

**An analysis of the
regulatory and voluntary landscape
concerning the marketing and promotion
of foods and drinks to children**

Appendix 4

Grids of information captured during the mapping exercise

For details of acronyms used in this Grid,
see *Taxonomy of marketing terms* in the main report.

This Appendix contains the following Grids:

Mapping area 1: Current nature and extent of food marketing to children

Grid 1 Current nature and extent of food marketing to children on advertiser-owned websites (8-26 February 2010)

Mapping area 2: Current statutory and self-regulatory regimes and voluntary codes applicable in the UK

Grid 2a Current statutory and self-regulatory regimes applicable in the UK market

Grid 2b Trade body codes, guidance and best practice applicable in the UK

Grid 2c Proposals and recommendations from intergovernmental organisations including WHO

Mapping area 3: Statutory and self-regulatory regimes in other countries

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

Grid 3b Government policies on food marketing to children in 59 countries – focus on non-broadcast provisions

Mapping area 4: Voluntary commitments, policies and pledges of manufacturers, retailers, trade groups and media owners

Grid 4a Food industry pledges on marketing to children, as of December 2009

Grid 4b Company members of pledges for marketing to children, as of December 2009

Grid 4c Pledges on marketing to children: content 'at a glance', as of December 2009

Grid 4d Pledges on marketing to children: communication channels covered, as of December 2009

Grid 4e Audience definition by company for each pledge, with published individual company commitments, as of December 2009

Grid 4f Pledges on marketing to children: marketing techniques covered, as of December 2009

Grid 4g Communications channels and marketing techniques by individual company commitment: comparison to multi-company pledges, as of December 2009

Grid 4h Company nutrition criteria for food marketing to children, world, as of December 2009

Grid 4j Summary of the type of definition of foods covered in marketing pledges, by company, as of December 2009

Mapping area 5: Proposals, and recommendations by consumer and health non-governmental organisations (NGOs)

Grid 5 Proposals and recommendations from health and consumer groups

Mapping area 6: Methods for categorising foods and beverages (including nutrient profiling) that are being used in the UK and in other countries

Grid 6 Methods used for categorising foods (including nutrient profiling models) in relation to food promotion to children