

# Assessing Children's Exposure to Food and Beverage Product Advertising on Television Pre- and Post-Introduction of Uniform Industry Nutrition Standards

Lisa M. Powell, PhD  
University of Illinois at Chicago

American Public Health Association  
2016 Annual Meeting

Denver, CO

November 1, 2016

HEALTH POLICY  
ADMINISTRATION  
SCHOOL OF  
PUBLIC HEALTH



Illinois Prevention  
Research Center

INSTITUTE FOR  
HEALTH RESEARCH  
AND POLICY



# Presenter Disclosures

No relationships to disclose.

# Background: Food Advertising Directed at Children

- FTC report showed 48 major food and beverage marketers spent \$1.8 billion to promote their products to children and adolescents in the US in 2009.
  - Television is the primary advertising channel: companies spent an estimated \$633 million dollars in this medium.
- In 2009, children aged 2-11 watched an average of 3.5 hours of TV/day; this number was down slightly to 3.2 hours in 2014-15.
- In 2009, children aged 2-5 and 6-11 saw, on average, 3979 and 4636 food-related ads on TV, respectively; this number was essentially unchanged at 4051 and 4460, respectively, in 2015.

# Background: Food Advertising Directed at Children

- Product advertising is hypothesized to complement the utility derived from the individual's consumption/behavioral decisions.
- Brand advertising may be considered as a form of competition but advertising may contribute to excessive consumption by normalizing behaviors.
- Children do not have the cognitive ability to fully process ads and research suggests nor do adolescents.
- Substantial body of evidence showed that the vast majority of foods advertisements seen by children were for products of poor nutritional content.
- Evidence also revealed that children's exposure to food and beverage advertising was associated with purchase requests, consumption, and obesity-related outcomes.

# Background: Children's Food and Beverage Advertising (CFBAI) Initiative

- Introduced in 2006; currently has 17 members
- Aim: to advertise only “better for you” products to children (under 12).
- Adopted uniform nutrition criteria to which all member companies must adhere as of Dec 31, 2013.

CFBAI-member Companies, 2015
Burger King Corp. ‡
Campbell Soup Company ‡
Coca-Cola Company *
ConAgra Foods, Inc. ‡
Ferrero USA *
General Mills Inc.
Kellogg Company
Kraft Foods Group, Inc. ‡
Mars, Inc. *
McDonalds USA, LLC
Mondelēz Global, LLC ‡
Nestlé USA *
PepsiCo, Inc. ‡
Post Foods, LLC ‡
The Dannon Company, Inc. ‡
The Hershey Company *
Unilever ‡

\* No targeted advertising to children under the age of 12.

‡ No targeted advertising to children under the age of 6

# Background: RWJF Culture of Health (COH) Framework

The COH framework has four key action areas that point to the need to develop a data collection system of a set of measures that can be used to help indicate changes needed to improve well-being and health equity in the U.S.

- Action Dimension 1: Building a Shared Value of Health
- Action Dimension 2: Fostering Collaboration to Improve Well-Being
- Action Dimension 3: Creating Healthier, More Equitable Community Environments
- Action Dimension 4: Transforming Health and Health Care Systems

As part of Dimension 2, **this study measures: “Children’s Exposure to Food and Beverage Product Advertising on Television and related Nutritional Content”**

- provides evidence on the effectiveness of the private sector’s self-regulatory partnership across the food and beverage industry to improve the nutritional content of food and beverage advertisements seen by children on television.

# Comparison of Nutrition Standards Assessed

## CFBAI Uniform Nutrition Standards

Ten product categories - Juices; Dairy Products; Grain, Fruit, and Vegetable Products, and other; Soups and Meal Sauces; Seeds, Nuts, and Nut Butters/Spreads; Meat, Fish, and Poultry Products; Mixed Dishes; Main Dishes and Entrees; Small Meals - with different cut points for calories, saturated fat, sodium, and total sugars for each category.

## IWG Nutrition Standards: Principle B

Two product categories with cut points for saturated fat, trans fat, sugar, and sodium.

Nutrient to Limit	Range for CFBAI Product Categories
Saturated Fat	0g to ≤3.5g to ≤10% of total kcal
Trans Fat	0g
Sugar	≤2g to ≤24g
Sodium	≤110mg to ≤740mg
Calories	≤80kcal to ≤600kcal

Nutrient to Limit	Individual Item	Main Dish/Meal
Saturated Fat Exempt: Low-fat (1%) plain or flavored milk, eggs, nuts	≤1g/RACC & ≤15% kcal	≤1g/100g & ≤10% kcal
Trans Fat	≤0.5g/RACC	≤0.5g/LSS
Sugar Plain or Flavored Milk Yogurt	≤13g/RACC ≤25.5g/RACC ≤29g/RACC	≤13g/LSS
Sodium	≤210mg/LSS	≤450mg/LSS
Calories	None	None

