The Canadian Landscape of Food and Beverage Marketing to Kids

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Objectives

1. Explain the impact of food and beverage marketing

2. Explore where may kids see marketing in Canada (and what kinds of food marketing)

   *Spotlight on recreation facilities

3. Examine policy as a means to support healthier food marketing environments
Why should we care about ....

FOOD AND BEVERAGE MARKETING TO CHILDREN?
Exposure to Food Marketing is a Risk Factor for Obesity

Attitudes towards nutrition

Food Preferences

Eating Behaviour

1 Exposed to Food Marketing
2 Risk Factor for Obesity
Exposure to Food Marketing is a Risk Factor for Obesity

- Food Industry Marketing to Children (3)
- 5-A-Day Fruit and Vegetable Campaign (4)

$1.8 billion

$2 million
What determines the impact of food marketing on children?\(^5\)

Marketing communications as a function of exposure and power

- Marketing of food and non-alcoholic beverages to children
- Exposure: the reach and frequency of the marketing message
- Power: the creative content, design and execution of the marketing message
- Impact on:
  - Food preferences
  - Purchase requests
  - Consumption patterns
What determines the impact of food marketing on children?

**Exposure**
reach and frequency of an ad

- How many children see it?
- How often do they see it?

**Power**
features that make the ad persuasive

- Creative Content
- Design
- Execution

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[Image: Vending machines with various food items, representing exposure and power.]
How is Food Marketing Controlled in Canada?

• Quebec Consumer Protection Act\textsuperscript{6}
  – No marketing to children at all (food or non-food)

• Canadian Children’s Food and Beverage Advertising Initiative\textsuperscript{7}
  – Voluntary regulation of food industry

*These are more media focused than setting-based
What types of food marketing are Canadian kids exposed to?

1. Types of marketing children may be exposed to and in what settings
2. Impacts on child health and collective impact of multiple exposures
Ralph’s Day

- Wake-up
- Eat a Fast-Food Breakfast
- School’s in session
- Stop in at the grocery store after school
- Play on the Computer
- Watch TV
One-third of Canadian children and adolescents will visit a fast food restaurant on any given day.\(^8\)
Fast Food Restaurant

Reach and Frequency (Exposure)
• Exposure is not documented in Canada

Marketing Techniques (Power)
• Branding, packaging and toy premiums

Impact
• Taste preferences
• Children prefer foods with colourful packaging, or with toys (even when healthy)

Credit: o.canada.com
200 days of the year, children spend 5-6 hours a day at school\textsuperscript{11}. 
Public School\textsuperscript{12, 13}

Exposure

- 1/3 of all Canadian public schools have
  - Less in Quebec/French schools
- 87% of public schools in Vancouver
  - Median 17 Ads/school (range 0-57)
  - More in secondary than elementary
  - One in four schools had more than 38 promotions per school

Food

- 55% of foods/beverages marketed were not healthy (not allowed as per the school boards food policy)
Public School\textsuperscript{12, 13}

Marketing Techniques (Power)
- signage, incentive programs, sponsored materials (classroom/sport), beverage machines, exclusive contracts

Impact
- is not documented in Canada
Canadian households tend to shop every second day, on average.
Grocery Store

Frequency and Reach (Exposure)
- 350-400+ foods in supermarket directed to children

Foods:
- dry goods (bakery, desserts, cereal)
  - Only 1% fruits or vegetables
  - “children’s” food was high in fat, sugar, salt
  - Foods with health claims were often high in sugar
Marketing Techniques (Power)

- Product packaging
  - Dominant theme: fun
  - Play: games, activities, shaped food

Impact

- children perceive kids’ and adults’ food differently*
  - Kids food: junk food, fun, finger food,
  - Adult food: plain, healthy, responsibility

* May be a result of the broader food marketing environment

Credit: Foodmarketing.org
Television

Canadian children and youth watch 2-3 hours of television per day.
Television 20-28

Frequency and Reach (Exposure)
- Approximately 1/4 of all ads on children’s television are for foods or beverages.
- Children view 3-7 ads per channel/hr

Foods
- 60-90% high in energy, fat, sugar, or sodium
  - 2% fruits or vegetables
Television

Marketing Techniques (Power)

- premiums, characters, fun and health appeals

Impact:

- not documented in Canada
Canadians spend an average of 1.4 hours using a computer for leisure and 2.3 hours playing video games.
Internet\textsuperscript{29-31}

- **Reach and Frequency**: 1/3 of websites, 84% of CAI websites
- **Foods**: similar to TV
- **Marketing Techniques**: ++ techniques
- **Impact**: ¼ of children purchased or requested foods advertised on internet

Foodmarketing.org

Bolt (app) targeting teens discourages water, and promotes Gatorade
Online Marketing Techniques

