



852571

October 5, 2010

Ms. Janet Feasby
Vice President, Standards
Advertising Standards Canada
175 Bloor St East
South Tower Suite 1801
Toronto ON M4W 3R8

Dear Ms. Feasby:

Thank you for your letter of September 13, 2010, regarding the release of *Canadian Children's Food and Beverage Advertising Initiative: 2009 Compliance Report*.
The Honourable Kevin Falcon, Minister of Health Services, has asked me to respond to your letter.

The Ministry of Healthy Living and Sport applauds Advertising Standards Canada for their efforts in engaging the food and beverage industry in a voluntary approach to responsible advertising and marketing to Canadian children. We recognize the food industry as key partners for participating in strategies that address childhood obesity. Marketing of food and beverages to children continues to be a priority issue for our Ministry.

The report documents an excellent level of compliance by the food and beverage companies. However, we would encourage a standardized approach for improved rigour and consistency of implementation rather than have the industry set their own commitments and definition of "advertising directed primarily to children under the age of 12".

This past September, at the Annual Conference of Federal-Provincial-Territorial Ministers of Health, the Ministers released *Curbing Childhood Obesity: A Federal-Provincial-Territorial Framework for Action to Promote Healthy Weights*. One of their key strategies is to decrease the marketing of foods and beverages high in fat, sugar and/or sodium to children. We will continue to work with the federal government towards a national approach to responsible advertising. I appreciate the opportunity to respond.

Yours truly,

Laurie Woodland
Executive Director
Chronic Disease / Injury Prevention and the Built Environment
Population and Public Health

Restaurants Offering Toy Premiums

Restaurant	Kids Meal	Toy Premium	Revenue (million)	Notes
A&W	Yes	Maybe	>100	http://www.kathysfastfoodtoys.com/Dennys.html Couldn't find directly but likely
Applebee's	Yes	Maybe	>100	
Arby's	Yes	Yes	50-100	
Boston Pizza	Yes	Yes	>100	http://www.kathysfastfoodtoys.com/Dennys.html
Burger King	Yes	Yes	>100	
Denny's	Yes	Yes	50-100	
Dairy Queen	Yes	Yes	>100	http://www.kathysfastfoodtoys.com/Dennys.html
East Side Marios	Yes	Yes	>100	
Harvey's	Yes	Yes	50-100	
Ihop	Yes	Maybe	>100	http://www.kathysfastfoodtoys.com/Dennys.html
Keg, the	Yes	Maybe	>100	
Kelsey's	Yes	Yes	50-100	
KFC	Yes	Yes	>100	They give away the cup
McDonalds	Yes	Yes	>100	
Pizza Hut	Yes	Yes	>100	
Quiznos Subs	Yes	Yes	>100	They give away the cup Refer to an "activity"
Subway	Yes	Yes	>100	
Swiss Chalet	Yes	Yes	50-100	
Taco Bell	Yes	Yes	>100	Food comes in a pirate ship
Wendy's	Yes	Yes	>100	
Whitespot	Yes	Yes	50-100	

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Local Action to Prevent Childhood Obesity:

A Targeted Environmental Scan to Identify Promising Food and Nutrition Strategies.

(Prepared By: Stephanie Suski, RD, MHSc, HealthLinkBC)

Objective:

The objective of the scan was to identify a common set of food and nutrition issues in the prevention of childhood obesity as well as a common set of prevention approaches adopted by policymakers, organizations, community groups and other stakeholders at the local level. Specifically the scan focused on food and nutrition strategies endorsed and/or funded by the Robert Wood Johnson Foundation.

Process:

The Robert Wood Johnson Foundation's *Center to Prevent Childhood Obesity* "aims to synthesize the science and best available evidence on childhood obesity to ensure that prevention policies and activities are built on what works". Given its mandate, the Center's website (<http://www.rwjf.org/childhoodobesity/>) was the entry point for the environmental scan. Links to affiliate websites, policy documents, toolkits, grant reports, program evaluations etc were reviewed and included in the following summary based on their relevance to the objective of the scan. Additional reports and programs included in the scan were identified through discussion with Sue Ross.

The scan included both childhood obesity prevention strategies as well as healthy food system strategies. Arguably the two sets of strategies are not distinct, but instead work synergistically to create healthier communities.

In determining which strategies were relevant to the objectives of the scan, a holistic view of child health was used rather than obesity prevention alone. In keeping with most models of health-focused food systems, the overall goal is to support children in becoming a new generation of healthy and environmentally aware eaters (S1; S2).

For purposes of this document, obesity specific references are prefixed by the letter "O", while food systems references are prefixed by the letter "S". References are listed after each individual policy, program and initiative. Many strategies have multiple references and are endorsed by more than one organization. Strategies with a single reference may be more innovative in nature or not *explicitly* mentioned in other publications.

The Healthy Eating Active Living Convergence Partnership (S3) suggests that promising strategies be selected based on:

1. ability to promote convergence—that is, their ability to address multiple issues and facilitate collaboration among stakeholders in various fields.
2. potential impact on eating behaviors and ability to achieve meaningful environmental change.
3. ability to serve as milestones toward continued significant change.
4. relevance to low income communities (and communities of color).

In planning for action, multicomponent interventions and collaborative efforts should be prioritized as they are most effective and generate more momentum, resources, and influences than individual efforts (O7). Funding should focus on programs that are scalable, adaptable and sustainable so that they can be translated to other locales (O7).

While overall strategies at the local level can be recommended in accordance with evidence-based research and promising practices, this information must be balanced with the need for community participation in defining what is needed (O1).

Results:

Strategies have been synthesized and organized according to the frameworks used in the RWJF *Action Strategies Toolkit* (O1) and IOM's *Local Government Actions to Prevent Childhood Obesity* (O5). Additional categories were included to capture related healthy food system strategies.

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References:

Childhood Obesity Focus

O1. Action Strategies Toolkit: A Guide for Local and State Leaders Working to Create Healthy Communities and Prevent Childhood Obesity. (May 2009) RWJF's *Leadership for Healthy Communities* national program. www.leadershipforhealthycommunities.org

O2. Shape Up Somerville. <http://www.somervillema.gov/Division.cfm?orgunit=SUS>
<http://www.childreninbalance.org/> Initial pilot 2002-2005 in collaboration with Tufts, but has expanded into city-wide campaign.

O3. Leadership for Healthy Communities (RWJF National Program).
<http://www.leadershipforhealthycommunities.org/> . Improving Access to Healthy Foods: A Guide for (State and Local) Policy Makers (2007).
<http://www.leadershipforhealthycommunities.org/images/stories/healthyeatingweb.pdf>

O4. Healthy Kids, Healthy Communities: Supporting Community Action to Prevent Childhood Obesity (RWJF National Program). *Currently assisting 50 grantee communities re: implementing healthy eating policies and initiatives. Includes list of most popular strategies/best practices.
<http://www.healthykidshealthycommunities.org/>

O5. Local Government Actions to Prevent Childhood Obesity, IOM (Sept 2009).

O6. Progress in Preventing Childhood Obesity. How Do We Measure Up? (IOM, 2006).
<http://www.iom.edu/Reports/2006/Progress-in-Preventing-Childhood-Obesity--How-Do-We-Measure-Up.aspx> **Evaluation report commissioned by RWJF.

O7. Childhood Obesity Prevention in Texas: Workshop Summary (IOM, 2009).

O8. Ohio Obesity Prevention Plan (2009).

Food Systems Focus

S1. Food NYC: A Blueprint for a Sustainable Food System. (Feb 2010).

S2. Food Connections: Toward a Healthy and Sustainable Food System for Toronto. A Consultation Report (February 2010).

S3. Promising Strategies for Creating Healthy Eating and Active Living Environments (2008, Healthy Eating Active Living Convergence Partnership).
http://www.convergencepartnership.org/atf/cf/%7B245A9B44-6DED-4ABD-A392-AE583809E350%7D/CP_Promising%20Strategies_printed.pdf
Collaboration of funders working to maximize their impact by coordinating efforts. Promising strategies in the report selected based on research evidence and/or innovation.

INTERNATIONAL SCAN

❖ Rudd Center for Food Policy & Obesity

<http://www.valeruddcenter.org/marketingpledges/search.aspx>

- Pledges and Commitments from countries and global food companies
- "...Global food and beverage companies, in conjunction with industry trade organizations, have issued voluntary pledges to change marketing of foods and non-alcoholic beverages to children."