IWG: Interagency Working Group

RACC: Recommended Amount Customarily Consumed

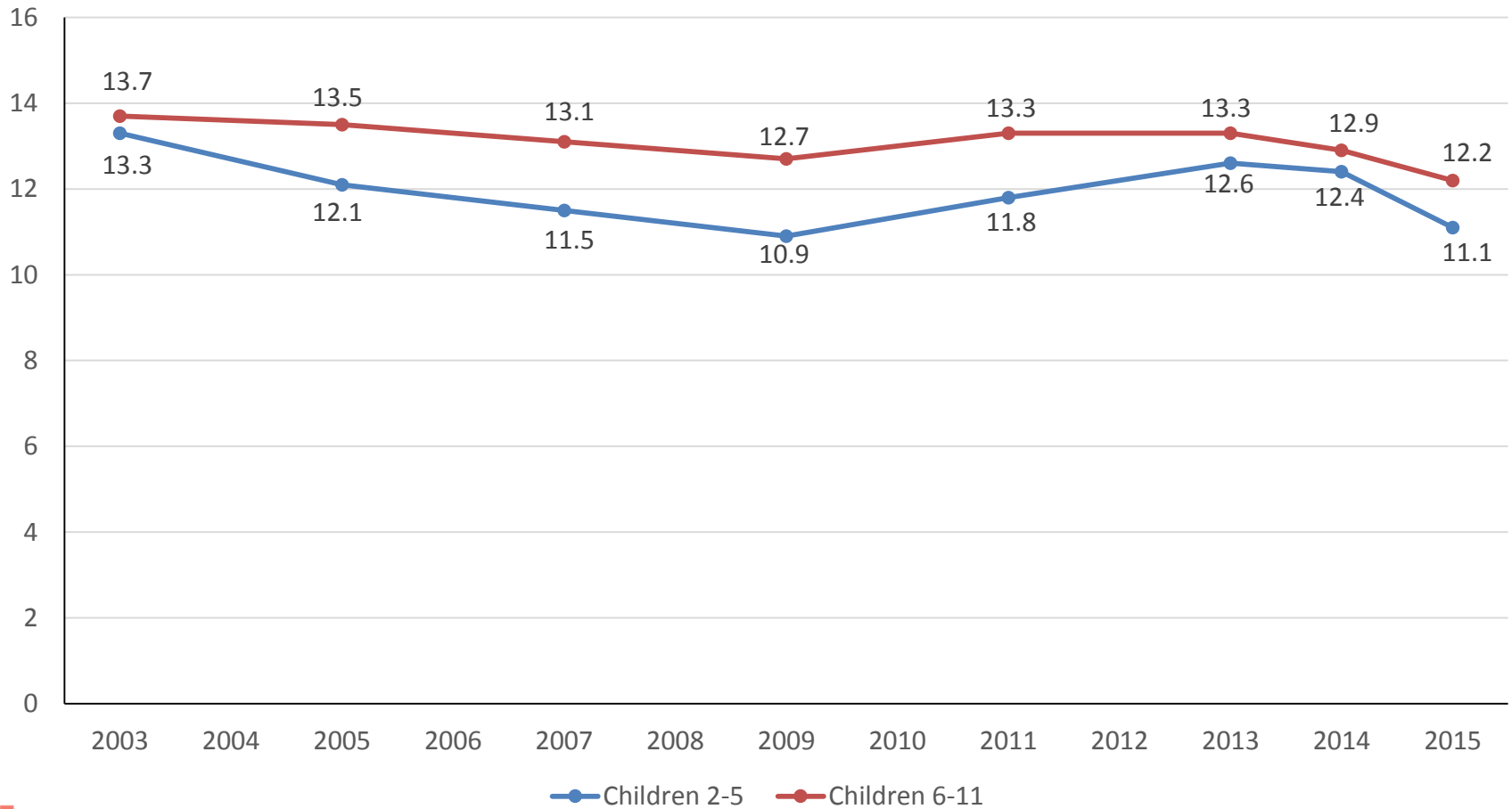
LSS: Listed Serving Size

# Television Ratings Data

- Television ratings data obtained from Nielsen Media Research (NMR)
- Targeted Ratings Points (TRPs) data on exposure to food and beverage ads seen on TV: TRPs for children aged 2-5 years and 6-11 years
- An ad with 100 TRPs is estimated to have been seen on average one time by those in that age category.
- Exposure assessed for ads seen on all programming and on children's programming (programs with  $\geq 35\%$  child-audience share)
- Food and beverage ads categorized into 7 product categories:
  - Beverages
  - Cereal
  - Sweets
  - Snacks
  - Other
  - Fast-food restaurant
  - Full-service restaurant
- Additional food sub-categories were created based on nutritional content (i.e., sugar-sweetened versus non-sugar sweetened beverages).



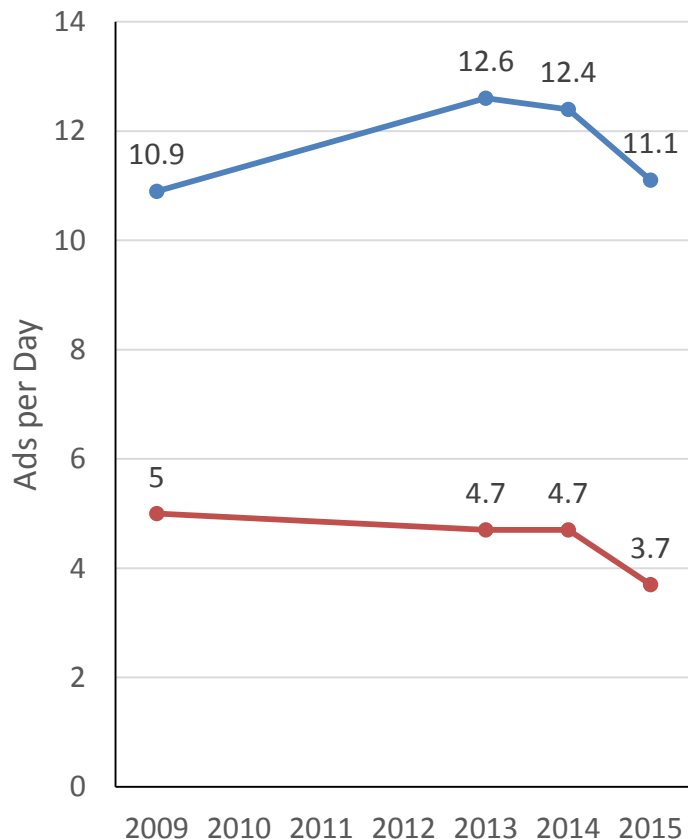
# Total Exposure to Food-related Television Advertisements per Day, by Age Group and Year



