Food Marketing to Children
April 22, 2016 2:00 p.m. Eastern

Cosponsored with
Sustainable Agriculture and Food Systems Funders

Aliya Hussaini, Michael & Susan Dell Foundation
Glenn Schneider, The Horizon Foundation
Margo Wootan, Center for Science in the Public Interest
CSPI Accomplishments

• Nutrition Facts labels on packaged foods
  • added trans fat to labels
• soda and junk food out of school vending, a la carte, school stores, etc.
• menu labeling
• remove trans fat from food supply
• define term "organic"
• warning labels on alcoholic beverages
• litigation -- ads, labels, trans fat in foods, marketing to children
• CFBAI and food/entertainment company reduce food marketing to kids
• funding for food safety and CDC's nutrition and physical activity
• food safety; Food Safety Modernization Act
Food Marketing Is Effective

- Companies know marketing works: $2 billion/year

- Studies show marketing gets children’s attention & affects food choices, food preferences, purchase requests, diets & health
  - Watching TV linked to obesity

- Kids misled by and don’t understand advertising

- Parents know marketing works
### TV food ads viewed

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Per Year</th>
<th>Per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-11 year olds:</td>
<td>4,672</td>
<td>13</td>
</tr>
<tr>
<td>12-17 year olds:</td>
<td>5,912</td>
<td>16</td>
</tr>
</tbody>
</table>

Yale Rudd Center, Rudd Report Trends in Television Food Advertising to Young People: 2011 Update
On-Package Marketing

- premiums, toy give-aways
- company characters
- licensed characters
- website promos
- contests
- games
Snack Brand Books
Mobile Marketing

• Mobile games, ring-tone and wallpaper give-aways, text-in trivia contests and sweepstakes
Ads as Toys
School Marketing
Marketing undermines parents and affects what others feed children.
Interagency Working Group on Food Marketed to Children

• Develop nutrition stds
• Identify marketing approaches
• Define kid-targeted marketing

FDACS
USDA
CDC
Children’s Food and Beverage Advertising Initiative
18 Participating Companies

<table>
<thead>
<tr>
<th>12 use nutrition criteria for child-directed ads</th>
<th>6 pledge no child-directed ads</th>
</tr>
</thead>
</table>

- Burger King
- Campbell’s
- ConAgra Foods
- Dannon
- General Mills
- Kellogg’s
- Kraft Heinz
- McDonald’s
- Mondelez
- PepsiCo
- Post
- Unilever
- American Licorice Company
- Coca-Cola
- Ferrero
- Hershey
- MARS
- Nestle

Good Food, Good Life
Figure 1: Ads for Foods of Poor Nutritional Quality (2005-2015)

- % Food Ads of Poor Nutritional Quality
- # Ads for Foods of Poor Nutritional Quality
Media Companies

• 80% no policy

• Disney and Qubo cover TV, radio, magazines, Internet, & other marketing

• Nickelodeon, Cartoon Network, Discovery Kids - only licensed characters
Nutrition Standards for Marketing

- Some companies don’t market any products
- CFBAI standards
  - Address calories, saturated fat, trans well
  - Weaker on sodium, sugars, & positive nutritional value
Close marketing policy loopholes

- On-package marketing
- In-store displays, fees
- Toys and other premiums
- Include children 12-14 yr
- Brand advertising
- Merchandising
- Events
- Middle and high schools, fundraisers, sponsorship
Remove Junk-Food Marketing from Schools

- National regulations on LWP
- State law/regulation
- Local wellness policy
- Local school board policy
- Company voluntary action
- State or local school marketing assessment study
Restaurant Children’s Meals

• Eating out provides 1/3 of children's calories

• Studies link eating out with obesity and higher caloric intakes
  
  • Children eat almost twice as many calories from restaurant meal than typical meal from home

• Encourage reformulation

• Change norm for kids’ food

• People stick with default

www.foodmarketing.org
People make different choices depending on what is available

- Unconscious, automatic choices
- Marketing-induced hunger
The USDA has recently proposed new nutrition standards to make healthier foods more available in schools. The changes would improve the quality of vending machine snacks and other foods sold outside the school meal program.

Good nutrition is critical both to children’s health and academic achievement. And with marketers targeting kids with unhealthy food at every turn, the USDA’s proposal couldn’t come soon enough. The new rules are open to public comment through April 9. Learn more and submit a comment or contact your legislator to express your support.

The FMW is dedicated to eliminating harmful food marketing -- particularly marketing aimed at those who are most vulnerable to obesity and other nutrition-related diseases -- by actively identifying, investigating, and advocating changes to marketing practices that undermine health.

The FMW fosters ideas and momentum around national, state, and local strategies. It serves as a forum for researchers and advocates to share information, support one another’s work, and identify priorities for research and action.

