

Grid 3a: Characteristics of government policies on food marketing to children in 59 countries

Findings from the PolMark Project (Policies on Marketing of Food and Beverages to Children, 2010)

EU 27												
Country	Type of policy	Sector coverage	Media channels covered	Marketing techniques covered	Guidance /restrictions/ messaging	If restriction, what type?	Definition of a child	Definition of child-targeted	Food covered	Enforcement and monitoring	Results of enforcement evaluated	Cross-border considerations
Austria	Self-regulatory Code of Conduct under discussion	-	-	-	-	-	-	-	-	-	-	-
Belgium	Approved self-regulation	Signatories to code	Not stated	Advertising	Guidance		Not stated	Not stated	Not stated	Through complaints to self-regulatory organisation	Report expected	Not stated
Bulgaria	Anticipated 'legislative measures', anticipated self-regulatory body	-	-	-	-	-	-	-	-	-	-	-
Cyprus	Anticipated	-	-	-	-	-	-	-	-	-	-	-
Czech Republic	None	-	-	-	-	-	-	-	-	-	-	-
Denmark	Approved self-regulation, threat of legislation	All advertisers	TV, radio, internet, cell phones, print	Advertising, sponsorship	Restrictions	Communications channels	<13	Judged by content, language, visuals, timing, audience	Foods as defined by a government-led front-of-pack labelling scheme	Through food industry trade association; complaints and negative publicity	Report expected	Could technically cover cross-border.
Estonia	None	-	-	-	-	-	-	-	-	-	-	-
Finland	Governmental guidelines and threat of legislation	All	All	All	Restrictions and guidance	Specific techniques	<18	None	All	Nothing specific	None	Not known
France	Statutory regulation and approved self-regulation	All	All media with advertising	Advertising	Messaging and guidance		Adults and children	Not applicable	All processed foods, drinks	Ministry of Finance	Yes	All advertising broadcast from or received in French territory
Germany	Approved self-regulation	Advertisers, retailers and media	Advertising media, including cell phones and internet	All commercial communication tools used to promote foods and beverages	Guidance		<12	No specific definition	All foods and drinks	Through complaints procedure of self-regulatory organisation	No	Covers all advertising within German territory
Greece	Proposals to 'ban unhealthy advertising in children's TV'	Not stated	TV	Advertising	Restriction	Specific foods	Not stated	Not stated	Not yet defined	Not defined	-	?
Hungary	None	-	-	-	-	-	-	-	-	-	-	-
Ireland	Statutory regulation	All	Broadcast media	Advertising, teleshopping, sponsorship; any form of commercial promotion in a broadcast context	Restrictions, guidance and messaging	Specific techniques	<18; <15; <6	Children's programmes, and where more than 50% of the audience is under 18 or 15	All, and fast food/confectionery for messaging	Broadcast agency	Yes	All advertising broadcast from or received in Irish territory
Italy	2005-2007 proposals for self-regulation and legislation. No action.	-	-	-	-	-	-	-	-	-	-	-
Latvia	None	-	-	-	-	-	-	-	-	-	-	-
Lithuania	None	-	-	-	-	-	-	-	-	-	-	-

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Luxembourg	None. (NB Most TV is externally sourced.)	-	-	-	-	-	-	-	-	-	-	-
Malta	None. No self-regulatory organisation	-	-	-	-	-	-	-	-	-	-	-
Netherlands	Approved self-regulation and threat of legislation	Signatories to code	All media with advertising	Advertising	Guidance and restriction	TV and radio: specific techniques; restricted marketing in pre-school settings	<13; <14; 3-7	Not stated	All processed foods	Complaints to food industry trade association	Yes	Cross-border complaints permitted (referred to European Advertising Standards Alliance)
Poland	None	-	-	-	-	-	-	-	-	-	-	-
Portugal	Approved self-regulation and threat of legislation	All	All media with advertising	Advertising	Guidance		Not stated	Not stated	All foods	Not known	No	Not known
Romania	Parliament-led voluntary commitments	Voluntary	As EU Pledge	As EU Pledge	Guidance and restriction	Children's programmes, food types, primary schools	<12	50% audience	Specified criteria	Not known	Not known	Not known
Slovakia	None	-	-	-	-	-	-	-	-	-	-	-
Slovenia	Anticipated in 2010	-	-	-	-	-	-	-	-	-	-	-
Spain	Approved self-regulation proposals to consolidate with legislation and to raise age level and restrict to specific hours	Signatories to code	All media with advertising (except labelling and packaging)	Advertising, product placement, promotions, prize draws, competitions, and children's clubs mentioned in advertising	Restrictions and guidance	Specific techniques	<12	Judged by type of food product, and design and context of advert	All foods	Pre-copy advice through self-regulatory organisation for advertising	Yes	Cross-border complaints permitted
Sweden	Approved self-regulation; statutory ban on all advertising to children	All	All media with advertising	All	Restriction	All advertising	<12	Judged by type of product and design and context of advert	All foods (and non-foods)	Government-appointed ombudsman	No	Only advertisers located within Sweden
UK	Statutory regulation and approved self-regulation	All	TV and radio	Advertising, sponsorship, use of promotional offers and celebrities in TV advertising	Restrictions and guidance	Communications channel, scheduling, content and techniques	<16; <12	See footnote.*	High fat, sugar, salt foods as defined by a nutrient profiling model	Through independent (self-regulatory) advertising regulator and government communications agency	Yes	Covers all UK broadcasters to UK and non-UK audiences.