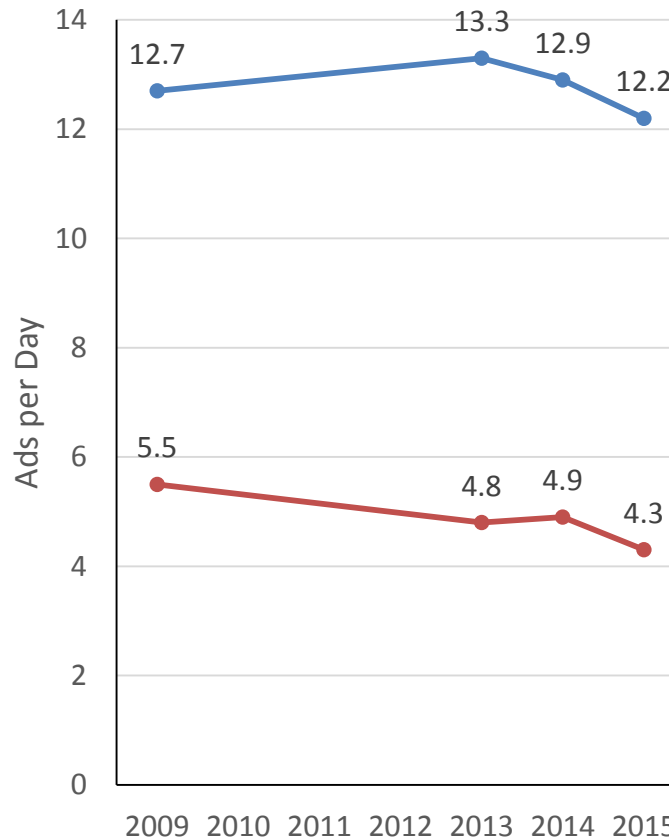
Source: @ The Nielsen Company. Authors' calculations.