Nickelodeon is the largest entertainment company for kids. It markets food to children through a variety of media and the use of branded characters on food packages.

On Nickelodeon, ads for unhealthy foods have decreased only modestly in recent years. The company addresses the licensing of its characters, but not its TV or web advertising — the main ways it markets to children. They can do better. Read one mom’s perspective on how junk food marketing makes parents’ job harder. And help urge Nickelodeon to stop marketing junk food to kids.
cspinet.org/actnow

nutritionpolicy@cspinet.org
FOOD MARKETING TO KIDS – WHY WE ENGAGE

Aliya Hussaini, MD MSc
Portfolio Director, US Health

Michael & Susan Dell Foundation
FOUNDATION FOCUS & MISSION

Transforming the lives of children living in urban poverty through better education, family economic stability and health.

Founded in 1999 by Michael & Susan Dell

$100M per year
400+ active grants

$1.23B total commitments through 2015

75 team members
3 global offices
FOCUSED GIVING AND FOCUSED GEOGRAPHIES

Sustainable change for vulnerable children living in urban poverty
CHILDHOOD HEALTH & WELLNESS

- Place-based health – improving the access to healthy food and physical activity and promoting healthy behaviors via resident-led, evidence-based approaches that partner with community, individuals, institutions, and municipal government.
- Evidence-based replication – scaling initiatives with an evidence-base and proven success in other geographies into the southeast United States.
- Systems change at the national level – information and initiatives to activate systemic changes promotive of healthy eating and physical activity access and utilization.

1 MILLION children and families reached

more than $13 MILLION leveraged in public and private funding, directly aligned with place-based action plans

1 loan in US to support healthy food financing in southern states
“MARKETING IS MORE THAN ADVERTISING”

Food is ubiquitous
Can set off hunger cues
Access affects the choices we make

Promotion
Product
Price
Placement
DOES CHECKOUT REALLY MATTER?

Checkout is a powerful marketing strategy

Shoppers typically wait at checkout for 3.5 to 5 minutes at grocery stores

Americans shop for food 1.7 times per week on average

6+ hours/year at checkout

That’s why...
BIG food pays BIG bucks to place products at checkout

Sources: Beatty, Masterfoods
In 1968, food manufacturers spent 28 percent of their marketing budgets on incentives to get retailers to promote their products, with the remaining three-quarters going to advertising.

By 1997, the manufacturers’ budgets were split 50-50 between retailer incentives and direct marketing to customers.

Now, big food companies spend about twice as much money on enticing retailers to promote their products in-store as they spend on advertising.

Data from American Anti-Trust Institute as shared in *Temptation at Checkout*
Figure from CSPI at cspinet.org/healthcheckout
FOOD RETAIL SCORECARD
Look-alike products

Nutritionally improved Smart Snacks sold in schools

Advertised snacks sold in stores

Can you tell the difference?
WHAT HEALTHY MARKETING COULD LOOK LIKE
Making the Healthy Choice, the Easy Choice

GIH Food Marketing to Children
April 22, 2016
The Horizon Foundation
Mission
“To improve the health and wellness of those who live or work in Howard County.”

Vision
“All people in Howard County should live long, healthy lives.”
2015 Impact

Community Giving
$1.1 Million

Community Investment
$2.9 Million

Endowment
$86 Million
Strategic Plan Buckets

“All residents can achieve and maintain a healthy weight.”

“All residents have access to high quality, affordable health care.”
Bucks and Brains
Childhood Obesity
MD YRBSS (2011) & HCPSS Fitness Gram (2013)

<table>
<thead>
<tr>
<th></th>
<th>Healthy Weight or Underweight</th>
<th>Overweight or Obese</th>
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</thead>
<tbody>
<tr>
<td>Maryland</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>Howard County</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Adolescents with diabetes or pre-diabetes

1999-2000: 9%
2007-2008: 23%
Adolescents with diabetes or pre-diabetes

1999-2000: 9%
2007-2008: 23%

33% boys / 38% girls born in 2000
50% of African Am & Latino kids

In search of the cause...
In search of the cause...
In search of the cause...
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300 WORKOUT
Expert Help
5-7 pounds
30% Gym
70% Diet
Ab’s are made in the kitchen not in the Gym
Best place to start: sugary drinks
<table>
<thead>
<tr>
<th>TODAY'S REALITY</th>
<th>TOMORROW'S VISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sugar-sweetened beverages contribute more calories and added sugars to our diets than any other food or beverage.</td>
<td>Intakes of calories and added sugars from sugar-sweetened beverages are substantially reduced.</td>
</tr>
<tr>
<td>A majority of children’s fast-food meals are high in calories, unhealthy fat, and salt, and fail to meet the Dietary Guidelines.</td>
<td>Fast-food and chain restaurants offer children’s meals that meet the Dietary Guidelines.</td>
</tr>
<tr>
<td>Some government-run locations have not taken full advantage of making healthy, competitively-priced foods and beverages accessible.</td>
<td>All government-run locations serve foods and beverages recommended by the Dietary Guidelines.</td>
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<tr>
<td>Many low-income neighborhoods have limited access to healthy, affordable foods.</td>
<td>Everyone has access to food outlets that sell a variety of healthy, affordable foods.</td>
</tr>
<tr>
<td>During the process of making farm policies, there is little attention paid to how proposed policies could affect obesity and health.</td>
<td>A Presidential task force reports on the relationships between U.S. agriculture policies and the American diet.</td>
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## Daily Sugary Drink Consumption
Howard County 6th Grade Survey (2012)

