Ensure it is a GOVERNMENT-LED process but include STAKEHOLDER CONSULTATION



Develop a ROBUST PUBLIC COMMUNICATION & EDUCATION CAMPAIGN.



BUT, food and beverage marketing does not influence consumption or health outcomes!



Food and beverage marketing creates SOCIAL NORMS, increases children's preference for these foods & increases energy intake.



BUT, parents and caregivers are responsible for what children eat.



Marketing unhealthy foods UNDERMINES efforts of caregivers to encourage healthy eating.

BUT, marketing restrictions will reduce employment and real wages.



There is NO EVIDENCE that marketing restrictions have an impact on the Labor market.