# Children's Exposure to Food-related Advertising Total by Year

## Age 2-5 Years



## Age 6-11 Years

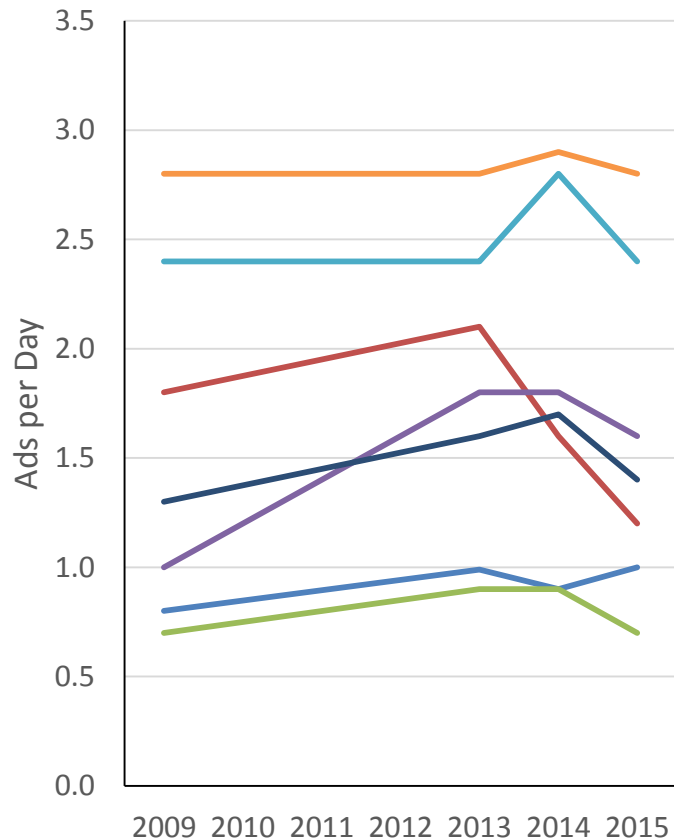


● All Programming

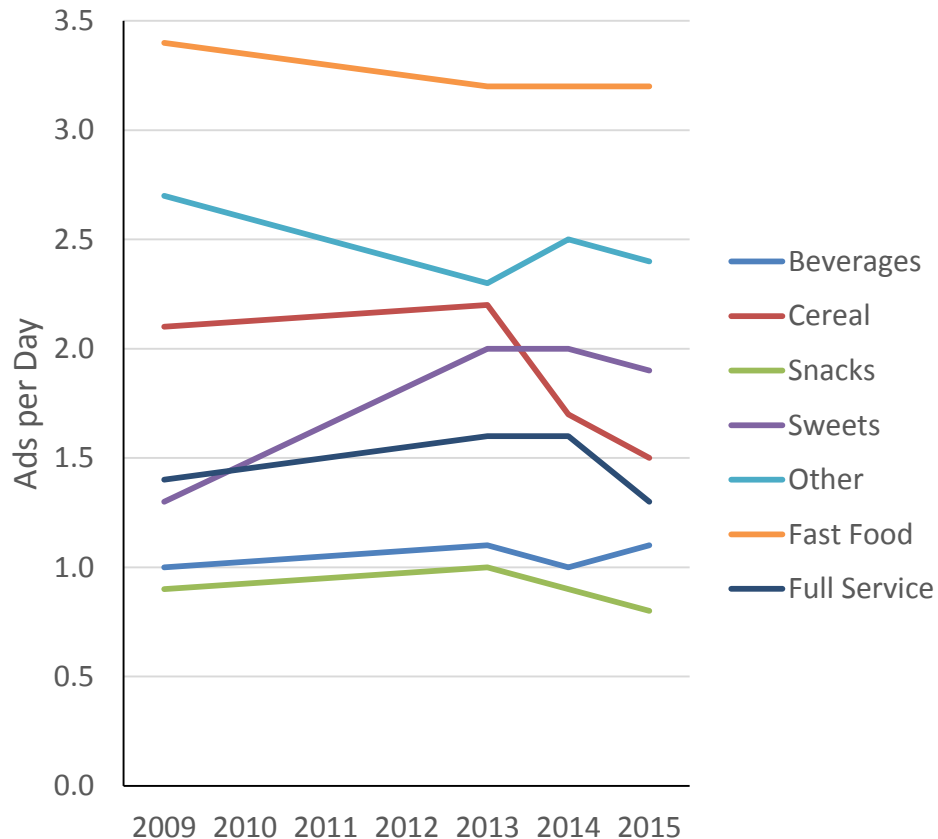
● Children's Programming

# Children's Exposure to Food-related Product Television Advertising by Product Category and Year, All Programming

## Age 2-5 Years

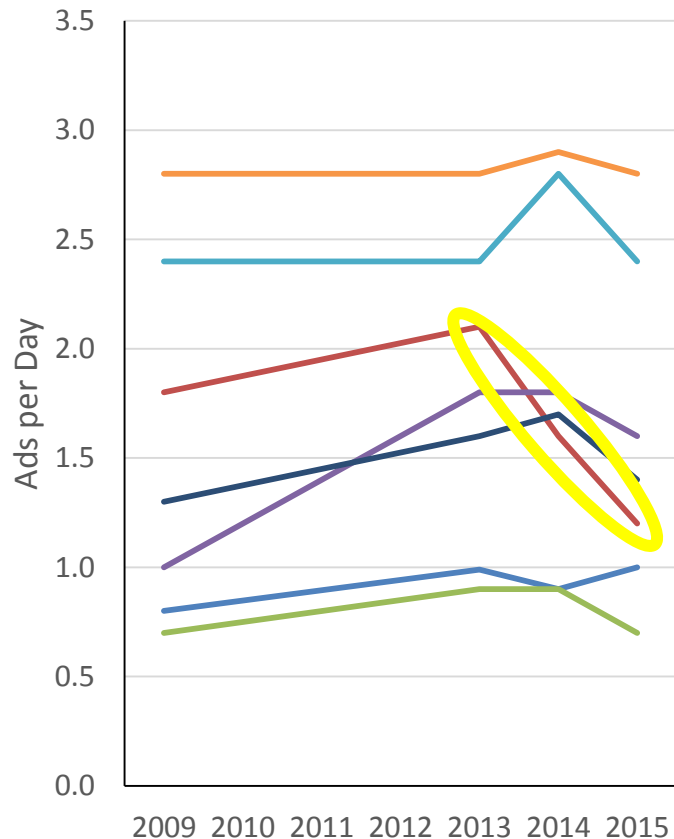


