



SpongeBob SugarPants? The Imbalance of foods advertised on children's television

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APHA Meeting
November 5, 2007



Children See a Lot of Food Ads





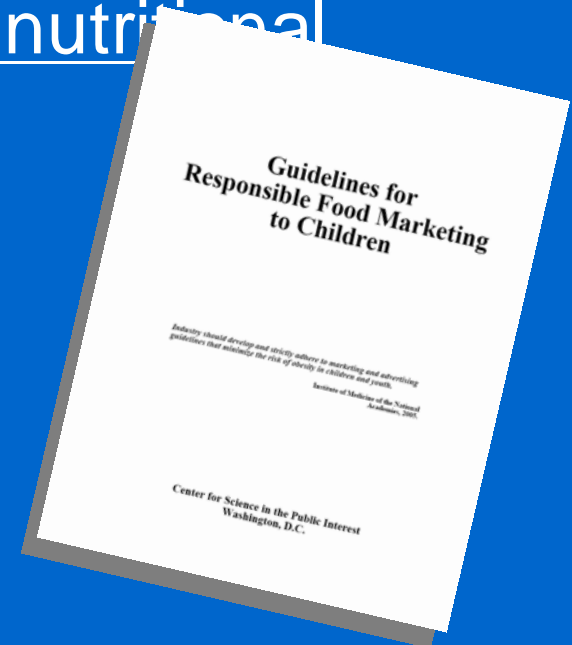
CSPI Studies of Children's TV

Food Ads^{1,2}

- Two separate samples:
 - May 2005: 27.5 hours of Saturday morning TV programming on 7 networks
 - September 2005: 28 hours on Nickelodeon
- Main research question:
What proportion of TV ads on children's programming is for foods of poor nutritional quality

1. Batada A., Seitz-Dock M., Wootan M. and Story M. Nine out of Ten Food Advertisements on Saturday Morning Children's Television re for Foods High in Fat, Added Sugars, or Sodium, or Low in *Nutrients*. *JADA*. In Press.

2. Batada A, and Wootan MG. (2007). Nickelodeon markets nutrition poor foods to children. *Am J Prev Med* 22(1)



Foods of Poor Nutritional Quality

Foods

Nutrient	Criteria
Fat	no more than 35% of total calories, excluding nuts, seeds, and peanut or other nut butters
Saturated plus trans fat	no more than 10% of calories
Added sugars	less than 35% of added sugars by weight (Added sugars exclude naturally occurring sugars from fruit, vegetable, and dairy ingredients.)
Sodium	no more than: 1) 230 mg per serving of chips, crackers, cheeses, baked goods, French fries, and other snack items; 2) 480 mg per serving for cereals, soups, pastas, and meats; 3) 600 mg for pizza, sandwiches, and main dishes; and 4) 770 mg for meals
Nutrient content	contains one or more of the following: 1) 10% of the DRI of (naturally occurring/without fortification) vitamins A, C, or E, calcium, magnesium, potassium, iron, or fiber; 2) half a serving of fruit or vegetable; or 3) 51% or more (by weight) whole grain ingredients

Beverages

Nutritious/healthful beverages

- Water and seltzer without added sweeteners
- Beverages that contain at least 50% juice and that do not contain added sweeteners
- Low-fat and fat-free milk, including flavored milks and calcium-fortified soy and rice beverages

Low-nutrition beverages

- Soft drinks, sports drinks, and sweetened iced teas
- Fruit-based drinks that contain less than 50% juice or that contain added sweeteners
- Drinks containing caffeine (except low-fat and fat-free chocolate milk, which contain trivial amounts of caffeine)