❖ American Psychological Association

<http://www.apa.org/monitor/sep00/advertising.aspx>

The letter protesting psychologists' involvement in children's advertising was written by Commercial Alert, a Washington, D.C., advocacy organization. The letter calls **marketing to children a violation of APA's mission of mitigating human suffering, improving the condition of both individuals and society, and helping the public develop informed judgments.**

Urging APA to challenge what it calls an "abuse of psychological knowledge," the letter asks APA to:

- Issue a formal, public statement denouncing the use of psychological principles in marketing to children.

- Amend APA's Ethics Code to limit psychologists' use of their knowledge and skills to observe, study, mislead or exploit children for commercial purposes.
- Launch an ongoing campaign to investigate the use of psychological research in marketing to children, publish an evaluation of the ethics of such use, and promote strategies to protect children against commercial exploitation by psychologists and others using psychological principles.

"The information psychologists are giving to advertisers is being used to increase profits rather than help children," says Kanner, who helped collect signatures for the letter. "The whole enterprise of advertising is about creating insecure people who believe they need to buy things to be happy. I don't think most psychologists would believe that's a good thing. There's an inherent conflict of interest."

IOM Pledge against Cartoon Characters

- ✓ What is it? Company Pledge
- ✓ Who made it? Institute of Medicine, USA
- ✓ What's it about?
 - "Walt Disney Company and the Cartoon Network pledged to stop using their cartoon characters to advertise food products for children that are high in calories and low in nutrients"
 - Easy ways to email, FB, Twitter friends and Colleagues about the initiative
- ✓ <http://www.iom.edu/Reports/2005/Food-Marketing-to-Children-and-Youth-Threat-or-Opportunity/Disney-Cartoon-Network-Pledge-Support-Child-Nutrition.aspx>
- ✓ Evaluation?



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Title: Reporting to government on food marketing in schools.

Description:

The marketing of unhealthy food and beverages to children contributes to poor diet and correlates with obesity. Schools are a key setting for leadership in promoting healthy eating through education and supportive environments. Currently, mandated policy in BC schools prohibits the sale of unhealthy food and beverages however it does not apply to the marketing of food and beverages.

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Rationale:

The target population for this initiative is children as they are both a prime target of unhealthy food and beverage marketing and, highly vulnerable to the impact and influence of marketing messages.

Although the total value of marketing food, beverages and restaurants to children and adolescents has not been measured in Canada, the total value estimated in the United States is \$10 billion.¹ The marketing of food and beverages to children directly influences their preference for purchase and consumption of the products advertised.² As the majority of marketing messages promote calorie-dense and nutrient-poor foods and beverages that are high in fat, sugar and/or sodium,³ the current marketing environment interferes with healthy eating patterns and healthy weights of children in BC.

Children are recipients of marketing from multiple sources and in various settings such as television and radio advertisements, in-store marketing, product placement and packaging (e.g. cartoon characters, toy give-aways). Children are also marketed to through event and sports-related sponsorship and capital funding assets or programs (e.g. sports equipment or uniforms or breakfast programs). Children are highly vulnerable to marketing, in particular to techniques of repeat exposure to indirect promotions such as logos which are often used on items sponsored by schools (e.g. basketball backboards, vending machines, etc). It is unlikely that children would recognize and be able to defend themselves against the influence of these marketing approaches as evidence suggest they are not aware of and do not effectively comprehend the persuasive intent and impact of marketing messages.^{4,5}

¹ United States Institute of Medicine (2006). Committee on Food Marketing and the Diets of Children and Youth. J.M. McGinnis, J. Gootman, V.I. Kraak (eds). Food Marketing to Children and Youth: Threat or Opportunity? Washington: The National Academies Press.

² United States Institute of Medicine (2006). Committee on Food Marketing and the Diets of Children and Youth. J.M. McGinnis, J. Gootman, V.I. Kraak (eds). Food Marketing to Children and Youth: Threat or Opportunity? Washington: The National Academies Press

³ Chronic Disease Prevention Alliance (2006). Background Paper: Marketing and Advertising of Food and Beverages to Children.

⁴ United States Institute of Medicine (2006). Committee on Food Marketing and the Diets of Children and Youth. J.M. McGinnis, J. Gootman, V.I. Kraak (eds). Food Marketing to Children and Youth: Threat or Opportunity? Washington: The National Academies Press.

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Marketing to Kids (M2K)

Campaign Market Scan

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Campaigns

Campaign for a Commercial-Free Childhood (CCFC)

<http://www.commercialfreechildhood.org/issue/marketing-children-overview>

CCFC's mission is to support parents' efforts to raise healthy families by limiting commercial access to children and ending the exploitive practice of child-targeted marketing.

CCFC's campaigns stigmatize companies that target children. Through extensive media coverage and social media engagement, they raise public awareness about the harms of advertising to children. Petition letters to the CEO of McDonalds was a tactic used in the [Shut Down HappyMeal.com](#) campaign.

The "[No Coke Ads on Residential Recycling Bins](#)" calls on Chicago residents to "Say **NO** to corporate marketing in our own backyards!" through petitions and social media.

Food Myth Busters

<http://foodmyths.org/myths/marketing-advertising/>

This Non-profit organization supports the efforts of the 'Campaign for a Commercial-Free Childhood' and believes that marketing targeting to children and teenagers is a public health crisis.

Tactics include:

- Movie, "How Junk Food Marketers Target Our Kids" targets specific brands including Coke, Doritos and Oreos
- On-line engagement to encourage open discussion (Q&As)

Stick It to Fast Food

<http://www.stickittofastfood.org/home/>

This was a collaborative effort by high school students across Ontario, the Ontario Student Trustee Association (OSTA-AECO) and Key Gordon Communications, a Toronto-based Design firm using social media to drive fast food boycott and awareness campaign.

'*Stick It*' was designed to grab attention with its racy logo and simplify the too often conflicting health messages directed at today's youth.

Tactics include:

- Pledges to go 'Fast Food Free' – 15,267 collected to date
- Share '*Stick It*' logo on social media sites
- Downloadable posters, which identifies specific companies including: Wendy's, Burger King and McDonalds
- '*Stick It*' to Fast Food tshirts can be ordered through the campaign site

LardBar

<http://www.bhf.org.uk/get-involved/campaigning/food4thought/lardbar/index.aspx>

The British Heart Association is the UK's largest heart charity focuses on the fight against cardiovascular disease including prevention activities and campaigns. The 'Lardbar' campaign uses interactive web elements to mobilize the public.

Tactics include:

- Creative digital tool '*5 Steps to Marketing Success*' guides users through five unique pages to "reveal all the secret tricks of the trade used by private organization to help get unhealthy product down the throats of as many children as possible."
- On-line Petition to the Culture Secretary
- Share through social media

We're Not Buying It

<http://www.preventioninstitute.org/focus-areas/supporting-healthy-food-a-activity/supporting-healthy-food-and-activity-environments-advocacy/get-involved-were-not-buying-it/735-were-not-buying-it-the-facts-on-junk-food-marketing-and-kids.html>

The Prevention Institute is a USA based national non-profit organization. The Institute is committed to building momentum for community prevention as an integral component of a quality health system. The campaign aims to reveal the deceptive lengths that food industries will go to in order to promote unhealthy foods

Tactics include:

- "*We're Not Buying It*," video exposes deceptive marketing to children, debunks industry claims, and highlights the latest research

Government Action

Nova Scotia

Nova Scotia Government project engaging youth in documenting marketing that targets them
Their work today includes:

- Having summer students document examples of Marketing to Kids
- Developing a primer on Marketing to Kids for public health staff
- Undertaking a parents survey

Comment [h1]: Lisa, do you have the name of this project?

Ontario

The Ontario Government recently (October 2013) announced that it will table legislation to limit marketing directed at children, stating that "many food companies and other companies take unfair advantage of the susceptibility of children to commercial marketing. Quebec, Sweden and Norway have restricted all commercial advertising to children for decades" (Centre for Science in the Public Interest, 2013).

http://cspinet.org/canada/pdf/ontario-menu_kid-ad.law.comment.pdf

Quebec

<http://www.cqpp.qc.ca/en/priorities/advertising-to-children/quebec-regulation>

One of only three jurisdictions in the world (along with Sweden and Norway) that have banned commercial advertising directed at persons under the age of 13 years. The provisions of the law targeting advertising directed at children have existed for over 30 years and 90% of Quebecois think it is necessary to regulate advertising directed at children.