<table>
<thead>
<tr>
<th>Product logo</th>
<th>Online advergame host selling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturer logo</td>
<td>Branded virtual activities</td>
</tr>
<tr>
<td>Slogan</td>
<td>Unbranded virtual activities</td>
</tr>
<tr>
<td>Tag lines featured in games</td>
<td>Advergames</td>
</tr>
<tr>
<td>Featured packaged product</td>
<td>Unbranded interactive games</td>
</tr>
<tr>
<td>Other packaged product</td>
<td>Leader boards</td>
</tr>
<tr>
<td>Product /other products as you eat/drink it</td>
<td>Members’ clubs</td>
</tr>
<tr>
<td>Product in background scenery</td>
<td>High score awards</td>
</tr>
<tr>
<td>Television like commercials</td>
<td>Point collection for universal product codes</td>
</tr>
<tr>
<td>Television programs, movies</td>
<td>Activities that encourage purchase of product</td>
</tr>
<tr>
<td>Promotional photos</td>
<td>Clickable e-buttons</td>
</tr>
<tr>
<td>Videos</td>
<td>Clicking or moving mouse over product</td>
</tr>
<tr>
<td>Recipes</td>
<td>Surveys or polls</td>
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<tr>
<td>Spokes characters</td>
<td>User-generated content</td>
</tr>
<tr>
<td>Licensed personalities</td>
<td>Downloads</td>
</tr>
<tr>
<td>Direct prompts to forward to a friend</td>
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</tbody>
</table>
So what might Ralph’s exposure to food marketing for today look like overall?
100s of Foods at Supermarket

17 Ads in School

Plus more?

12 TV Commercials

Hours of Internet Ads
The Food Marketing Landscape Is Vast and Complicated

Play on the Computer
Watch a TV show
Stop in at the grocery store after school
Wake-up
Fast-Food Breakfast

Stop in at the grocery store after school

The Food Marketing Landscape Is Vast and Complicated
ON RECREATION FACILITIES
Why study food marketing in sport settings?

Affects children’s food preferences and practices\(^2\)

Risk factor for childhood obesity\(^1\)

Restrict food marketing where children gather\(^2\)
The Health Halo Effect

Food/Drink + Physical Activity = Health Halo Effect

Gymnasts backflip along beams 2.8 Cadbury Caramel chunks wide.

http://blog.making-pictures.co.uk/commission-the-wade-brothers-for-caburys-olympic-campaign/
• Research study of 51 recreation facilities in 4 provinces
• Assessed food and beverage marketing through observation at every facility

<table>
<thead>
<tr>
<th>Product</th>
<th>Price</th>
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<tbody>
<tr>
<td>Place</td>
<td>Promo</td>
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Facility Food Marketing Scores

**Exposure**
reach and frequency of an ad

- How many promotions?
- How many repeated >3x?

**Power**
features that make the ad persuasive

- Is the food or beverage unhealthy?
- Is it child-directed or sports-related?
- Is it large?

Higher scores mean a facility has more food and beverage marketing and/or more powerful marketing.

Lower scores are favourable.
Results: Outside/Entrance/Hallways

Exposure
frequency of an ad

- How many?

Power
features that make the ad persuasive

- Un-healthy?
- Child directed?
- Sports related?
- Large?

10 promotions
60%
5%
8%
43%

Lower scores are more favourable

14 points
What if we only marketed healthy foods and beverages in outside/entrance/hallways?

Exposure
frequency of an ad

- How many?
  - 10 promotions
  - 8 points

Power
features that make the ad persuasive

- Un-healthy?
  - 0%
- Child directed?
  - 5%
- Sports related?
  - 8%
- Large?
  - 43%

Lower scores are more favourable
Results: Sports Areas

Exposure
frequency of an ad

How many?

Power
features that make the ad persuasive

Un-healthy?
Child directed?
Sports related?
Large?

10 promotions
48%  6%  13%  79%

18 points

Lower scores are more favourable
What if we only marketed healthy foods and beverages in sports areas?

Exposure
frequency of an ad

Power
features that make the ad persuasive

How many?

Un-healthy?

Child directed?

Sports related?

Large?

10 promotions

0%

5%

8%

43%

12 points

Lower scores are more favourable
Results: Food Areas

Exposure
frequency of an ad

How many?

Power
features that make the ad persuasive

Un-healthy?
Child directed?
Sports related?
Large?

15 promotions

57%  11%  5%  17%

18 points

Lower scores are more favourable
What if we only marketed healthy foods and beverages in food areas?

**Exposure**
- How many?

**Power**
- Un-healthy?
- Child directed?
- Sports related?
- Large?

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<tbody>
<tr>
<td>15</td>
<td>0%</td>
<td>11%</td>
<td>5%</td>
<td>17%</td>
</tr>
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</table>

Lower scores are more favourable.
Facility Results (range of provincial averages)

**Exposure**
Frequency + repetition

- How many?
- 3+ rep?

**Power**
features that make the ad persuasive

- Un-healthy?
- Child directed?
- Sports related?
- Large?