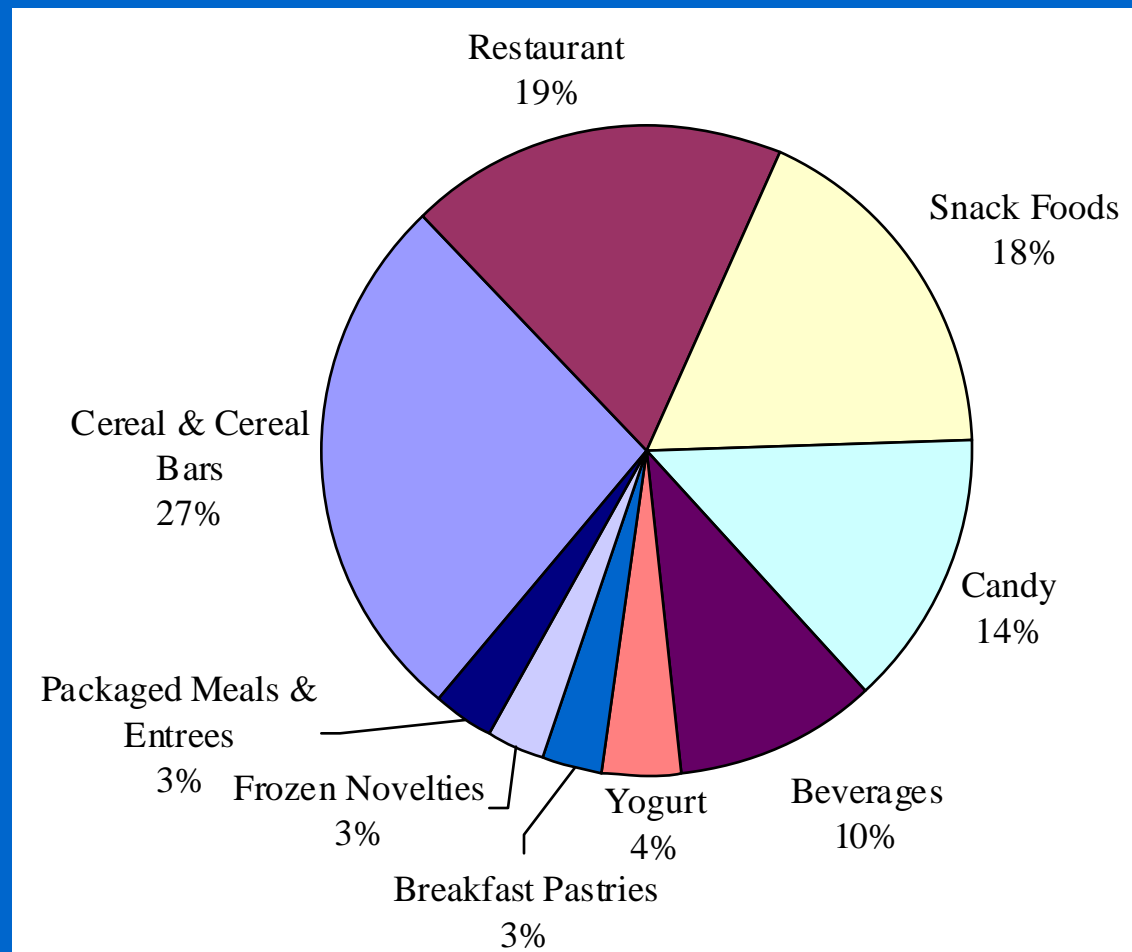
Portion size limits for foods and beverages

Individual items	no larger than the standard serving size used for Nutrition Facts labels (except for fruits and vegetables, which are exempt from portion size limits)
Meals	no more than one-third of the daily calorie requirement for the average child in the age range targeted by the marketing