Guilty Pleas Registration follows complaints lodged by the Weight Coalition when companies appear to be engaged in marketing activities directly to children under 13 years of age. Companies noted on the public website have included: McDonalds, Burger King, General Mills and Igor Muffins

USA

Let's Move

<http://obamafoodorama.blogspot.ca/2013/09/transcript-video-remarks-by-first-lady.html#more>

On September 18th, 2013, First Lady Michelle Obama hosted the first-ever White House Convening on Food Marketing to Children, designed "to **identify opportunities for action** that ensure marketing supports the health of kids and families

Australia

Parents Jury

<http://www.parentsjury.org.au/>

Comment [h2]: Will provide details – just wanted to be sure I was on track.

Supporting Organizations

Comment [h3]: Lisa, let me know if you think this is helpful/useful and I will continue with other organizations

Dietitians of Canada

<http://www.dietitians.ca/Downloadable-Content/Public/Advertising-to-Children-position-paper.aspx>

"It is clear that advertising foods and beverages of low nutrient quality runs counter to health promotion, which aims to 'make the healthy choice the easy choice. DC calls for an integrated, multi-sectoral approach to reduce the negative impact of food and beverage advertising on children."

World Health Organization

<http://www.who.int/dietphysicalactivity/marketing-food-to-children/en/Index.html>

CDPAC position statement

<http://www.cdpac.ca/media.php?mid=59>

Heart and Stroke Foundation

<http://www.heartandstroke.bc.ca/atf/cf/%7B1656a53f-c2fb-4d7a-af3d-9df9f391b9bb%7D/132353%20MARKETING%20HQ%20JUNE4.PDF>

Childhood Obesity Foundation

<http://www.childhoodobesityfoundation.ca/stakeholders-restriction-of-marketing-to-children>

Journal of Public Health Policy, "Restricting marketing to children: Consensus on policy interventions to address obesity:" <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3644621/>

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B.C. MINISTRY OF HEALTH

Food Marketing to Children in the School Environment

Robin Arora Dietetic Intern

Jan 27, 2012

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What Defines Food Marketing to Children In Schools?

The Institute of Medicine suggests that marketing involves research, defining a target market, assessing competition, and the marketing mix variables of product, place, price, and promotion (2006). Elements of marketing may include branding, advertising (e.g. increase awareness via radio, television, billboards), sales promotion (e.g. coupons, sales, gift incentives), and trade promotion (e.g. relation with retail outlets, product placement, in-store displays, contests) (IOM, 2006). Hawkes (2004) similarly describes marketing as *"a broad process that includes market research, distribution, pricing, packaging, product development, advertising, promotions and public relations."*

Definitions of food marketing to children in schools vary and require a detailed view of the various ways companies market their products.

The Center for Science in the Public Interest (CSPI) defines food marketing to children in schools as:

- *"Advertising and marketing of names of food manufacturers, companies, products, brand names, logos, trademarks, use of spokespersons (live or animated) in school cafeterias, stores, snack bars, or in conjunction with curricula, educational material, textbooks, computers, school property (e.g. buildings, vehicles, vending machine, scoreboards, signs, or posters), or school equipment (e.g. books, pencils, notebooks, sports equipment, uniforms, food or beverage cups/containers);*
- *Advertising in school publications, on school radio stations, school television, computer screen savers, school-sponsored sites, or on the public announcement (PA) system;*
- *Indirect promotions or sponsorship e.g. educational incentive programs involving coupons/contests providing food as a reward, 'free' school supplies with purchase of specific food products, scholarships, sports team sponsorships, fundraising events, market research activities, free samples, taste-tests, or coupons. (Retrieved Jan 2012) "*

Other definitions of food marketing in schools include:

- *"Any process of promotion, distribution, or sale of foods high in sugar or fat, with minimal nutritional value, that encourage children to purchase more of them" (Molnar et al., 2008; IOM, 2006)*
- *Product sales (e.g. sale of unhealthy food and beverages through vending machines, food carts, snack bars, fundraising events), direct advertising (e.g. advertisements on school grounds), indirect marketing (e.g. coupons, contests/ curricula where students and schools receive sponsor products), and market research (e.g. student surveys, taste-tests) (Samuels et al., 2006)*

Why Is Food Marketing to Children an important issue?

Food marketing to children is a critical issue. It has been suggested that children under the age of 8 years do not understand the intent of biased advertising; they are easily influenced and may not be able to counteract the impacts of marketing (IOM, 2006; Harris & Graff, 2011; Harris et al., 2009). Children cannot critically analyze and make informed decisions about advertised foods (Harris et al., 2009). Commonly, marketed foods include those high in fat, sugar, sodium, and low in nutrients (IOM, 2006). Older children are at risk because they have spending money and opportunities to make food choices and purchases without parental guidance (CSPI, 2011). Harris et al. (2009) and the Dietitians of Canada (2010) suggest that repeated exposure to indirect marketing such as logos, through popular games, movies, and characters are designed to create life-long customers and brand loyalty. This may be the result of associating brands with positive experiences or a lack of active processing of information due to repeated exposure (Harris et al., 2009).

The Canadian Community Health survey of 2004 found that 26% of Canadian children were overweight or obese (Shields, 2005). Hawkes (2004) believes that marketing of foods high in fat, sugar, sodium, and low in nutrients creates “obesogenic” environments which make healthy choices challenging. Research has shown that children exposed to food advertising will request or choose the foods that are advertised (Dietitians of Canada, 2010). The World Health Organization and the Food and Agriculture Association of the United Nations suggest heavy marketing of high-energy, low nutrient foods to be a probable factor in weight gain and obesity (Hawkes, 2004). Obesity in childhood has been linked to an increased risk of obesity in adulthood (Nadeau et al. 2011; Singh et al., 2008). In addition, associations between childhood obesity and risk factors for cardiovascular disease, such as type 2 diabetes mellitus, insulin resistance, dyslipidemia, and hypertension have been made (Nadeau et al., 2011). Progression to type 2 diabetes may be a greater risk for cardiovascular disease than obesity alone (Nadeau et al., 2011). A cause for alarm is that overweight children of certain populations (e.g. Aboriginal) are now showing increased prevalence of type two diabetes and early risk factors of heart disease (Dietitians of Canada, 2010; Nadeau et al., 2011).

The presence of an obesity epidemic demonstrates the struggles in obesity treatment. Efforts need to focus on prevention strategies and promotion of healthy choices in early childhood (Nadeau et al., 2011). Rahman et al. (2011) suggest that increased access to high-calorie foods increases risks of overweight and obesity.

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Marketing can manipulate child food preferences, purchase requests, and consumption (Kelly et al., 2008). In addition, it has been shown that youth with limited access to fast-food near schools have lower risks of obesity (Rahman et al., 2011). Modifying the environment of children to limit influential marketing, increase access to nutrient-rich foods, and decrease access to unhealthy foods will play a role in promoting better food choices and preventing childhood obesity (Rahman et al., 2011).

Evidence of Marketing to Children in Schools

Strong evidence suggests that children are marketed to in schools. Molnar et al. (2008) mentions that the top three ways in which children are marketed to in American schools are through corporate-sponsored fundraising, sponsored incentive programs, and exclusive agreements. Other types of marketing include electronic marketing, sponsorship of school programs and activities, and sponsored educational materials (Molnar et al., 2008).

Fundraising activities involve marketing to schools to raise funds for trips, activities, and/or school programs; it involves door-to-door sales and marketing of the sponsor's product (Molnar & Boninger, 2007). Foods of low nutritional value, such as chips, chocolate, candy, pastries, sweetened beverages, and pizza are often sold at school fundraisers (CSPI, 2010; Samuels et al., 2006). Bringing such foods into the school environment increases exposure to and contributes to the consumption of high sugar, high sodium, and low nutrient foods (CSPI, 2010). Examples of fundraising in schools would be enlisting students to sell Hersey candy bars, Little Caesar's Pizza Kits, Entertainment books, and hold fundraising nights at Pizza Hut, McDonalds, etc. (CSPI, 2010). In a survey of 20 California high-schools, all schools used food and beverage sales as fundraisers (Samuels et al., 2006). These activities results in profit for sponsoring companies and a specified portion of sales is promised to students/ schools in return.

Sponsored incentive programs involve programs that provide money, products, or services to students, staff, or the school district with engagement in specific activities (Molnar & Boninger, 2007). Rewards are offered for taking part in activities the sponsors promote (Molnar et al., 2008). For example, schools collect General Mill's box tops from students, and in exchange General Mill's provides financial support to schools (Molnar et al., 2008). Similarly, Campbell's has a "Labels for Education" program; students and their families are encouraged to collect and bring in Campbell's soup labels to help build points for their school to redeem art, athletic, and academic supplies. The popular incentive program, "Book It" by Pizza Hut rewarded children with free pan pizza's or discounted products when specific reading goals had been achieved (Molnar et al., 2008). These programs have been used in Canada as well as the United states, and create the idea of using food as a reward, or using food to obtain reward.

