Unhealthy food marketing to children.
Preferences for unhealthy foods increase
Increase overall consumption of unhealthy foods leading to increased rates of obesity and non-communicable diseases
Less exposure to unhealthy food advertisements
Reduction in household purchases of ‘fast food’
Reduced consumption of less healthy foods +
Increased consumption of healthier foods
= Improved diet leading to reduced rates of obesity and non-communicable diseases

**Context**
- Most promoted foods → sugar-sweetened beverages and breakfast cereals, savoury snacks, fast food restaurants, confectionery and soft drinks
- Ownership of TV varies by area/country, therefore exposure to advertisement varies
- Upstream agriculture and food policy are also very influential: food companies do not just have the means but also the motives to push unhealthy diets.
- Factors more common in overweight children were high SES, higher maternal education, spending more than 3 h a day watching television, and frequent ingestion of snacks
- Parents – especially those from disadvantaged backgrounds – frequently yield to requests for unhealthy foods
- Disadvantaged mothers also attribute more importance to advertised food products and credibility to food adverts than their more privileged peers
- Growing concern among public health and consumer advocates about unhealthy food marketing to children, and a call for stronger statutory restrictions on promotions for unhealthy products
- The World Health Organisation guidance available for the design and implementation of effective regulatory measures

**Mechanisms**
- Businesses continue production, processing, importation, marketing, and promotion of unhealthy foods (unhealthy foods readily available)
- Integrated approaches in marketing campaigns, whereby multiple media channels are used to promote commercial messages ensures that children are repeatedly exposed to promotions throughout all facets of daily life: in the home, at school, during recreational activities and through peer-to-peer interactions
- Industry self-regulatory approaches have become the major policy response → limited influence on marketing/advertisements
- Promotion of unhealthy foods in supermarkets
- TV advertising plays and important role in determining products purchased by parents 'pester power'
- Increased accessibility of multinational low-priced food chains, the increase in street food vendors selling energy dense processed foods in poor areas, and the increased consumption of sugar-sweetened beverages

**WHO recommendations:**
- Tightening up existing (voluntary) codes of practice;
- Increasing promotional activity for healthier food products to redress the current imbalance;
- Providing guidance to schools and other educational establishments to help encourage healthy eating;
- Introducing statutory controls on the promotion of foods to children (for example, banning food advertising to children of a certain age)

**Outcomes**
- Government restricts promotion/marketing of unhealthy foods
- Regulations accepted by society as a whole
- Access and use of TV
- Exposure to advertising
- Unhealthy food available and accessible
- Regulation

+ Improved diet leading to reduced rates of obesity and non-communicable diseases

- Unhealthy food marketing to children.