<http://www.cspinet.org/marketingguidelin>

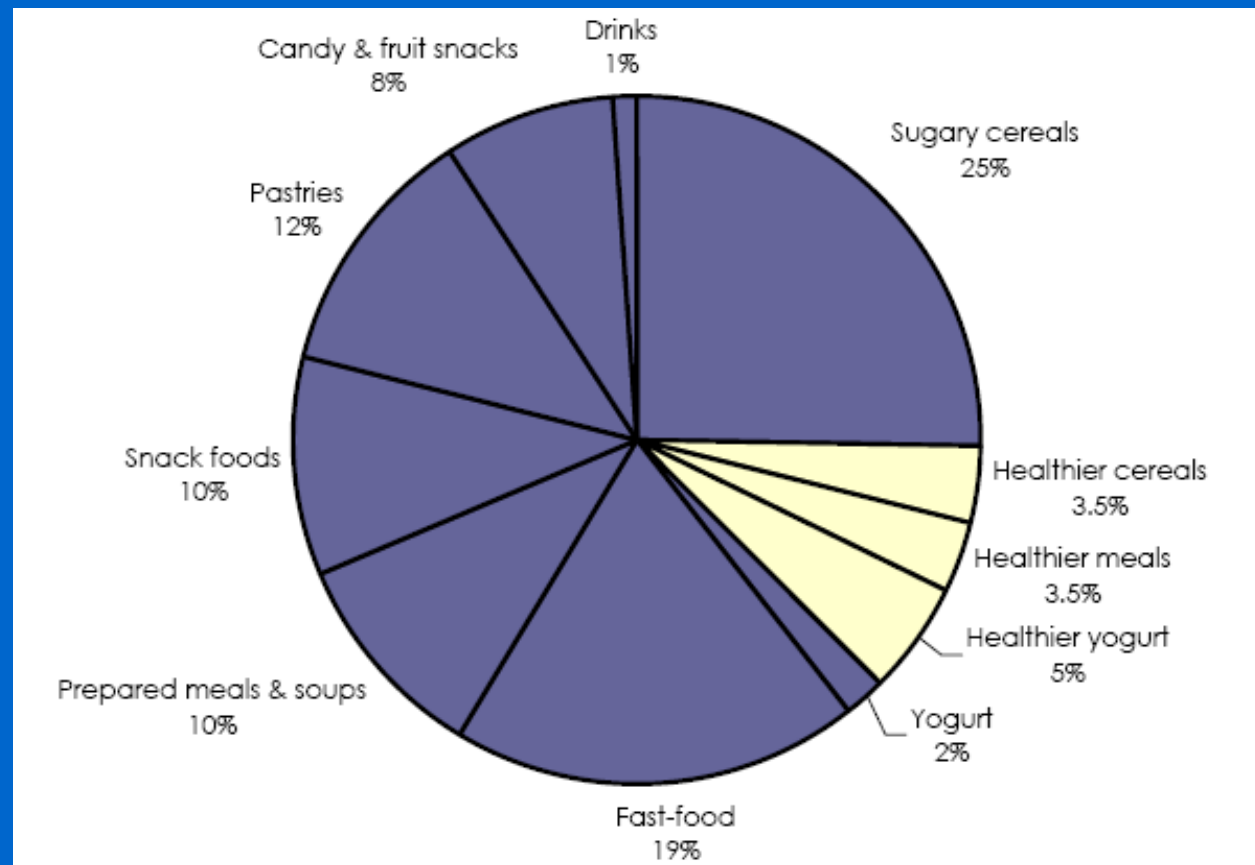
Saturday AM TV Ads

Overall,
91% of food
ads
(255/281)
were for
foods of
poor
nutritional
quality.



Nickelodeon TV Ads

Overall,
88%
(148/168)
of food
ads were
for foods
of poor
nutritional
quality.



Council for Better Business Bureaus (CBBB) Children's Food

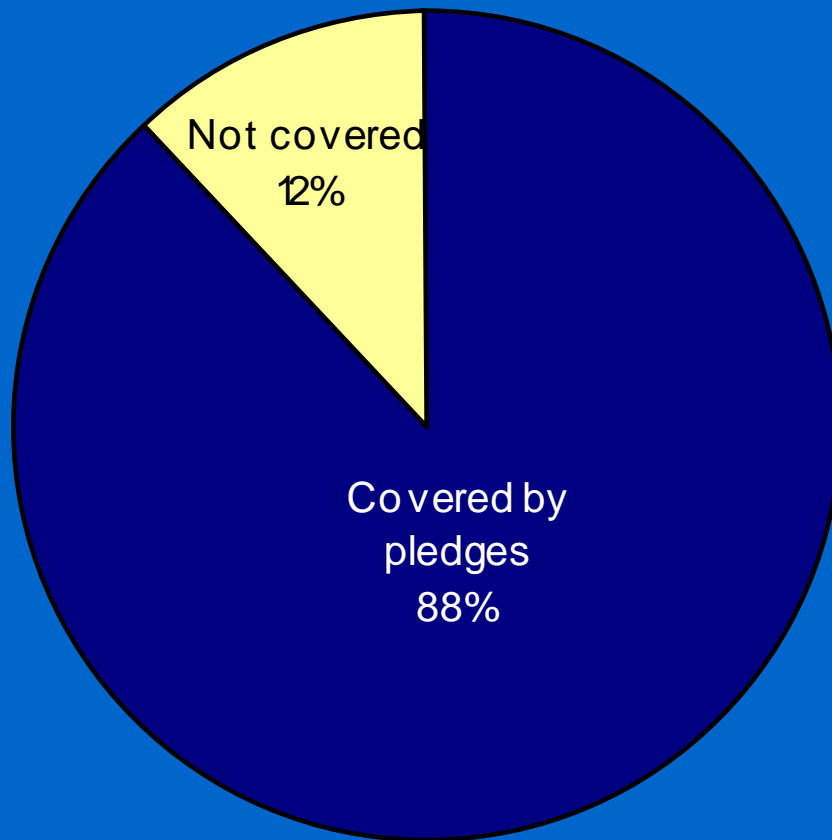
and Beverage Initiative (CFBAI)

