

FOOD MARKETING TO KIDS

- Companies spend about \$2 billion every year marketing foods and beverages to children through TV, social media, apps, even in schools – almost anywhere a logo or product image can be shown.
- They use kids' favorite characters, celebrities, and cartoons, and do toy giveaways, games, and contests.

THIS MARKETING WORKS, AND IT'S TYPICALLY UNHEALTHY

- Food ads on TV affect children's food choices, food purchase requests, diets, and health.
- Parents know from experience that ads, including cartoon characters on food packages, affect which foods their kids ask them to buy, and which they are willing to eat.
- Until kids are about 8 years old they don't understand the persuasive intent of ads.
- Three-quarters (73%) of the foods advertised on kids' TV shows are for convenience/fast foods and sweets.
- Only one-quarter of chain restaurants that market to children have food marketing policies, yet nearly all kid's meals at the top U.S. restaurant chains are unhealthy.

MARKETING UNHEALTHY FOODS & BEVERAGES UNDERMINES PARENTS

Parents are responsible for making sure their children eat a healthy diet, but parents are often out-manuevered by aggressive food marketers.

- Parents are undermined by wide discrepancies between what they tell their child is healthy and what marketing promotes as desirable.
- Many parents have limited nutrition knowledge, but companies have extensive advertising expertise.
- Companies have the money and resources to influence children's food choices in ways parents can't match, like cartoon characters, music, celebrities, contests, games, and free toys.

RESPONSIBLE FOOD MARKETING TO CHILDREN

Food and beverage companies, restaurants, stores, schools, broadcasters, and other entertainment companies should market responsibly to children. Below are some key steps these groups can take to market more responsibly to children

FOOD AND BEVERAGE COMPANIES AND RESTAURANTS SHOULD...

- Have a written children's food marketing policy, that covers all forms of marketing, available to the public.
- Only promote and advertise healthful foods to children, based on a consistent set of nutrition and marketing standards
- Not encourage children to nag their parents to buy unhealthy foods.
- Develop healthier foods and beverages.

GROCERY STORES SHOULD...

- Replace unhealthy foods in checkout lines with healthier options or with items that aren't food.
- Place unhealthy products higher on store shelves, above the eye level of young children.

ENTERTAINMENT COMPANIES SHOULD...

- Have a written children's food marketing policy, that covers all forms of marketing, available to the public.

SCHOOLS SHOULD...

- Not allow companies to market, sell, or give away unhealthy foods, or market unhealthy brands, anywhere on school campuses