* *Definition of child-targeted:* For the UK, the definition includes: pre-school children's programmes; programmes made for children under the age of 16 in children's airtime on commercial and public service broadcast channels and all cable and satellite channels; youth-oriented programming that attracts a significantly higher-than-average proportion of viewers aged younger than 16 years, defined as the proportion of those watching under the age of 16 when it is 20% higher than found in the general viewing population.

WHO EUROPEAN REGION												
Country	Type of policy	Sector coverage	Media channels covered	Marketing techniques covered	Guidance/restrictions/messaging	If restriction, what type?	Definition of a child	Definition of child-targeted	Food covered	Enforcement and monitoring	Results of enforcement evaluated	Cross-border considerations
Albania	None	-	-	-	-	-	-	-	-	-	-	-
Armenia	None	-	-	-	-	-	-	-	-	-	-	-
Azerbaijan	None	-	-	-	-	-	-	-	-	-	-	-
Belarus	None	-	-	-	-	-	-	-	-	-	-	-
Bosnia and Herzegovina	Proposals anticipated	-	-	-	-	-	-	-	-	-	-	-
Croatia	Proposals anticipated	-	-	-	-	-	-	-	-	-	-	-
Georgia	None	-	-	-	-	-	-	-	-	-	-	-
Iceland	Approved self-regulation	All	All, in general	Advertising, marketing using celebrity figures, sponsorship, product placement, schools	Guidance and restrictions	Communications channels and specific techniques; schools	Not known	No specific definition	Foodstuffs with a high content of sugar, salt, fat and trans fats	Not known	No	Not known
Israel	Parliamentary proposals for pre-9pm ban on advertising HFSS foods	-	-	-	-	-	-	-	-	-	-	-
Kazakhstan	None	-	-	-	-	-	-	-	-	-	-	-
Kyrgyzstan	None	-	-	-	-	-	-	-	-	-	-	-
FYR Macedonia	None	-	-	-	-	-	-	-	-	-	-	-
Moldova	Proposals anticipated	-	-	-	-	-	-	-	-	-	-	-
Norway	Approved self-regulation; legislation on advertising of all products to children	All signatories to code	Broadcast and non-broadcast media carrying advertising; schools	Advertising, event sponsorship, product sampling	Restrictions and guidance	Communications channels and specific techniques	<12; <16	Judged by time, content and context	Energy-dense, nutrient-poor foods, but no specific definition	No system as yet	No	Only advertisers within Norway
Russian Federation	None	-	-	-	-	-	-	-	-	-	-	-
Serbia	Proposals anticipated	-	-	-	-	-	-	-	-	-	-	-
Switzerland	Proposals for self-regulation	-	-	-	-	-	-	-	-	-	-	-
Tajikistan	None	-	-	-	-	-	-	-	-	-	-	-
Turkey	Proposals anticipated	-	-	-	-	-	-	-	-	-	-	-
Turkmenistan	None	-	-	-	-	-	-	-	-	-	-	-
Ukraine	None	-	-	-	-	-	-	-	-	-	-	-
Uzbekistan	None	-	-	-	-	-	-	-	-	-	-	-

REST OF THE WORLD												
Country	Type of policy	Sector coverage	Media channels covered	Marketing techniques covered	Guidance/restrictions/messaging	If restriction, what type?	Definition of a child	Definition of child-targeted	Food covered	Enforcement and monitoring	Results of enforcement evaluated	Cross-border considerations
Australia	Legislation	All	Broadcast media	Advertising	Restrictions	Specific techniques and no misleading nutrition information,	<14	Not specified	Not specified	Co-regulatory arrangements	Not stated	Not stated
Brazil	Proposals and Senate Bills (not passed)	All	All broadcast, electronic, films, games, toys, internet, free samples, vouchers, sponsorships, school or care settings	All promotional activities	Restrictions and guidance	No broadcast 6am-9pm; many other methods banned	<12	'Presented as appropriate for this group'	Threshold values for saturated fat, trans fat, sugar and salt, per 100g or ml	Not stated	Not stated	Not known
Canada	No official policy; in practice watching effects of self-regulation	-	-	-	-	-	-	-	-	-	-	-
Chile	Self-regulation plus proposed legislation	Proposed: all	All including school settings	Advertising, promotions, gifts	Guidance and restrictions and messaging	No day-time advertising	<14	Not stated	Foods with 'excessive' fat, saturated fat, sugar, salt	Not stated	-	Not known
Colombia	Statutory body being established 'to monitor and regulate'	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	Not stated	-	Not stated
Malaysia	'Statutory guideline' to be monitored by self-regulation	Fast food companies	TV	Advertising and sponsorship	Restrictions and guidance	Programmes to 'very young children'	4-9	Watched by over 4% of population aged 4-9	Quick service, standardised production	Self-regulation of advertisers and TV companies	No. (Compliance appears poor.)	Not known
New Zealand	Anticipated policies shelved with 2009 change of government	-	-	-	-	-	-	-	-	-	-	-
South Africa	Draft legislation	All	All advertising	All	Restrictions	All promotional marketing, including packaging; specific techniques	<16	Not defined	Complex specific nutrient-food combinations	Not stated		Not known
South Korea	Legislation	All	TV, radio, internet	Advertising, including free toys in fast food advertising	Restrictions	No TV advertising between 5pm-8pm; no free toys to be advertised with fast foods	<18 but enforced for <12	Scheduling; nature of free toys	Range of foods and nutrient combinations	Monitoring by government and local authorities	Forthcoming through an advisory committee	Not known
Thailand	Legislation	All	TV	Advertising, including adverts with free gifts, prizes, competitions	Restrictions, guidance, messages	Frequency of adverts, duration of adverts in combination, specific techniques	<13	Rated for children aged 3-12, plus rated for general audience with child-oriented content	All foods	Not clear		Not known
USA	Proposals anticipated											