Exclusive agreements can be created between schools and corporations; these agreements give companies the exclusive right to promote their products in schools (e.g. on vending machines). In exchange, schools are provided with a percentage of the sales revenue and non-cash items, such as cups, scoreboards, and cans with company logos and labels (Molnar et al., 2008; CSPI, 2010). Data from a small British Columbian school survey showed that 100% of elementary and secondary schools with vending machines displayed advertising (B.C. Ministry of Health, 2011). In addition, 72% of elementary schools and 91% of secondary schools sold food from companies such as Panagopolas Pizza, Subway, Purdy's, Dairyland, and Little Ceasars to raise money through fundraising. These findings suggest that children and youth are repeatedly exposed to corporate images in the school environment. The sale of low-nutrient foods to other students and the surrounding community sets a poor example for children

and does not promote balanced food choices.

Other examples of marketing tactics in schools include corporations sponsoring event and programs in exchange for associating their name with the event. For example, McDonalds sponsors "Little Athletics" where branded uniforms are provided to participating children. Additional marketing examples include the creation of BusRadio, which broadcasted programs and advertising to students on school busses. In exchange, the school received ad revenue from the company (Molnar & Boninger, 2007). Similarly, 'Channel One News' broadcasted 10 minutes of news and 2 minutes of advertisements in school classrooms. Corporations have been known to work around marketing regulations. For example, the sale of McDonald's food may not be allowed in schools due to food and beverage sale regulations; however, visits from Ronald McDonald to the classroom are allowed (CSPI, 2010). A survey of 20 California high-schools found that 90% of the schools had posters and signs advertising food and brand names with over half promoting foods high in fat, sugar, and sodium; 60% of the schools used coolers and display cases with corporate logos; and 35% used branded cups, napkins, and plates (Samuels et al., 2006). Kelly et al. (2008) looked at outdoor advertising around elementary schools in Australia. Advertisements were almost two times higher in areas closest to schools and 25% were food related. Of the advertisements that marketed food, 80% were for "non-core" food items that included alcoholic beverages, sugar-sweetened drinks, full cream dairy and desserts, chocolate, candy, and fast-food meals (Kelly et al., 2008). Concentrated outdoor food advertisements near schools show that children are not only exposed to marketing in schools, but also during travel to and from school (Kelly et al., 2008).

An ultimate goal of corporations targeting children may be to create life-long loyalty through repetitive exposure and associating fun, positive, childhood experiences (e.g. being able to go on a class ski trip) with the specific organization. If these positive associations are made at an early age, corporations hope that they will be carried through adulthood, creating lasting brand loyalty (Molnar et al., 2008).

Marketing to Children in Schools and Links to Behaviour

Many literature reviews suggest that "food marketing works" as children's purchase requests have been associated with advertised products (Harris et al., 2009; IOM, 2006; Kelly et al., 2008). The Chronic Disease Prevention Alliance of Canada (CDPAC, 2006) suggests that marketing of nutrient poor foods is related to children's food choices and is strongly related to obesity. Neumark-Sztainer et al. (2005) found high-school student snack food purchases to be significantly associated with the number of vending machines in schools. Marketing in schools may influence children's immediate purchasing behaviours; the concern is that poor food habits developed in childhood will carry on long-term, encouraging preferences for high-energy, low-nutrient foods (Molnar et al., 2008). Scully et al. (2012) surveyed 238 Australian secondary schools to find that food marketing was strongly associated with student food choice. Increased exposure to school food advertising was linked to a higher intake of sweet snacks among students (Scully et al., 2012). Moreover, if children are taught to avoid these foods

through nutrition education but are exposed to marketing of high-energy, low-nutrient foods at school, education regarding health and nutrition is negated (Molnar et al., 2008). Repeated exposure to outdoor food advertising near schools also counteracts healthy eating education (Kelly et al., 2008). Limiting students' access to high fat, high sugar foods has been known to promote less frequent purchase of these foods, as food availability often correlates with food choice (Neumark-Sztainer et al., 2005). Neumark-Sztainer et al. (2005) found that when schools had open campus policies during lunch, students were more likely to eat fast-food; closed campus policies during lunch were associated with fewer fast-food purchases. However, limiting access does not account for the influence of food marketing. Restricting school food marketing may play a key role in creating healthy behaviours and positive school food environments (Samuels et al., 2006).

Industry Versus Public Health

The food industry suggests that consumers are responsible for their choices and that demands from the public drive the industry (Molnar & Boninger, 2007). In response to public concerns regarding child targeted marketing, in 2007 the voluntary Canadian Children's Food and Beverage Advertising Initiative (CCFBAI) was formed (Dietitians of Canada, 2010). 19 food companies are part of the CCFBAI; 9 companies pledged to stop all advertising to children under the age of 12 years, while 10 pledged to only advertise "better-for-you" products (Dietitians of Canada, 2010). Nutritional criteria for "better-for-you" products was determined by the participating companies. The Center for Science in the Public Interest (CSPI) analysed nutritional quality of "better-for-you" food products part of the U.S. CFBAI to find that all products advertised met company standards, but 59% did not meet CSPI nutritional standards. (Dietitians of Canada, 2010; CSPI, 2010). Additionally, under their pledge, all 19 companies were required to not advertise food or beverage products in elementary schools (Dietitians of Canada). However, the voluntary ban on advertising excluded *"displays of food and beverage products, and charitable/not-for-profit activities including fundraising, public service messaging and educational programs"* (Dietitians of Canada, 2010). Coca-Cola Canada's commitment states that the company is concerned about the nutrition of Canadian children and that their goal will be to promote a healthy lifestyle through development of nutritious beverages (CCFBAI). The sale of Coca-Cola branded water and 100% juice is still allowed in schools along with the ability to offer programs that encourage *"physical activity, academic achievement, and youth development"* (CCFBAI). This allows for school children to be exposed to marketing through branded equipment/ materials, incentive programs, and sponsored events.

The public health perspective supports the idea of preventing marketing from exploiting children and providing them with positive, un-commercialized environments (Molnar & Boninger, 2007). The power of marketing has been shown through influence on children's food choices and behaviour. For example, a controlled experiment showed that children assessed food that was branded with McDonald's logos to taste better than identical unlabelled food (Molnar & Boninger, 2007). The CSPI suggests that CFBAI companies have failed to protect children from marketing through weak self-regulation. Greater results would be obtained if self-regulations were more specific, stringent, and

standardized between companies (Dietitians of Canada, 2010). However, a common view is that governmental regulation will be needed to address food marketing of unhealthy food in schools (Dietitians of Canada, 2010; CSPI, 2010). Moreover, in-school food and beverage sales guidelines have been implemented in British Columbia, however, these do not protect children from marketing and can be compromised by the availability of "junk-foods" near schools (Hawkes, 2004). Without additional regulation, the responsibilities of in-school marketing lie in the hands of individual school authorities (Hawkes, 2004).

Examples of British Columbia School District Advertising Policies

Hawkes (2007) suggests that few regulations currently restrict food marketing to young people. Governmental restrictions on food and beverage sales were implemented in 6 Canadian provinces by 2006; however, specific regulations regarding marketing to children have not been developed (Hawkes, 2007). Since the responsibility of school marketing is in the hands of school district authorities, the following are examples of British Columbian school district policies surrounding advertising in schools. All B.C. school advertising policies have not been listed. For additional information regarding policies, please see the B.C. school district website (<http://dsweb.bcsta.org/docushare/dsweb/View/Collection-9637>).

