

Grid 5: Proposals and recommendations from health and consumer groups

Proposal or set of recommendations	Status	Aim	Scope	Definitions	Categorisation of foods	Settings specified?	Indirect marketing to adults	Interpretation	Implementation	Compliance	Monitoring
Recommendations for an International Code on Marketing of Foods and Non-alcoholic Beverages to Children Consumers International and International Obesity Task Force ¹	Proposal to WHO	<i>'To protect present and future generations from the damaging health, social and economic consequences of consumption of energy-dense, nutrient-poor foods high in fat, sugar or salt, and to promote responsible food marketing to children that supports the Global Strategy on Diet, Physical Activity and Health by restricting the marketing of these products to children.'</i>	All forms of food marketing to children (Art 2)	Definitions of: 'brand' 'children' (under 16) 'commercial operators' 'food' (see right) 'food marketing' (Art 3)	Yes, based on dietary recommendations established by WHO and defined by nutrient profiling (Art 4)	Yes. Settings where children are gathered should be free from commercial inducements to consume energy-dense, nutrient-poor foods high in fat, sugar and salt. (Art 6)	Yes. '[Specified foods] should not be promoted to adults responsible for children as being suitable for children.'	The spirit as well as the letter of the Code applies. Minimum standards only. Parties should act to protect policies from commercial or other vested interests. (Art 8)	National governments – through legislation, regulation or other statutory measures. (Art 9) Commercial operators should honour and apply the Code. (Art 10)	Application of the Code lies with national governments. (Art 10)	Manufacturers should be responsible for monitoring their marketing practices. NGOs should draw attention to activities which are incompatible with the Code. Member States should communicate annually to the Director General information on action taken to give effect to the Code. The DG should report annually to the World Health Assembly on the status of implementation. (Art 10)
Protecting Children from Unhealthy Food Marketing Children's Food Campaign/ British Heart Foundation ²	Proposal to UK government and regulators	To propose a statutory system to regulate non-broadcast food marketing to children in the UK	All forms of food marketing to children in non-broadcast media	Definitions of: 'children' (16 and under) 'advertising' 'marketing' 'unhealthy food' (see right) 'non-broadcast media' 'content deemed to be targeted at children' 'promotion mechanisms deemed to be targeted at children'	Yes, based on Food Standards Agency Nutrient Profiling Model (WXYfm)	Yes, physical 'placement' of promotions taken into account	Not included	Proposes a grid approach to determine whether a particular product promotion would be prohibited or allowed.	Government to introduce statutory measures.	Enforcement by trading standards departments.	Monitoring by trading standards departments.

1 http://www.consumersinternational.org/shared_asp_files/GFSR.asp?NodeID=97478

2 <http://www.sustainweb.org/publications/?mode=info&id=160>

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Guidelines for Responsible Food Marketing to Children Centre for Science in the Public Interest, 2005 ³	Guidelines for food manufacturers, advertisers, media owners and organisers of children's sporting events.	<i>'To provide criteria for marketing food to children in a manner that does not undermine children's diets or harm their health'</i>	US and Canada ⁸ All forms of food and drink marketing	Definitions of: 'children' (under 18) 'healthful/low nutrition beverages' 'healthful/low nutrition foods' 'portion sizes' 'marketing techniques' 'media'	Yes, based on Dietary Guidelines for Americans	Includes guidelines for schools, and retail stores	<i>'Marketing should not suggest that an adult who buys a child a product is more loving, generous or otherwise better than an adult who does not.'</i>	<i>'Even in the absence of legislative or regulatory requirements, marketers should act responsibly.'</i>	Food and beverage companies	Not covered.	Not covered.
Marketing of Low-nutrition Food and Beverages in Schools Centre for Science in the Public Interest ⁴	Recommendation to US schools	To implement state or local policies to limit marketing of low-nutrition foods in US schools	US only. Marketing and vending of low-nutrition foods in schools. Includes product sales, direct and indirect marketing and market research.	Definition of low-nutrition foods	Middle and high schools: according to strong nutrition standards Elementary schools: limited to water, 1% and fat-free milk, fruits and non-fried vegetables	Yes, specific to schools	Not included	Proposes schools develop policies in line with model policies.	Schools to control marketing activity and negotiate appropriate vending contracts.	Not covered	Not covered
Healthy Schools Program Framework – American Heart Association (2009) ⁵	Best practices for US schools	To create healthier school environments	US only Guidelines apply to all aspects of food and beverage provision in schools. The highest level of compliance requires schools to restrict food and beverage marketing that does not meet the guidelines.	Yes Detailed glossary of terms <i>'to assist schools in effectively interpreting criteria'</i> Marketing is defined as <i>'Product marketing including product and brand placement and promotion and incentives for purchase.'</i>	Yes Nutrient-based definition of permissible competitive foods Definition of lower-calorie and nutritious beverages	Yes, specific to schools	Yes Programme aimed at both students and staff	Best practice model for schools.	Schools to develop best practice against set criteria and apply for a tiered award.	Via self-completed checklists	Schools invited to monitor their own progress
The Marketing of Unhealthy Food to Children in Europe European Heart Network (2004) ⁶	Recommendations to EU policy makers based on research and review by EHN members	To help tackle obesity in children and the long-term health consequences	All forms of food and drink marketing	Call for a common EU definition of an unhealthy food	Yes Foods high in fat, sugar and/or salt	Yes Schools	Not included	Specific policy recommendations for EU and Member State policy makers.	EU and Member State governments	Not covered	<i>'Effective structures and procedures should be established to monitor the nature and extent of food marketing to children and its regulation through Europe.'</i>

3 <http://www.cspinet.org/marketingguidelines.pdf>

4 www.cspinet.org/marketingguidelines.pdf

5 http://www.healthiergeneration.org/uploadedFiles/For_Schools/Healthy_Schools_Program_Framework/Framework_July09_sp_highres.pdf

6 <http://www.ehnheart.org/projects/children-a-obesity/publication/54.html>

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Children's Health or Corporate Wealth? Coalition on Food Advertising to Children (2007) ⁷	Position paper of the CFAC Australia	To improve the diets and overall health of Australian children through a marked reduction in the commercial promotion of food and beverages to children under 14.	All food and drink promotion (including sponsorship, internet, product placement, packaging and point of sale) but special focus on TV advertising	Definitions of marketing techniques and unhealthy foods	Yes Policy focus on all food and drink advertising, but refers to unhealthy foods as high in fat, sugar and/or salt	No	No	Proposes controls on marketing food and drink to children with first step being a ban on TV advertising to children.	Statutory regulation by Australian government	Australian Communications and Media Authority (ACMA) and Advertising Standards Bureau	Not specified
Through the Back Door Children's Food Campaign, run by Sustain (2008) ⁸	Research and recommendations	To protect children from inappropriate commercial resources in schools	All educational materials produced by the food industry	Not specified	Yes Exemptions for fruit and vegetables	Yes Schools	No	Proposals for licensing of all educational materials used in schools	Department for Children, Schools and Families, with support from the Food Standards Agency	Not specified	Not specified

7 <http://www.cancercouncil.com.au/cfac/readmore.html#positionpapersreports>

8 <http://www.sustainweb.org/publications/?mode=info&id=169>