## Age 6-11 Years

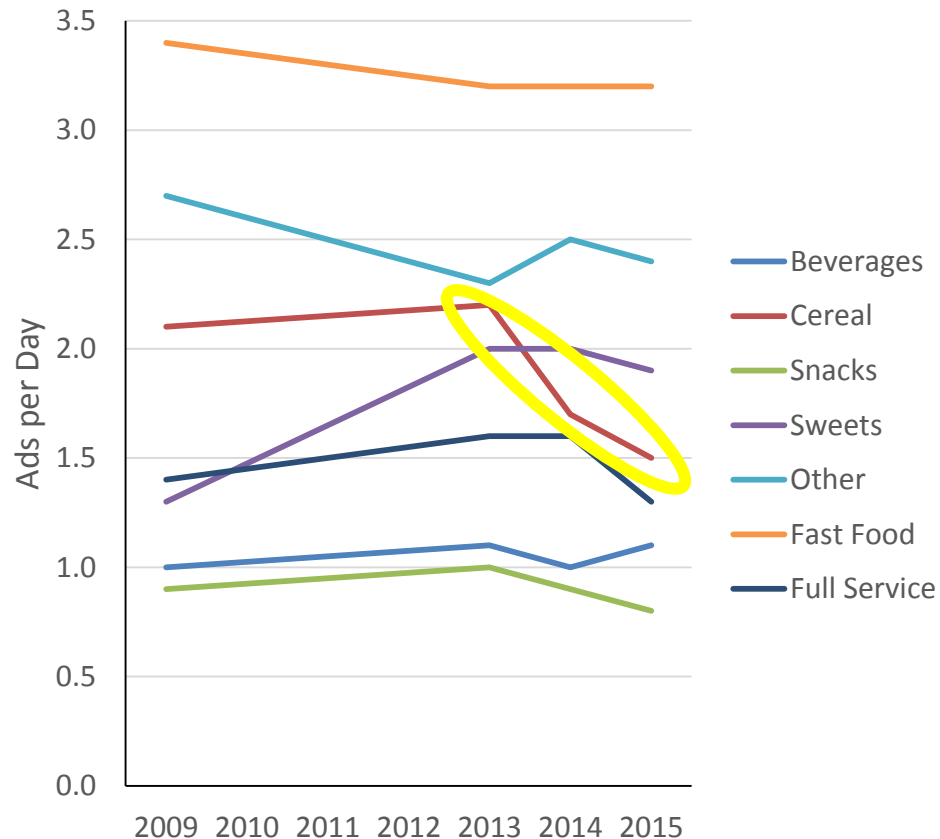


# Children's Exposure to Food-related Product Television Advertising by Product Category and Year, All Programming

## Age 2-5 Years

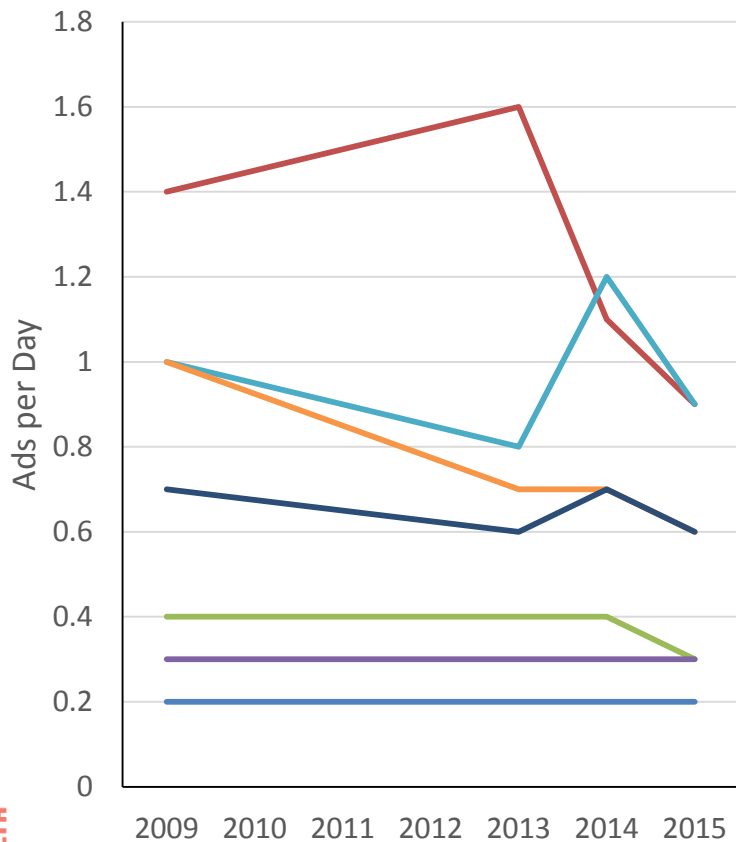


## Ages 6-11 Years

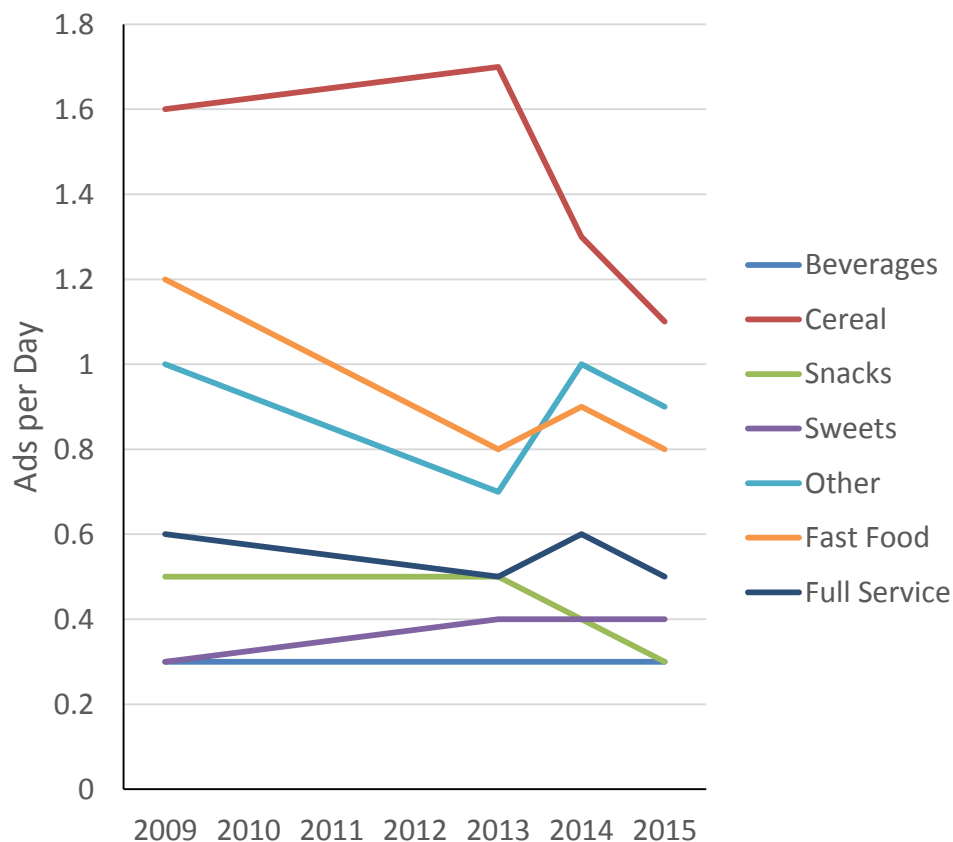


# Children's Exposure to Food-related Product Television Advertising by Product Category and Year, Children's Programming

