

Grid 2c: Proposals and recommendations from intergovernmental organisations including WHO

	Status	Aim	Scope	Definitions	Categorisation of foods	Settings specified?	Indirect marketing to adults	Interpretation	Implementation	Compliance	Monitoring
World Health Organization Set of recommendations on the marketing of foods and non-alcoholic beverages to children	Non-binding recommendations to Member States (World Health Assembly resolution 63.14)	'... to promote responsible marketing ... in order to reduce the impact of foods high in saturated fats, trans-fatty acids, free sugars, or salt ...' (Rec 1)	All foods and non-alcoholic beverages To reduce both children's exposure to marketing and the power of marketing communication	'Governments should set clear definitions ...' (Rec 4) Definitions should include: 1 age of children covered 2 communication channels 3 settings and marketing techniques 4 what constitutes marketing to children 5 foods to be covered by marketing restrictions.	Yes, but no mechanism specified (Rec 4)	Yes. 'Where children gather should be free from all forms of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.' (Rec 5)	No	'To guide efforts by Member States in designing new and/or strengthening existing policies ...'	All WHO member states. 'Governments should be the key stakeholders in the development of policy and provide leadership, through a multi-stakeholder platform, for implementation, monitoring and evaluation.' (Rec 6)	'The policy framework should specify enforcement mechanisms and establish systems for their implementation.' (Rec 9)	'All policy frameworks should include a monitoring system to ensure compliance with the objectives set out in the national policy, using clearly defined indicators.' (Rec 10). 'The policy frameworks should also include a system to evaluate the impact and effectiveness of the policy on the overall aim, using clearly defined indicators.' (Rec 11).
WHO European Network on Reducing Marketing Pressure on Children Code on Marketing Food and Non-Alcoholic Beverages to Children ¹	Proposals	'To protect present and future generations from the damaging health, social and economic consequences of consumption of a diet high in HFSS foods, and to promote responsible marketing communications to children that supports the Global Strategy on Diet, Physical Activity and Health ² by restricting the marketing communications of these products to children.' (Art 1)	'All forms of marketing communication of food to children' (Art 2)	Definitions include: 'regulation' 'self regulation' 'marketing communication' 'market research' 'brand' 'children' (age set by Member State legislation and no less than 16) 'trader' 'food'. (Art 3)	'Categorisation of HFSS foods should be based on nutrient profiling approach, taking account of nutrient profiling systems already developed by member governments for the purpose of marketing communications.' The nutrient profiling systems should ideally be in line with internationally agreed population recommended nutrient intake goals. ^{3,2} (Art 4)	The Code applies in all settings where children gather, including schools, nurseries, playgrounds, and sporting and cultural activities etc. (Art 7)	'There should be no marketing communication of HFSS foods or brands associated with such foods to adults responsible for children as being suitable for children.' (Art 5.3)	The Code lays down minimum standards. Parties are encouraged to implement measures going beyond those required by the Code. (Art 1.2)	'Traders should honour all relevant provisions of the Code.' (Art 8.1) 'Governments should take action to give effect ... through the measures deemed most effective by the regulatory authority.' (Art 8.2)	Application and monitoring of compliance with the Code is the responsibility of each Member State. 'Governments should effectively enforce national implementation of the Code including applying sanctions for non-compliances by traders.' (Art 9)	Traders should regard themselves as responsible for monitoring their marketing practices. (Art 9.2) NGOs are called on to draw government attention to activities which are incompatible with the Code. (Art 9.3) At the European level, monitoring should be part of the system developed by the WHO Regional Office for Europe. (Art 9.5)

1 WHO European Network on Reducing Marketing Pressure On Children. *Code on Marketing Food and Non-Alcoholic Beverages to Children*. <http://www.helsedirektoratet.no/marketing>

2 WHO Strategy on Diet, Physical Activity and Health (2004).

3 Report of a Joint WHO/FAO Expert Consultation on Diet, Nutrition and the Prevention of Chronic Diseases (2003)