- Covers 75%+ TV ad expenditures
- Includes 13 food companies; 11 pledges announced in 07/07, 1 in 09/07, and 1 to be released (01/08)
- CFBAI Companies:
 - devote at least 50% of their advertising messaging (on TV, radio, print, and Internet) to children under 12 years to promoting healthy dietary choices or healthy lifestyles.
 - commit to no advertising in elementary schools and no product placement in media of any kind targeted to children.



2005 NICK ADS NOW

Covered by CBBB Pledges



- 51% of food ads covered by pledges (45% of all ads) were for foods that would not meet today's companies' pledge standards.

- 15 of the 20 ads (75%) that were found to be of poor nutritional quality in the 2005 study

CBBB CFBAI: Pros and Cons

Pros

- + 75%+ of ads
- + Plans will be public
- + Nutrition standards
- + Reduce licensed characters in ads
- + Covers TV, radio, web, prod placement, magazines

Cons

- No entertainment companies
- Voluntary/? enforcement
- No industry-wide nutrition std -- need stronger standards
- Licensed characters allowed on packages
- Doesn't address on-package and other marketing
- Not middle and high

Range of Junk-Food Marketing



Entertainment Companies

- Nickelodeon, Disney, Cartoon Network, Discovery Kids, NBC Universal
- Most limit use of licensed characters
- No nutrition standards for TV*, radio, magazines, Internet, & other marketing



Kids' Meals at Restaurants

Current default kids' meal



Healthy default kids' meal



Nutrition Labeling on Restaurant Menus and Menu Boards

CREATE A COMBO

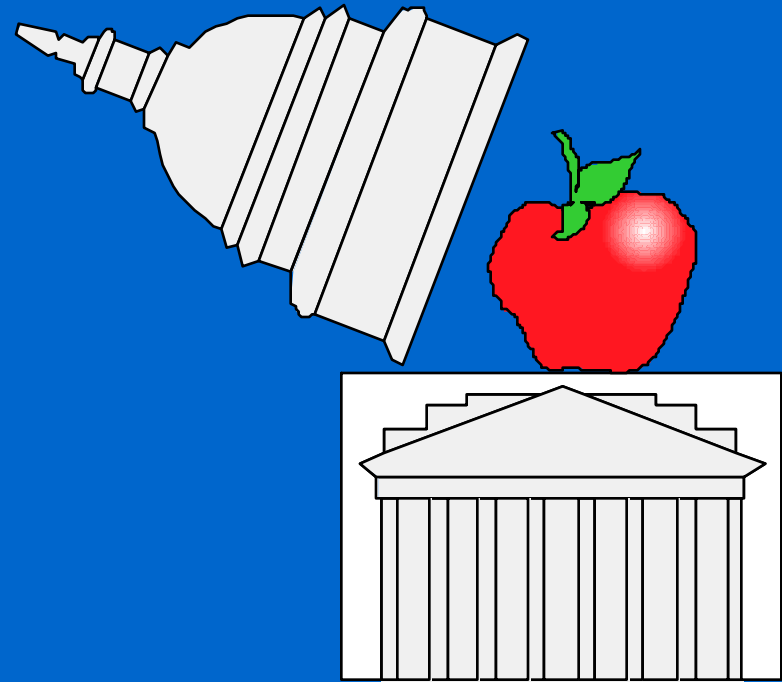
1 1/4 LB.* SINGLE 	\$4.59 SMALL COMBO 930 CAL \$2.59 SANDWICH 430 CAL	2 1/2 LB.* DOUBLE W/CHEESE 	\$5.59 SMALL COMBO 1200 CAL \$3.89 SANDWICH 700 CAL
3 3/4 LB.* TRIPLE W/CHEESE 	\$6.69 SMALL COMBO 1480 CAL \$4.89 SANDWICH 980 CAL	4 BIG BACON CLASSIC 	\$5.19 SMALL COMBO 1090 CAL \$3.49 SANDWICH 590 CAL
5 ULTIMATE CHICKEN GRILL 	\$5.59 SMALL COMBO 820 CAL \$3.79 SANDWICH 320 CAL	6 SPICY CHICKEN FILLET 	\$5.59 SMALL COMBO 940 CAL \$3.79 SANDWICH 440 CAL