## Ages 2-5 Years

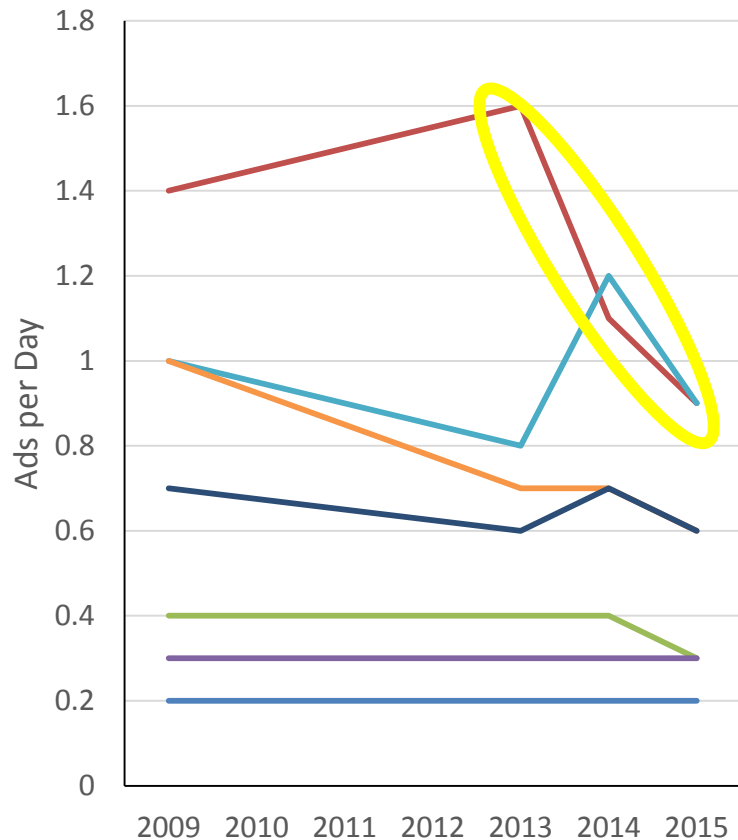


## Ages 6-11 Years

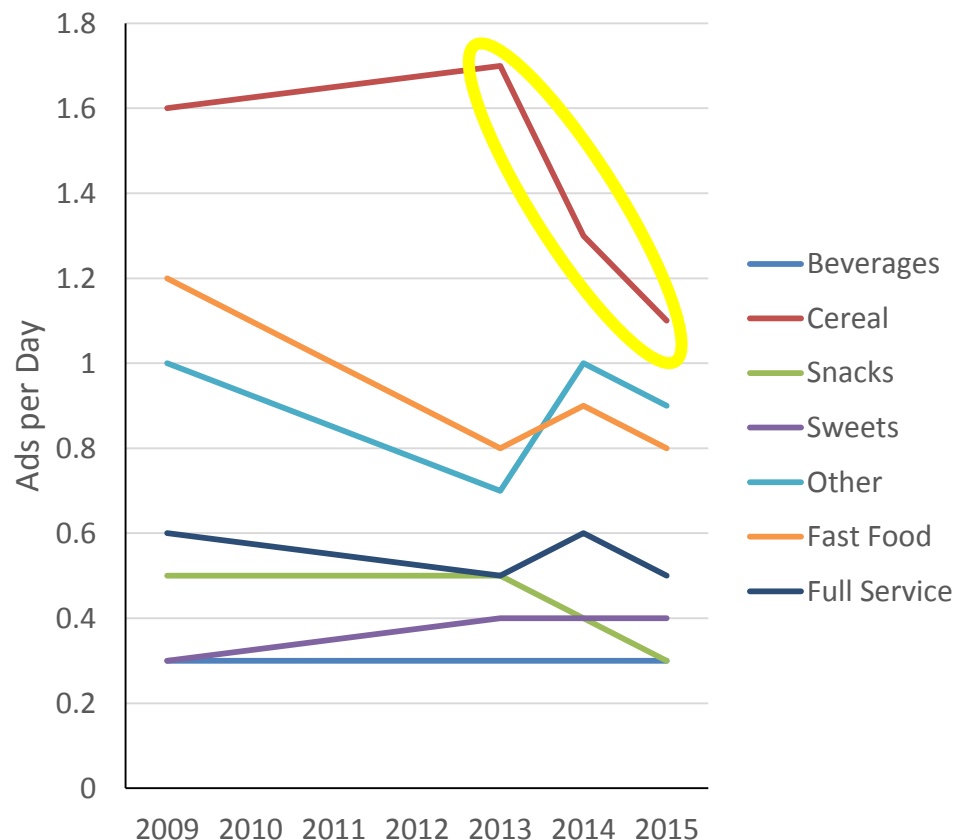


# Children's Exposure to Food-related Product Television Advertising by Product Category and Year, Children's Programming