- School District No. 5 (South Kootenay, 2008). Policy: Healthy Schools
2. *"Advertising on vending machines must support healthy choices."*

- School District No. 8 (Kootenay Lake, 2004). Policy: Business and Community Advertising and Sponsorship
 - 1.1 *"Business and community involvement shall not require students to observe, listen to or read commercial advertising."*

 - 2.1 *"Advertising is the oral, written or illustrated statement made by the seller in any manner in connection with the solicitation of business which calls for the public's attention to it by emphasizing the desirable qualities so as to create a desire to buy or patronize in exchange for financial payment. Advertising or sponsorship is not the sale of goods and services to the District, the schools or the Parent Advisory Councils for market value, which have brand names, trademarks, logos or tags for product or service identification purposes."*

 - 2.3 *"Sponsorships are informal or formal relationships where businesses give a product, service, or money for intangible returns such as recognition or advertising or to meet a company goal re: community involvement."*

 - 3. *"The only forms of advertising permitted in School District No. 8 shall be on vending machines, score clocks, small tasteful logos on uniforms, and as part of sponsorship recognition. A student may refuse to wear a uniform with a logo or request to have the logo covered."*

- School District No. 20 (Kootenay-Columbia, 2007). Policy: Healthy Schools
3a. *"Advertising of "choose least" items must be removed from all vending machines."*

- School District No. 22 (Vernon, 2002). Policy: Corporate Sponsorship
 1. *"Unless prior approval has been granted.. the only type of advertising permitted in School District No. 22 (Vernon) shall be on vending machines, score clocks, corporate logos on uniforms, or as part of sponsorship recognition"*

 2. *"Advertising contracts cannot exceed a three year period. At the end of each contract period, bids will be invited and all bids must be reviewed."*

 8. *"Sponsor messages or products must be free of bias and stereo-typing."*

- School District No. 22 (Vernon, 2005). Policy: Healthy Living- Nutrition and Physical Activity
2f. *"Advertising on vending machines must support healthy choices."*

- School District No. 23 (Central Okanagan). Policy: Corporate Advertising and Sponsorship
3. *"The only forms of advertising permitted in School District No. 23 shall be on vending machines, corporate logos on uniforms, and as part of sponsorship recognition."*

- School District No. 34 (Abbotsford, 2001). Policy: Commercial Advertising and Solicitation
2. *"No commercial advertising shall be accepted which profiles alcoholic beverages, tobacco products, any controlled substances or stimulant drugs, contraceptives, personal hygiene products, political messages/parties, medications, messages with sexual overtones or other products/services deemed objectionable by the Board of School Trustees. Only wholesome and healthy products and messages will be considered."*

- School District No. 39 (Vancouver, 2005). Policy: Public Solicitations- Advertising in the Schools
2. *"VSB recognizes its obligations ... to protect the welfare of students and maintain the integrity of the learning environment. This includes the obligation to protect students from advertising when they are in school."*

 3. *"VSB does not permit activity that include: advertising of any kind in the schools and on school property, unless approved by the principal.."*

"Vending machine facades shall not be used for advertising. The name and logo of product manufacturers, such as the soft drink makers, can appear in small print if they are for identification purposes only."

 Exceptions. *"Advertising is permitted in publications such as yearbooks, school newspapers, and event programs."*

- School District No. 44 (North Vancouver, 2006). Policy: Corporate Sponsorships- Partnerships and Advertising in Schools
Advertising *"the sales, the promotion of sales or the support to sales by canvassing, advertising or by other means on the part of any commercial enterprise may be seen as a violation of the*

safe and secure environment for students"

"Limited or selected advertising may be permitted in school or School District publications, provided that it meets standards of good taste and does not conflict with educational objectives."

- School District No. 61 (Greater Victoria). Policy: Community Use of Schools and Grounds 25. *"No advertising for commercial purposes may be done through the school nor can advertising be attached to the outside of the school unless approved by the Principal. All proceeds resulting from such advertising must go directly to a School Fund."*
- School District No. 62 (Sooke, 2004). Policy: Nutrition and Healthy Lifestyles 1g. *"Advertising on vending machines must support healthy choices."*
- School District No. 73 (Kamloops/ Thompson, 2010). Policy: Nutrition In the Schools 5c. *" "Serve least" advertising must be removed from all vending machines."*
- School District No. 84 (Vancouver Island West, 2008). Policy: Advertising- Canvassing and Commercial Solicitation in Schools
"Except where authorized..no person, firm or corporation shall be permitted to promote sales or support by canvassing, advertising or any other means on any school premises"

"School premises shall not be used to display, distribute or otherwise advertise a product, service or function on behalf of any person, business or organization unless... display of such material will not lead to the exploitation of the students.. the primary purpose is educational... claims are not false or misleading."

Most school advertising policies mentioned above leave room for exceptions deemed appropriate by principals and other local authorities. School sponsorship policies still allow for marketing through corporate logos, branded signs, branded vending machines, branded products, branded educational materials, etc. Flexible policies reflect the financial priorities of schools, as children are still commonly exposed to marketing. Similar policies can be seen in: France where in school marketing is forbidden unless accepted by the head teacher; Bavaria and New York where commercial advertising is prohibited but sponsorship is permitted with consent; Netherlands (voluntary agreement) where sponsorship is accepted but advertising cannot appear on study materials or encourage unhealthy behaviours (Hawkes, 2004).

Recommendations

Various authors advise that all food marketing should be eliminated in schools, while others suggest that only healthy foods should be marketed (McKenna, 2010). The evidence does not clarify which approach would be best, however many proposals surrounding school policies have been made.

Due to weak self-regulation of the food industry, the CSPI (2010) mentions a need for local and provincial policies to limit food marketing. Developing and clarifying a standard definition of “food marketing” would help minimize the flexibility industry has surrounding marketing in schools. The IOM (2005) recommends that nutrition standards for all foods and beverages sold or served in schools need to be created (including those sold at fundraising or sponsored events). Food marketing influences child purchase requests, preferences, purchasing behaviours, short-term consumption, and may lead to high-calorie, low-nutrient preferences (IOM, 2005). Policies should promote the availability and marketing of nutritious foods and local educational authorities, health authorities, and stakeholders need to educate and promote balanced diets for school children (IOM, 2005). Samuels et al. (2006) recommend that government declare school districts as “food advertising free zones” where children can learn in an environment free from commercial influence. Harris & Graff (2011) agree that school districts should ban all food advertising on school grounds and prohibit fundraisers that market and sell obesogenic foods. Stringent provincial and local policies could eliminate marketing of unhealthy foods on school grounds, while policies to encourage students to consume more vegetables, fruit, low-fat dairy, and water could be developed (Samuels et al., 2006). Prohibiting curriculum, sponsored products, or programs with brand names would protect children from indirect marketing and education teaching media literacy would promote critical thinking (Samuels et al., 2006). Finally, Samuels et al. (2006) recommend forming guidelines for business partnerships (e.g. sponsors, vending contracts) to prevent marketing of high-energy, low-nutrient foods to school children.

In addition, Neumark-Sztainer et al. (2005) found that students with open campus policies during lunch were more likely to eat at fast-food restaurants. Harris & Graff (2011) agree that local closed campus policies would reduce exposure of children to food marketing and may decrease harmful food intake. Yet, such policies would be meaningless if nutritious food options weren’t available in schools. Kelly et al. (2008) mentions that restricting outdoor advertising surrounding schools may be a challenge; advertisements under governmental control (e.g. bus shelters, train stations) could be a starting point in limiting high fat, high sugar, high sodium food marketing to children surrounding schools.

The topic of food advertising in schools has caught the attention of public health workers; large organizations such as the Center for Science in the Public Interest, the Institute of Medicine, the World Health Organization; and the food industry. The World Health Assembly (2010) stated unhealthy diets to be a main risk factor for noncommunicable diseases such as cardiovascular disease and diabetes; they suggested that these risks being in childhood and continue through life. Marketing of foods high in fat, sugar, or salt to children influences food preferences and consumption patterns (World Health Assembly, 2010). When such marketing affects behaviour, children are put at risk for noncommunicable disease development.

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De-Normalization International Scan

Campaigns-Media Literacy-Community Mobilization

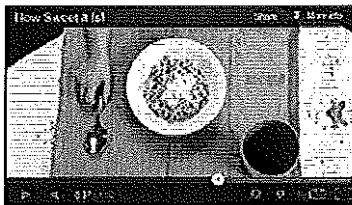
❖ De-Normalization Campaigns

In Reach



- ✓ What is it? YouTube Video, Viral Advocacy Campaign
- ✓ Who made it? RUDD CENTER, Cereal Facts, USA
- ✓ What's it about?
 - Brings awareness to the marketing strategies used by cereal food companies.
 - Reveals that food companies pay grocery stores to place their products on the middle and bottom shelves so that kids can see the cereal boxes.
 - It points out that most of the cereal boxes on the middle and bottom shelves are highest in sugar.
- ✓ <http://cerealfacts.org/>
- ✓ Evaluation?
 - ~2, 000 views
- ✓ Category:
 - De-Normalization campaign

How Sweet it is!