*NET WEIGHT BEFORE COOKING

Beyond Self-Regulation

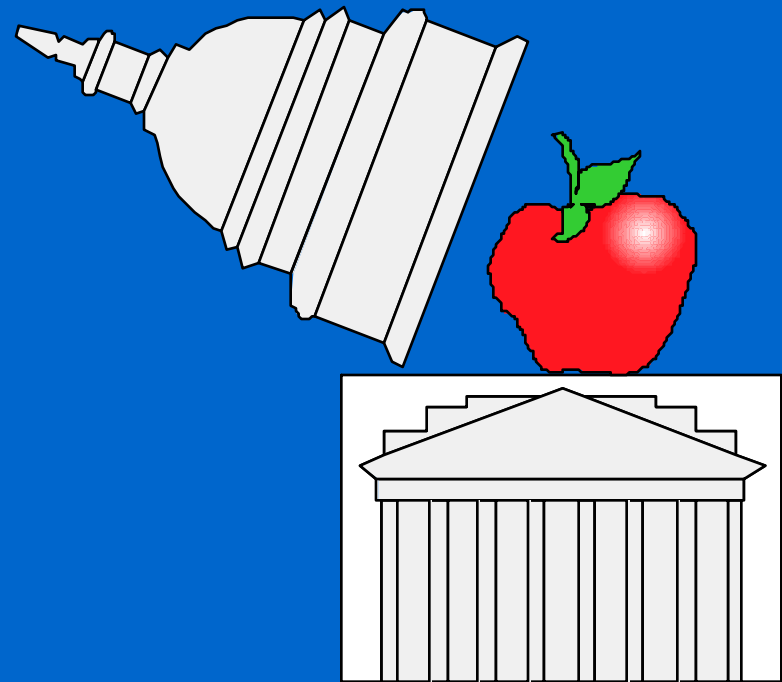
Congress: Prohibit Junk-Food

- Marketing to Kids
National Academies'
Institute of Medicine
or HHS develop
nutrition standards
for food marketing to
kids.
- Federal Trade
Commission (FTC)
implement those
standards for TV.



Federal Communications Commission (FCC)

- Currently limits amount of overall advertising on children's TV and host-selling on TV, as well as privacy protection for minors (under age 13 yrs) on the Internet.
- FCC may consider limits on junk-food



Remove Junk Food Marketing from Schools through federal, state or local policy

- National Child Nutrition Promotion and School Lunch Protection Act
- National School Food Marketing Assessment Act
- State bills & laws (MA; ME)
- County and State resolutions (Montgomery Cty, MD, CA)
- School- and District-level wellness policies



Pestering Parents:

How Food Companies Market Obesity to Children



www.cspinet.org/pesteringparents



Why Policy:

Why nutrition policy is important

Policy Options:

Policies and programs to promote nutrition and physical activity

Get Involved:

What you can do

Find Out More:

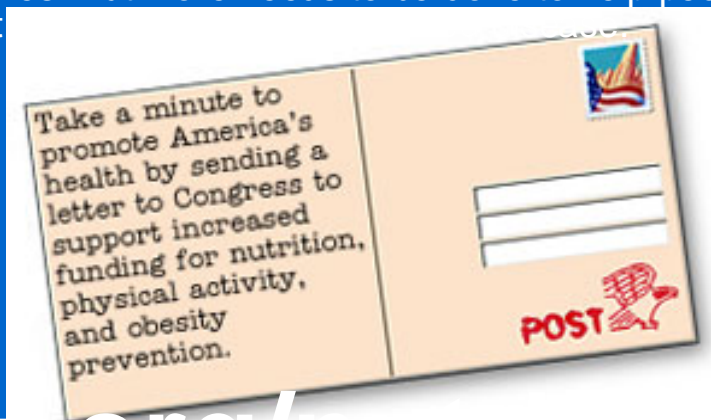
Why its hard to eat well and be active in America today

The National Alliance for Nutrition and Activity

Learn more about how to eat well

Public policy can make it easier for Americans to eat well and be active

- Eating well and being physically active takes more than just willpower. We need programs and policies that make healthy food more available, that disclose the calorie content of restaurant foods, and that teach people how to make healthy eating easier. There are existing nutrition policies and programs, like Nutrition Facts labels on packaged foods, nutrition standards for school lunches, and regulation of food additives. But more needs to be done to help people who want to eat



www.cspinet.org/nutritionpolicy