## Age 2-5 Years

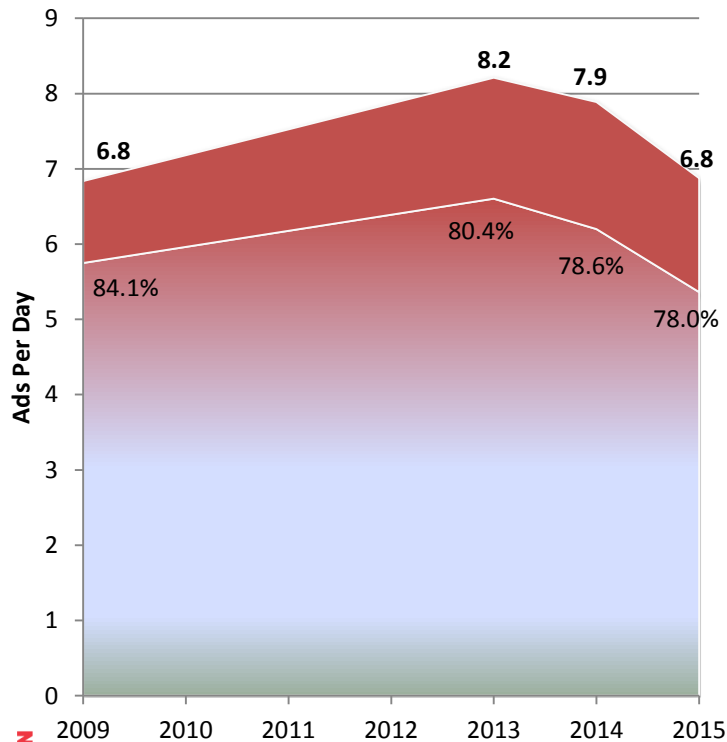


## Age 6-11 Years

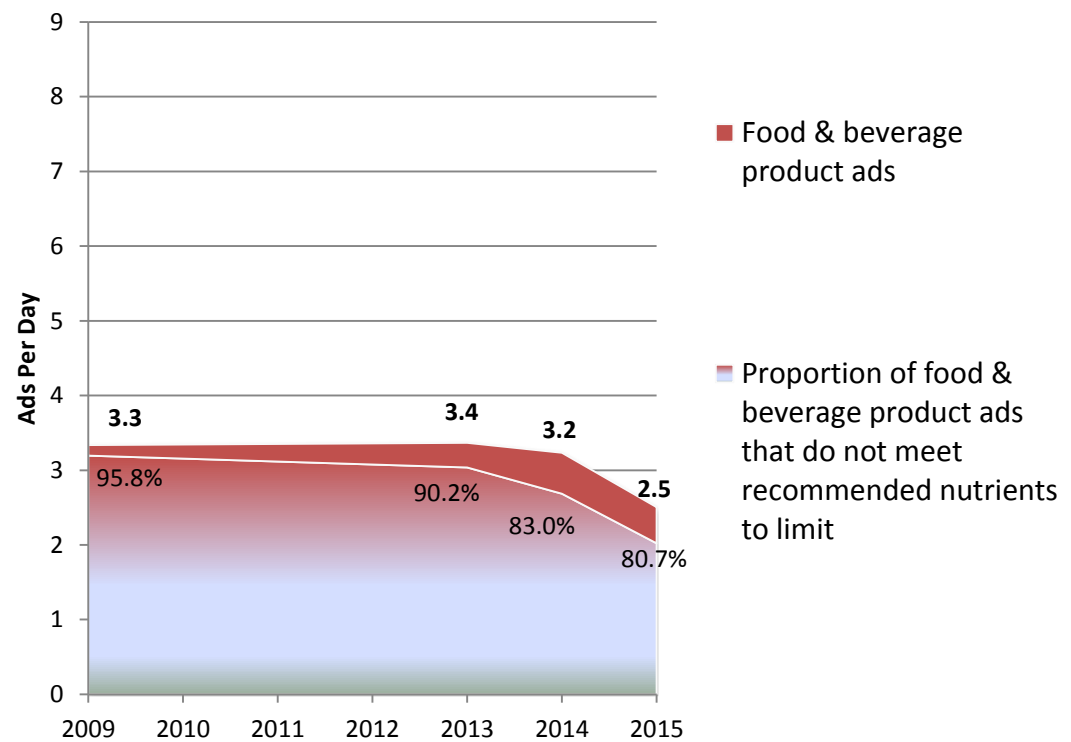


# Children's Exposure to Food & Beverage Product Television Advertising and Percent of Ads High in Nutrients to Limit, Age 2-5 Years

## All Programming



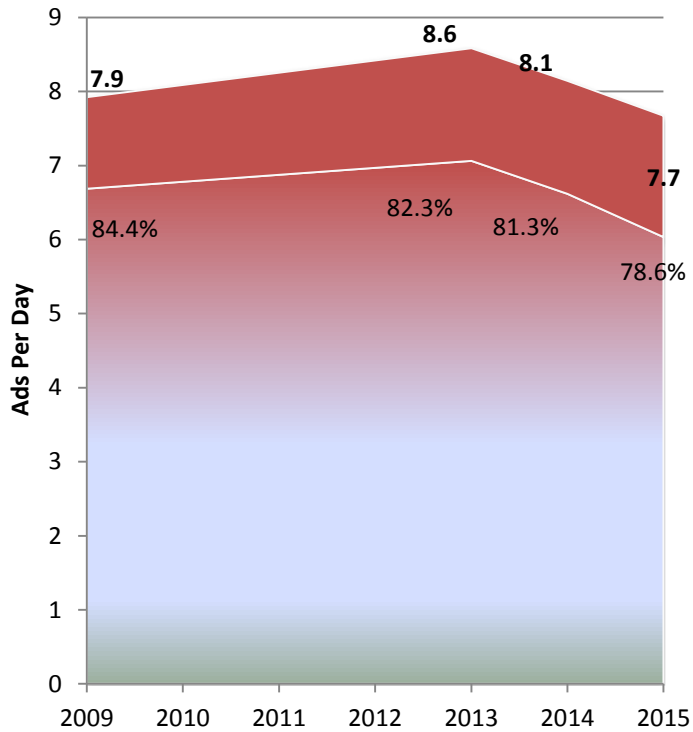
## Children's Programming



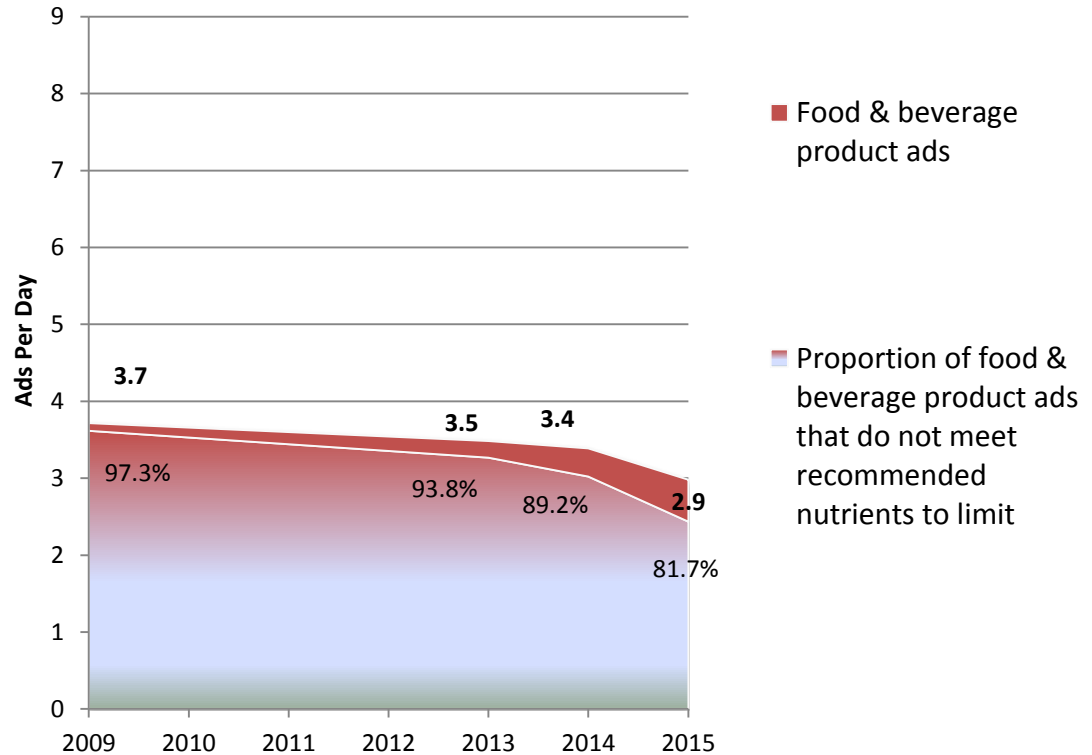
Source: @ The Nielsen Company. Authors' calculations.