- ✓ What is it? YouTube Video, Viral Advocacy Campaign
- ✓ Who made it? RUDD CENTER, Cereal Facts, USA
- ✓ What's it about?
 - Brings awareness to the large amount of added sugar in commercial cereals.
 - The commercial points out that if this sugar was added by the parent instead of the manufacturer it would appear shockingly high.
 - The message is: "why do parents buy products that have large amounts of sugar if they would not feel right about adding this amount of sugar themselves"

- In the video, even the child appears surprised by the amount of sugar that is added.
- The parent watching this video would be challenged to re think their purchasing decisions.
- ✓ <http://cerealfacts.org/>
- ✓ Evaluation?
 - ~14, 392 views
- ✓ Category:
 - De-Normalization campaign

Baby Carrots| Eat 'Em Like Junk Food

- ✓ What is it? YouTube Videos, Viral Advocacy Campaign
- ✓ Who made it? Bunch of Carrot Farmers (Bolthouse Farms)
- ✓ What's it about?
 - This main goal of this video is to promote their food company
 - It also promotes healthier Foods and reveals that quick and easy foods are often unhealthy foods.
 - Reveals that most children are led to think that unhealthy foods are “cool” and implies that this belief comes from the marketing of unhealthy foods directed at children
 - Recognizes the dilemma some parents face when choosing between “the right thing to do” and “quick and easy” meals/ food
 - The focus of the video is to promote carrot farmers and bolthouse farms and promote the products they are serving- including juices which most dietitians would not support
- ✓ Force of Nature: <http://www.youtube.com/watch?v=WK1wCoiSx4U>
- ✓ Evaluation?
 - ~2, 188
- ✓ Category:
 - De-Normalization Campaign
- ✓ Main Page: <http://www.youtube.com/user/BunchOfCarrotFarmers>
 - Includes an additional advertisement on carrots with added flavouring- *this may or may not be used for ideas since we do not know how these flavouring additions affect the nutritional value of the food and we would typically be recommending plain fresh carrots with no added salt, sugar or fat.*

Baby Carrots| Eat 'Em Like Junk Food- “Extreme” and “Indulge”

- ✓ What is it? YouTube Videos, Viral Advocacy Campaign

- ✓ Who made it? Bunch of Carrot Farmers (Bolthouse Farms)
- ✓ What's it about?
 - It is an advertisement of healthier Foods (not sure if this was ever aired on TV)
 - It's a play on advertisements that market unhealthy foods.
 - It reveals that you can apply marketing tactics to healthy foods as well to make them more desirable. Because it is unusual to see these marketing tactics applied to healthy foods the viewer is more likely to notice the marketing tactics being used in these videos.

Extreme



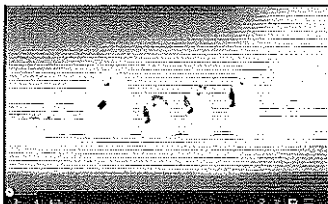
- ✓ Extreme: http://www.youtube.com/watch?v=8bhq_NL6jL0
- ✓ Evaluation?
 - ~270,900

Indulge



- ✓ Indulge: <http://www.youtube.com/watch?v=DbZHasnugts>
- ✓ Evaluation?
 - ~967,069
- ✓ Category:
 - De-Normalization campaign (All Videos)

The Real Bears



- ✓ What is it? YouTube Video, Viral Advocacy Campaign
- ✓ Who made it? Center for Science in the Public Interest, USA & CANADA
- ✓ What's it about?

- It is a mock video on Coca Cola commercials.
 - The video shows that drinking soft drinks often can lead to health problems such as obesity.
 - The video reveals that Coke commercials mislead consumers into thinking that "drinking coke will make you happy"
 - At the end of the video a link to the website where you can share the video on facebook or twitter
- ✓ <http://therealbears.org/>
- ✓ Category:
- De-Normalization Campaign
 - Community Mobilization
- ✓ Evaluation?
- ~2, 000, 000 views

Media Monkey



- ✓ What is it? YouTube Video, Viral Advocacy Campaign
- ✓ Who made it? Concerned Children's Advertisers, Long Live Kids, USA
- ✓ What's it about?
- The focus is on advertisements that promote unhealthy concepts rather than food advertising specifically
 - The main topic in this video is supporting a healthy body image
 - Target Audience : Female Children ages 9-18
 - Designed to increase media literacy- "...motivate and empower kids to develop the self confidence to think for themselves and make media choices that are right for them"
- ✓ http://www.cca-kids.ca/english/psas/healthy_active_living.html
- ✓ Evaluation?
- ~ 10,000 views
- ✓ Category:
- De-Normalization Campaign

Shamburgar, Burger Corp



- ✓ What is it? YouTube Video, Viral advocacy campaign
- ✓ Who made it? Made in partnership by the following organizations:
 - BugerCorp; Cancer Council NSW, Choice, The Parents Jury, Obesity Policy Coalition, Coalition on Food Advertising to Children, Public Health- Policy Institute of Western Australia, AUSTRALIA
- ✓ What's it about?
 - Bring awareness to parents on food marketing to children through TV Ads
- ✓ <http://www.bing.com/videos/search?q=youtube+australia+shamburger&view=detail&mid=FA6B236AB699C79E1D85FA6B236AB699C79E1D85&first=0&adlt=strict>
- ✓ Evaluation?
 - ~11, 00 views
 - ~3400 emails send to Federal Health Minister (30% took action on viewing the clip)
- ✓ Category:
 - De-Normalization Campaign

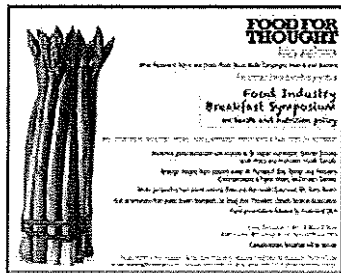
We're not Buying It



- ✓ What is it?
 - YouTube, Viral advocacy campaign
 - Community Mobilization involved
- ✓ Who made it? Prevention Institute, USA
- ✓ What's it about?
 - Reveals marketing tactics used by food industry to reach children

- marketing techniques are misleading- misleads consumers into thinking that an unhealthy food is healthy and good for us/ for our children
- Links child advertising to the children's health crisis- obesity, diabetes.
- Includes expert opinions from health professionals, real news reports, and statistics to convince the viewer that messages from the food industry are not to be trusted
- Message at the end: Parent= innocent; Food industry= guilty
- Call to action at the end "Lets stand up for kids health"- the website is then given but there is no direct link to any community mobilization activities/ events
- On their website they have an option to send a pre-written email to the Interagency Working Group on Food Marketing to Kids (IWG) re their concern for marketing directed at children- made up of four federal agencies
- ✓ http://org2.democracyninaction.org/o/5902/p/dia/action/public/?action_KEY=9108
- ✓ Evaluation?
 - ~32, 700 views
- ✓ Category:
 - De-Normalization Campaign
 - Community Mobilization

University of Ottawa



- ✓ What is it? YouTube, Viral advocacy campaign
- ✓ Who made it? Yoni Freedhoff, MD, CCFP, Assistant Professor, Faculty of Medicine, University of Ottawa ; Medical Director, Bariatric Medical Institute, CANADA
- ✓ What's it about?
 - Powerpoint presentation with voice recording on Food industry and nutrition policy on the marketing of unhealthy foods
 - Uses sarcasm to reveal how food industries market unhealthy products in such a way that the consumer believes it is healthy or good for them.
 - Discusses the "unhealthy food" epidemic in North America, aimed to convince the viewer that it is a serious problem
 - States that the responsibility of the food industry is to sell product and they will do this in the best way they know how (ie. Applying marketing strategies). The

speaker even states that “he doesn’t blame” the food industry for their marketing practices since their responsibility is to sell product

- He discussed that there are food companies who are willing to use more ethical marketing practices (ie. Not market foods to kids) but they can’t because then the “playing field” wouldn’t be even for them to compete with the companies who would still market unethically
- States that in order for food companies to stop marketing unhealthy food items, they need to be regulated by government (responsibility lies in public health officials and governments).

-To view the section that talks about responsibilities skip to minute 9:40 of the video

✓ <http://www.youtube.com/watch?v=-BdFkK-HufU>

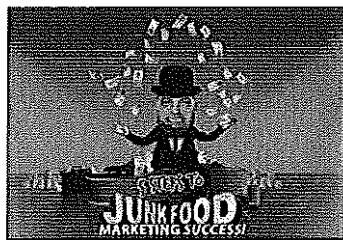
✓ Evaluation?

- ~229, 786 views

✓ Category:

- De-Normalization Campaign (focus is on policy makers and health professionals- the video is longer)
- Media Literacy

Lard Bar



✓ What is it? Online tool

✓ Who made it? British Heart and Stroke Foundation, BRITAIN

✓ What’s it about?