- 19-67 per facility
- 1-3 repeated
- 41-73%
- 2-15%
- 4-15%
- 33-54%

52 points

Lower scores are more favourable
What if we only marketed healthy foods and beverages in the entire facility?

**Exposure**
Frequency + repetition

- How many? 19-67 per facility
- 3+ rep? 1-3 repeated

**Power**
features that make the ad persuasive

- Un-healthy? 0%
- Child directed? 2-15%
- Sports related? 4-15%
- Large? 33-54%

31 points

Lower scores are more favourable
Collective Impact of Food Marketing on Children in Canada

Exposure
Multiple messages through Multiple channels

Power
Common use of persuasive child-directed marketing techniques promoting mostly unhealthy food

Impact
Food Action in Recreation Environments (FARE) Project

- FARE uses a collaborative approach to promote healthier food environments in Edmonton and area recreational facilities through policy change

- [www.apccprecproject.com](http://www.apccprecproject.com)
Promoting Healthy Food & Beverage Policy in Recreational Facilities

Local communities play an important role in promoting policy change and sharing policy learning across jurisdictions.

We've compiled tools and resources to help you take action in your community.
Is your Community Ready for Policy change?

Find out! Explore our Policy Readiness Tool:
• Assess your community’s readiness for policy change
• Identify strategies for taking action
Learn from Policy Stories

Read successful stories of policy development from jurisdictions across Canada

- Development of healthy food and beverage policies
- Challenges and facilitators
- Lessons learned

The City of Hamilton’s Corporate Food and Beverage Policy

In 2011, the City of Hamilton (City) adopted a healthy food and beverage (HFB) policy. The aim of the policy is to demonstrate the City’s commitment to healthy eating by being a community role model for “food service that is free of industrially produced trans fats, and by promoting a safe and sustainable local food system (City of Hamilton, 2011).” The policy is corporate wide and concerns all city buildings and public events where the City of Hamilton offers and funds food and beverages (City of Hamilton, 2011). This ranges from the food and beverages offered at City staff functions to the vending machines and concessions stands within City recreational facilities. The policy implementation is at various stages for each of the aforementioned areas. This story highlights the City’s HFB policy process from start to present as well as insights from the City’s experience facilitating healthier food environments through policy.

Origins of the HFB Policy: A Decade of Preparation

The seed for the City’s HFB policy was planted in 1989 when the Ontario Ministry of Health established the Mandatory Programs and Service Guidelines, which helped to chart a clear direction for boards of health across the province (Moyer, Verhovsek, & Wilson, 1997). One aspect of this provincial initiative involved the development of healthy eating guidelines in workplace settings as part of overall workplace health Rooted in the idea that public health should act as a role model and take the lead in this area, Hamilton Public Health Services (PHS), along with public health departments across Ontario, began the development of healthy eating guidelines for employees. While the City of Hamilton endorsed

Moving the policy forward and having it adopted corporately, really adopted at the ground level, takes a lot of effort and time, and takes a lot of winning people over. We need people to feel good about the policy and to have great food and beverage experiences. And that can only happen over time.

Pat Elliott-Moyer, RD, Hamilton Public Health Services
Research & Evidence Summaries

Discover evidence-based strategies to:

• Promote healthy food
• Support policy development
• Address barriers to policy change
How can you get involved?

Explore policy tools and resources: www.apccprecproject.com

Take our Community Challenge bit.ly/FAREChallenge
• Follow @APCCP on Twitter
• #HealthyRecFood
I Support Healthy Food in Rec Facilities because... @APCCP #HealthyRecFood
Take Home Messages

• Children are exposed to powerful unhealthy food marketing in multiple settings.
• Regardless of where, most foods advertised to children are generally high in calories, fat and sugar, and are inconsistent with Canada’s Food Guide.
• Communities can participate in minimizing unhealthy food marketing to children.
Questions? Stay in Touch!

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Acknowledgements

Funding for Eat Play Live provided by Heart & Stoke Foundation of Canada:

Rachel Prowse is financially supported by:

• Heart and Stroke Foundation of Canada and the CIHR Training Grant in Population Intervention for Chronic Disease Prevention: A Pan-Canadian Program

• CIHR Doctoral Award – Frederick Banting and Charles Best Canada Graduate Scholarship

• Women and Children Health Research Initiative Graduate Studentship
APCCP (FARE Project)

Acknowledgements

- The Alberta Policy Coalition for Chronic Disease Prevention (APCCP) is supported by the Heart and Stroke Foundation. The FARE project is supported through a grant from the Edmonton Community Foundation.

- The APCCP is a partner on the POWER UP project for 2013-2016, which is funded by the Coalitions Linking Action and Science for Prevention (CLASP) initiative.

- The Policy Readiness Tool was developed by Dr. Candace Nykiforuk at the School of Public Health, University of Alberta, in partnership with the APCCP. The PRT is supported by POWER UP! for 2013-2016.
References


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