<table>
<thead>
<tr>
<th>Daily Sugary Drink Consumption</th>
<th>58%</th>
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<tbody>
<tr>
<td>Fruit Drinks</td>
<td>31%</td>
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<tr>
<td>Flavored Milk</td>
<td>22%</td>
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<tr>
<td>Sports Drinks</td>
<td>22%</td>
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<tr>
<td>Flavored Water/Tea</td>
<td>19%</td>
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<tr>
<td>Regular Soda</td>
<td>17%</td>
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<tr>
<td>Energy Drinks</td>
<td>5%</td>
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</tbody>
</table>

Water (97%); Plain milk (60%); 100% Juice (44%); Diet drinks (7%)
Each day, 6th Grade daily drinkers have...

310 Calories
> 20% daily recommended Calories
> 4x daily limit for added sugar

...from sugary drinks alone
1 day
<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
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<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<td>January  2015</td>
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<td>29</td>
<td>30</td>
<td>31</td>
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</table>
HOW ARE **SOFT DRINKS MARKETED?**

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**THE GOAL**
More ounces per day per person

**THE STRATEGY**
Increase share of stomach

**THE EXECUTION**
Everywhere and all the time
- Affordable
- Available
- Accessible

“Within an arm’s reach of desire”
SOFT DRINKS ARE AFFORDABLE
SOFT DRINKS ARE AVAILABLE

AVAILABLE

360° MARKETING

FUTUREPULL
Purpose Driven Innovation
SOFT DRINKS ARE ACCESSIBLE
“According to the data, added sugar intake increases almost linearly. From zero to 2 months, it's virtually nothing, but by 9 to 12 months, it is the equivalent of 2.4 teaspoons, and by 21 to 23 months, the equivalent of 9.2 teaspoons.”
Every child should enter kindergarten at a healthy weight

Launch public awareness campaign
Add healthier drinks to public property
Improve private workplace nutritional environment
Restrict sale of SSBs near schools
Serve better drinks in childcare and afterschool programs
Restrict SSB marketing in schools
Replace SSBs with healthier drinks on kids’ menus
License SSB retailers
Raise the price of SSBs
Limit SSB portion sizes
Source: Dahlgren and Whitehead, 1991
AVAILABILITY

AVAILABLE

360° MARKETING

A McDonald's logo and a Coca-Cola vending machine are connected to the word 'AVAILABLE'. A postal truck and a large crowd at a stadium are also connected to 'AVAILABLE'.
Howard County.

Making the Healthy Choice the Easy Choice.

The Howard County Public School System’s Wellness Policy now ranks among the top third in the nation.

How Well Did Howard County’s Wellness Policy Score?

<table>
<thead>
<tr>
<th>Policy Section</th>
<th>Average National School District Score</th>
<th>Howard County School District Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition Education &amp; Wellness Promotion</td>
<td>70</td>
<td>89</td>
</tr>
<tr>
<td>USDA/Child Nutrition Programs &amp; School Meals</td>
<td>52</td>
<td>100</td>
</tr>
<tr>
<td>Competitive** &amp; Other Foods &amp; Beverages</td>
<td>45</td>
<td>100</td>
</tr>
<tr>
<td>Physical Education &amp; Physical Activity</td>
<td>50</td>
<td>86</td>
</tr>
<tr>
<td>Evaluation</td>
<td>51</td>
<td>100</td>
</tr>
<tr>
<td>Overall Score</td>
<td>48</td>
<td>95</td>
</tr>
</tbody>
</table>

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</tr>
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<td>20</td>
<td>94</td>
</tr>
<tr>
<td>Physical Education &amp; Physical Activity</td>
<td>34</td>
<td>57</td>
</tr>
<tr>
<td>Evaluation</td>
<td>34</td>
<td>100</td>
</tr>
<tr>
<td>Overall Score</td>
<td>28</td>
<td>83</td>
</tr>
</tbody>
</table>

How Are the Policies Scored?

Howard County’s scores are based on the WellSAT tool, which was created by experts in food, nutrition, and school health. It provides a standard, consistent, and reliable method of quantitatively assessing the comprehensiveness and strength of school wellness policies.