- You click through a series of steps to see how food industries market unhealthy products to kids.
- The tone is sarcastic but educational.
- Designed to bring awareness to the different kinds of marketing tactics used by food industry.
- At the end of the tool is a option to send a pre-written email to the Culture Secretary of the UK, or share the online tool with friends and colleagues via email, facebook or twitter

✓ <http://www.bhf.org.uk/get-involved/campaigning/food4thought/lardbar/index.aspx>

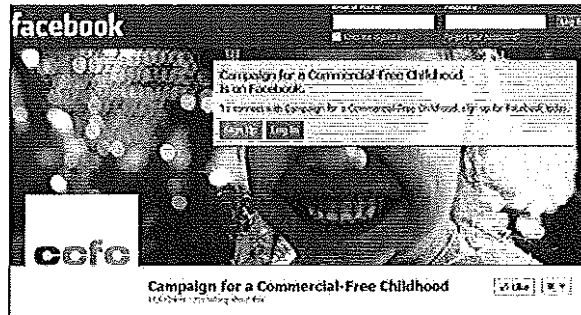
✓ Evaluation? None

✓ Category:

- De-Normalization Campaign

- Media Literacy
- Community Mobilization

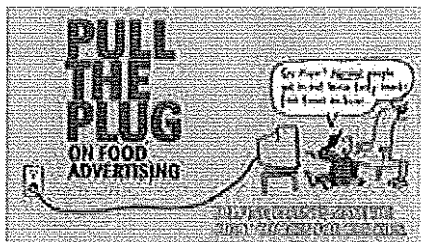
Campaign for a Commercial Free Child- Facebook page



- ✓ What is it? Social Media Group on Facebook – ppl 'like' the page
- ✓ Who made it? Campaign for a Commercial Free Child, USA
 - ("An NGO that develops campaigns and other initiatives "to end the exploitive practice of marketing to children and promote a modern childhood shaped by what's best for kids, not corporate profits")
 - CCFC focus on limiting marketing to children through TV commercials
 - CCFC do not focus on food marketing per se (toys, clothing, video games, ect.)
- ✓ What's it about?
 - This page can be shared through facebook to increase awareness of the organization and its mission
 - Information sharing and discussions related to advertising to children are encouraged
- ✓ <https://www.facebook.com/commercialfreechildhood>
- ✓ Evaluation?
 - ~14, 626 'likes' on Facebook
- ✓ Category:
 - De-Normalization Campaign

❖ Community Mobilization

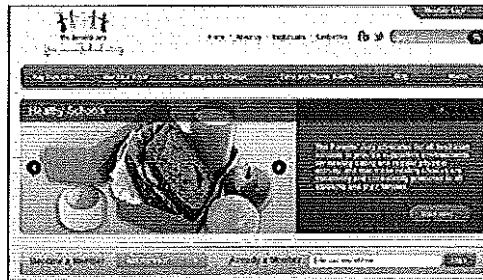
Pull the Plug on food advertising



- ✓ What is it? Postcard
- ✓ Who made it? The Coalition of Food Advertising to Children, AUSTRALIA
- ✓ What's it about?
 - In 2007, ppl sent this postcard to "Australian Communications and Media Authority (ACMA) [as a public pledge] along with a submission to extend the statutory regulations to prohibit all TV food and beverage advertising during programs where children make up a significant proportion of the viewing audience"
- ✓ <http://cfac.net.au/whatwedo.html>
- ✓ Evaluation?
 - More than 20, 000 ppl sent postcards
 - 3 distinct media waves on the event (inadvertent media attention)
- ✓ Category:
 - De-Normalization Campaign
 - Community Mobilization

❖ Community Mobilization Websites

The Parents Jury



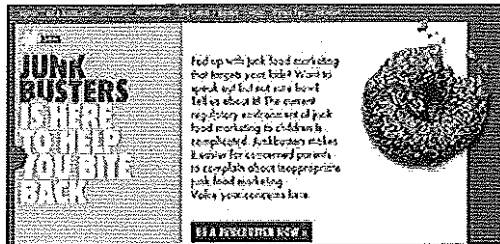
- ✓ What is it? Website network for parents to advocate for healthy environments for children in Australia
- ✓ Who made it? Concerned citizens of Australia, AUSTRALIA
- ✓ What's it about?
 - Not specific to food marketing
 - Lobby governments
 - Polls, surveys, feedback opportunities
 - Put pressure on Food Industry
 - TV Ads Fame and Shame awards
 - Media opportunities
 - Media Training sessions for Parents (increase awareness & parenting guidance?)
- ✓ <http://www.parentsjury.org.au/>
- ✓ Evaluation?
 - ~4870 members

- Significant increase in media activity

✓ Category:

- Community Mobilization
- Media Literacy

Junk Busters



- ✓ What is it? Website for increasing awareness on the dangers of marketing unhealthy food to children and create advocacy opportunities for communities members

- ✓ Who made it? Cancer Council NSW, AUSTRALIA

- ✓ What's it about?

- Similar to "the parent jury" in that there are several avenues for Community Mobilization
- Tips for parents to resist pester power
- Lobby governments
- Polls, surveys, feedback opportunities
- Put pressure on Food Industry
- TV Ads Fame and Shame awards
- Information on regulations in Australia re marketing practices and an opportunities to write "complaints" re the regulations

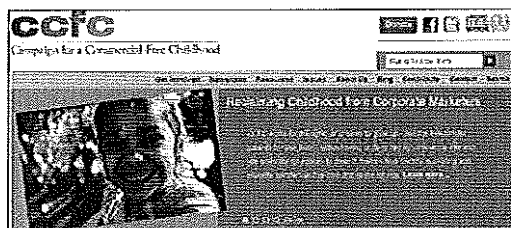
- ✓ <http://junkbusters.com.au/>

- ✓ Evaluation? Unknown

- ✓ Category:

- Community Mobilization
- Media Literacy

Campaign for a Commercial Free Child



- ✓ What is it? Website for increasing awareness on the dangers of marketing to children and advocate for healthy environments for children
- ✓ Who made it? Campaign for a Commercial Free Child, USA
- ✓ What's it about?
 - Not specific to food marketing
 - Does not appear to be solely focussed on TV marketing
 - Lobby governments
 - Polls, surveys, feedback opportunities
 - Put pressure on Food Industry (ie. writing letters)
 - Media opportunities
 - Resources on Marketing to children
- ✓ <http://commercialfreechildhood.org/>
- ✓ Evaluation? unknown
- ✓ Category:
 - Community Mobilization
 - Media Literacy

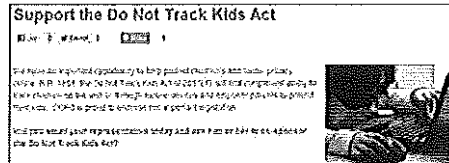
Members of the public send a Letter to CEOs of Major Food Industries



- ✓ What is it? Pre written letter for the public to send to CEOs of several major food companies
- ✓ Who made it? Campaign for a Commercial Free Child, USA
- ✓ What's it about?
 - This letter expresses the lack of support and disappointment that parents/families have with large food companies who market unhealthy food to children.
 - The letter tells CEOs of major food companies that their families will not be supporting the CEOs food company if they continue to market theses unhealthy foods to their children.
- ✓ <http://commercialfreechildhood.org/action/tell-big-food-ceos-stop-sabotaging-guidelines-protect-childrens-health>
- ✓ Evaluation? unknown
- ✓ Category:

- Community Mobilization

Members of the public send a letter to their political representative



- ✓ What is it? Pre written letter for the public to email to their political representative asking them to support an act
- ✓ Who made it? Campaign for a Commercial Free Child, USA
- ✓ What's it about?
 - The Act requires food companies to ask for permission before they monitor your child's activity online (so that food companies cannot perform studies on child behaviours online without parental consent)
- ✓ <http://commercialfreechildhood.org/action/support-do-not-track-kids-act>
- ✓ Evaluation? none
- ✓ Category:
 - Community Mobilization

❖ Media Literacy

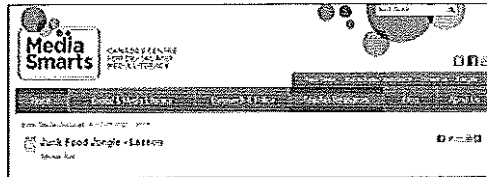
Don't Buy It



- ✓ What is it? Online education Tool
- ✓ Who made it? PBS, USA (CANADA)
- ✓ What's it about?
 - Teaches kids about the ways that industries market products to us and how they can be deceiving
 - Various categories for educational games including one that is specific on food
 - Target audience is kids
- ✓ <http://pbskids.org/dontbuyit/advertisingtricks/>
- ✓ Evaluation? none

