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Developing a standardized approach for monitoring food marketing to children

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Developing a standardized approach for monitoring food marketing to children

Abstract

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Food pricing, marketing and policy

O.075 Developing a standardized approach for monitoring food marketing to children

Kelly B, King L, Baur LA, Swinburn B, Rayner M, Lobstein T, Macmullan J, Mohan S

PURPOSE: Monitoring the scope of children's exposure to unhealthy food marketing is necessary to describe the extent of this problem, identify priority issues and determine appropriate and effective policy responses. A standardised framework is needed to allow comparisons between countries, between companies and between different time periods.

METHOD: A review of studies measuring the nature and extent of food marketing was undertaken to identify approaches to monitoring across media platforms. This was supplemented with detailed methods used by the authors in national and international monitoring studies since 2007 to describe food marketing across multiple media, including television, print, internet and outdoor advertising.

RESULT(S): Food marketing studies indicate children in both high and low/middle income countries are exposed to large volumes of unhealthy food promotions on different media. Active monitoring using a standard assessment tools currently underway in a range of countries, including China, Mongolia, Malaysia, Philippines and these 2012/3 data will be released. A step-wise approach to monitoring food marketing is proposed, suitable for differing levels of engagement and resources. This framework includes monitoring activities that assess the frequency of food promotions across different media and time points, and measures of persuasive appeal of promotions.

CONCLUSION(S): Globally, children are exposed to high volumes of unhealthy food promotions. The monitoring framework proposed here will assist in the implementation of the World Health Organization's set of recommendations on the marketing of foods and non-alcoholic beverages to children, which recognise the need for reducing the impact of unhealthy food marketing to children.

O.076 Are cheap calories to blame? How the monetary cost of diets consumed by British adults relates to overweight and obesity

Timmins K, Hulme C, Cade JE

PURPOSE: Obesity rates may be attributed to trends in food prices – of energy-dense foods in particular – which are a supposed determinant of dietary choice. This study describes for the first time the diet costs of adults in the National Diet and Nutrition Study (NDNS), a representative UK sample, and explores how they relate to body mass.

METHOD: Adult diary information from 2008-2010 was matched to a database of food