What is Competitive Food?

Foods SOLD or SERVED outside of school meals. Think: a la carte food and beverages sold in the cafeteria, from vending machines or school stores, and “reward” or “celebratory” foods served in the classroom.
Survey Finds Strong Support for Healthy Vending

A poll released today shows strong support in Howard County for legislation that would expand healthy food and drink choices in vending machines on government property. The poll of more than 600 re...

THEHORIZONFOUNDATION.ORG
Making kids’ meals better

Compromise bill in Annapolis would require healthy drink options

BY ANDREA K. McDaniels
The Baltimore Sun

Restaurants could be required to offer healthy drink options — not just soda — with kids’ meals under legislation that has pitted public health advocates against the beverage and dining industries in Annapolis.

The original legislation would have banned the sale of sugary drinks in kids’ meals, but a committee quashed that bill this week, prompting a behind-the-scenes scramble by health advocates who crafted a compromise proposal.

The new language would allow restaurants to continue to offer soda with kids’ meals but would require them to offer three healthy options such as low-fat milk or bottled water. The change came together so quickly there was not enough time to make copies of the new language for the state senators reviewing the plan during a Thursday hearing.

“We brought life back to the issue,” said Michealene Fodder, head of government relations for the American Heart Association of Maryland and a supporter of the bill.

The bill still has a long way to go to gain passage. Both the Senate Finance committee and then the full state Senate would See DRINKS, page 15
SOFT DRINKS ARE ACCESSIBLE
Life is better here.
Making it easier for parents to serve the best stuff they can to their kids.
If you drink **ONE 20oz SODA A DAY**, you need to walk 21 miles a week to burn off the calories.

**THAT IS LIKE WALKING FROM COLUMBIA MALL TO FELLS POINT IN BALTIMORE.**

*20oz regular cola/day = 25 lbs/year worth of empty calories*
Over 300 beverages to CHUG, GULP, SLURP, AND BURP.
Percentage of advertising budgets

allocated to sugary drinks.

69%
Coca-Cola 2010

74%
PepsiCo 2010

67%
Dr Pepper Snapple Group 2010

allocated to other beverage choices including: 100% juice, diet drinks, low-calorie teas, sparkling water, flavored water, and plain water.

“We have provided a tremendous amount of choice.”
- Muhtar Kent, Coca-Cola CEO

Source: Sugary Drink FACTS Report. Rudd Center for Food Policy and Obesity, 2011.
Better Way Video -- #BurpBetter
See http://www.hocounsweetened.org
<table>
<thead>
<tr>
<th>Measures Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Data</td>
</tr>
<tr>
<td>Promotions Data</td>
</tr>
<tr>
<td>6&lt;sup&gt;th&lt;/sup&gt; Grade Nutritional Practices</td>
</tr>
<tr>
<td>Health Professional Practice Surveys</td>
</tr>
<tr>
<td>Childcare Data (WellCCAT, Director Survey)</td>
</tr>
<tr>
<td>Social Media Metrics</td>
</tr>
<tr>
<td>County Vending Machine Survey</td>
</tr>
<tr>
<td>Wellness School Assessment Tool (WellSAT)</td>
</tr>
<tr>
<td>Biennial Health Survey (2000 Residents)</td>
</tr>
<tr>
<td>BMI – Grades K-9</td>
</tr>
</tbody>
</table>
Every child should enter kindergarten at a healthy weight

- Launch public awareness campaign
- Add healthier drinks to public property
- Improve private workplace nutritional environment
- Restrict sale of SSBs near schools
- Serve better drinks in childcare and after school programs
- Restrict SSB marketing in schools
- Replace SSBs with healthier drinks on kids' menus
- Warning Labels/Signage
- Raise the price of SSBs
- Limit SSB portion sizes
Funder Considerations?

- Convene, fund, or otherwise contribute to policy/advocacy campaigns that will change the experience of generations to come:
  - Kids’ Meal
  - Healthy Vending
  - School Wellness/Food Marketing in Schools
  - Child Care

- Invest in data collection to measure, report and document your success.
Soda sales are dropping in Howard County 2-3 times faster than national rates.
6th Grade Beverage Consumption

Percentage Daily Consumers

- Fruit drinks
- Flavored milk
- Sports drink
- Flavored water/tea
- Regular soda
- Energy drinks
- Plain milk
- 100% juice
- Diet drinks


* Indicates significant difference from baseline.
Questions?

Glenn E. Schneider
Chief Program Officer

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cell: 443-812-6955

gschneider@thehorizonfoundation.org
www.thehorizonfoundation.org
• More webinars on this topic?
• New topics you want to tackle or learn more about?
• Innovative work that you want to share?
• A question you want to pose to your colleagues?

Contact us at heal@gih.org