- ✓ Category:
 - Media Literacy

Junk Food Jungle



- ✓ What is it? Lesson plan for kids on education and awareness of food marketing
- ✓ Who made it? Media Smarts, CANADA
- ✓ What's it about?
 - Increase awareness on how unhealthy foods can be marketed to be healthier for you
 - Enhances the child's critical thinking skills when viewing TV commercials
 - Target Audience for lesson plan: grades 4-6
- ✓ <http://mediasmarts.ca/lessonplan/junk-food-jungle-lesson>
- ✓ Evaluation? None
- ✓ Category:
 - Media Literacy

Key Documents on the Issue of Marketing to Children

1. Advertising Standards Canada (2011). The Canadian Children's Food and Beverage Advertising Initiative. Compliance Report 2011.
2. CDPAC (2006). Background Paper: Marketing and Advertising of Food and Beverages to Children.
3. Dietitians of Canada (2010). Advertising of Food and Beverages to Children. Position of Dietitians of Canada.
4. Food Standards Agency (2003). Review of Research on the Effects of Food Promotion to Children.
5. Hypertension Advisory Committee (2013): A Canadian Health Care and Scientific Organization Policy Consensus Statement Restricting Marketing of Unhealthy Foods and Beverages to Children and Youth in Canada
6. Institute of Medicine (U.S.). Committee on Food Marketing and the Diets of Children and Youth. J.M. McGinnis, J. Gootman, V.I. Kraak (eds). Food Marketing to Children and Youth: Threat or Opportunity? Washington: The National Academies Press, 2006.
7. Province of Nova Scotia (2012). Thrive! A plan for a healthier Nova Scotia. A policy and environmental approach to healthy eating and physical activity.
8. Public Health Agency of Canada. Curbing Childhood Obesity: A Federal, Provincial and Territorial Framework for Action to Promote Healthy Weights. Ottawa, PHAC; 2011
9. Raine, K et al. (2013) Restricting marketing to children: Consensus on policy interventions to address obesity. *Journal of Public Health Policy* 34, 239–253. doi:10.1057/jphp.2013.9
10. World Health Organization (2010). Set of Recommendations for the Marketing of Food and Non-alcoholic Beverages to Children.
11. World Health Organization (2012). A Framework for Implementing the Set of Recommendations on the Marketing of Foods and Non-Alcoholic Beverages to Children.

Best Practices

Look at "HE Evidence Folder" for more research on Marketing to Children

RESOURCES

- A. Dietitian's of Canada
- B. Center for Science in the Public Interest,
- C. Institute of Medicine, USA
- D. Rudd Center for Food Policy & Obesity, USA
- E. World Health Organization
- F. Concerned Children's Advertisers, Canadian
- G. Canadian Children's Food and Beverage Advertising Initiative
<http://www.adstandards.com/en/childrensinitiative/2011ComplianceReport.pdf>
- H. Healthy Living Alliance, Canadian
- I. Prevention Institute, USA
- J. Ad Busters: <http://www.adbusters.org/>
- K. Campaign to a Commercial Free Child, USA
- L. Cancer Council NSW: <http://www.partnershipagainstcancer.ca/wp-content/uploads/Reducing-Food-Marketing-Directed-at-Children-an-Australian-Experience-Kathy-Chapman.pdf>
- M. Global Legal Resources-Regulation of advertising around the world:
<http://www.hg.org/advert.html>
- N. Journal of Interactive advertising <http://jiad.org/article140>
- O. UK Committee of Advertising Practice
- P. Federal Trade Commission, USA: <http://www.ftc.gov/opa/2012/12/foodmarketing.shtm>
- Q.

I. TOPICS

A. Self Regulation on Food Advertising

1. There are too many loopholes. Companies may pledge commitment for one thing but will continue to advertise in other ways or in different locations. Studies show that companies continue to advertise unhealthy foods.

Source: Cancer Council NSW

Link: <http://www.cancercouncil.com.au/22148/reduce-risks/eating-moving/food-advertising/self-regulation-food-marketing/?pp=>

2. Pressure on Food Companies to advertise healthier products has resulted in food companies spending less on advertising to children- The spending cost has gone from:

Source: RUDD Center

Link: <http://www.ftc.gov/opa/2012/12/foodmarketing.shtm>

B. De-normalization Campaigns/ Pledges

C. Enhancing Media Literacy

D. Regulations/ Guidelines

E. Creative Strategies

II. INTERNATIONAL SCAN

A. Rudd Center for Food Policy & Obesity

<http://www.yaleruddcenter.org/marketingpledges/search.aspx>

1. Pledges and Commitments from countries and global food companies
2. "...Global food and beverage companies, in conjunction with industry trade organizations, have issued voluntary pledges to change marketing of foods and non-alcoholic beverages to children."

B. American Psychological Association **NGO project*

<http://www.apa.org/monitor/sep00/advertising.aspx>

The letter protesting psychologists' involvement in children's advertising was written by Commercial Alert, a Washington, D.C., advocacy organization. The letter calls **marketing to children a violation of APA's mission of mitigating human suffering, improving the condition of both individuals and society, and helping the public develop informed judgments.**

Urging APA to challenge what it calls an **"abuse of psychological knowledge,"** the letter asks APA to:

- Issue a formal, public statement denouncing the use of psychological principles in marketing to children.
- Amend APA's Ethics Code to limit psychologists' use of their knowledge and skills to observe, study, mislead or exploit children for commercial purposes.
- Launch an ongoing campaign to investigate the use of psychological research in marketing to children, publish an evaluation of the ethics of such use, and promote strategies to protect children against commercial exploitation by psychologists and others using psychological principles.

"The information psychologists are giving to advertisers is being used to increase profits rather than help children," says Kanner, who helped collect signatures for the letter. "The whole enterprise of advertising is about creating insecure people who believe they need to buy things to be happy. I don't think most psychologists would believe that's a good thing. There's an inherent conflict of interest."

C. The Nag Study- Lucy Hughes

- a. Child Marketing- interesting YouTube Video on kids "nagging" parents- the methodology of marketing practices

D. Campaign for a Commercial Free Child

- a. Do Not Track Kids Act
- b. <http://commercialfreechildhood.org/action/support-do-not-track-kids-act>

E. WHO- Marketing to Children:

Six marketing techniques widely used by companies to promote food to children were singled out: television advertising, in-school marketing, sponsorship, product placement, Internet marketing and sales promotions.

F. RUDD Survey

- a. Parents attributed 60% of the cause for their unhealthy eating habits to personal responsibility and 40% to unhealthy environments

FTC Updates Report on Food Marketing to Children- RUDD Center

The Federal Trade Commission (FTC) recently released a report entitled "A Review of Food Marketing to Children and Adolescents," which shows that food and beverage companies spent slightly less on marketing targeted to children in 2009 than they did in 2006, and very small improvements were made to the nutritional quality of the food and beverages marketed to youth during that period. Food companies spent \$1.8 billion to advertise to children ages 2 to 17 in 2009, down from \$2.1 billion in 2006.

The report updated the FTC's 2008 publication "Marketing Food to Children and Adolescents: A Review of Industry Expenditures, Activities, and Self-Regulation," which documented the amount food companies spent on marketing targeted to youth in 2006.

The reduction can be attributed to a decline in advertising in traditional media such as TV, radio, and print; however, food companies increased their youth-targeted spending on other forms of marketing, including websites, internet advertising, viral/word-of-mouth marketing, product placements, movie and video ads, cross-promotion licenses, celebrity endorsements, events, and philanthropy. In addition, spending on food marketing to tweens and teens increased between 2006 and 2009.

"While there's been progress in advertising to children ages 2 to 11 in traditional media, children continue to see too many ads for products of questionable nutritional quality," said Jennifer Harris, PhD, MBA, Rudd Center Director of Marketing Initiatives. "Companies have also shifted much of their spending toward a somewhat older child audience, including 12- to 14-year-olds, and into newer forms of marketing."

"Industry has faced public and legal pressure as well as pressure from health experts to improve their practices," said Kelly Brownell, PhD, Rudd Center Director. "The voluntary changes they made are only modest and they have stepped up marketing in some arenas. The pressure on industry to do more must continue."

The FTC's report was conducted as part of a Congressional inquiry into rising childhood obesity rates, and aims to help public health experts, parents, and lawmakers understand the extent of food marketing to children.

- b.
- c.

Pages 167 through 180 redacted for the following reasons:

s.13