# Children's Exposure to Food & Beverage Product Television Advertising and Percent of Ads High in Nutrients to Limit, Age 6-11 Years

## All Programming



## Children's Programming

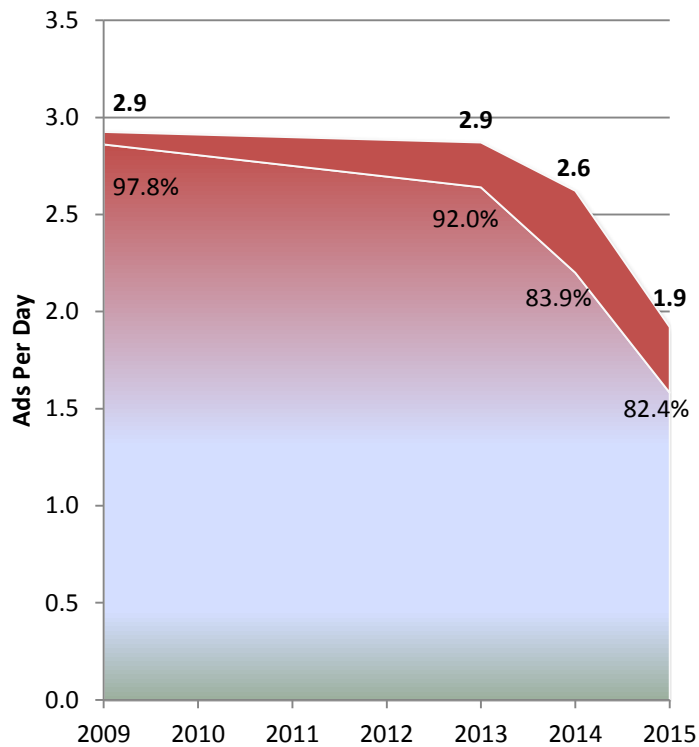


Source: @ The Nielsen Company. Authors' calculations.

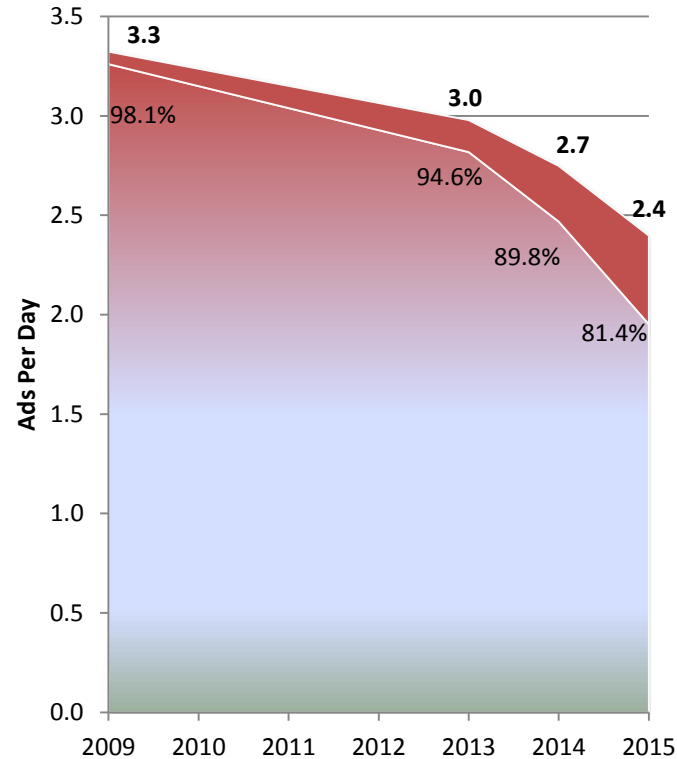


# Children's Exposure to Food & Beverage Product Television Advertising and Percent of Ads High in Nutrients to Limit, by CFBAI Companies on Children's Programming

## Age 2-5 Years



## Age 6-11 Years



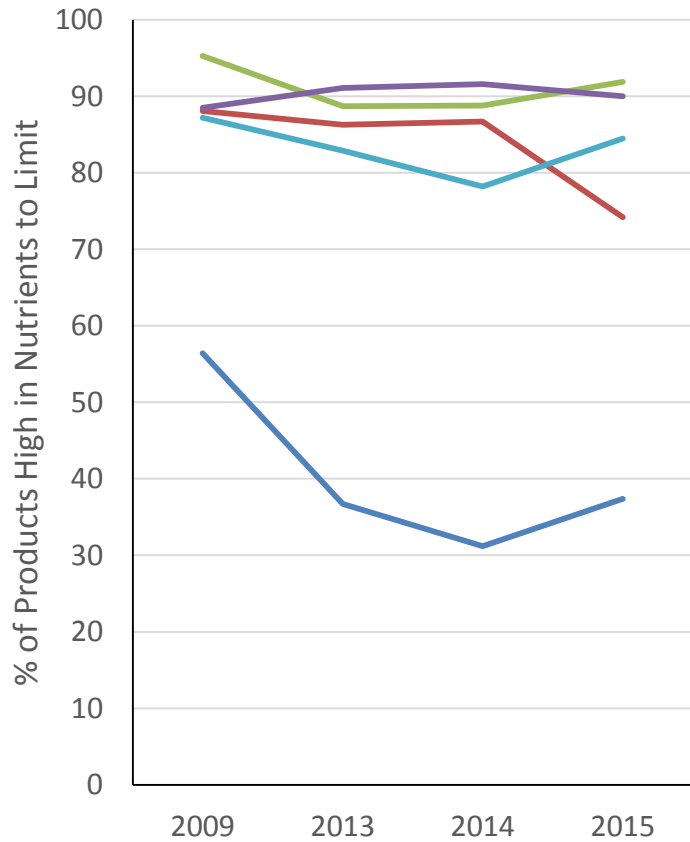
■ Food & beverage product ads

■ Proportion of food & beverage product ads that do not meet recommended nutrients to limit

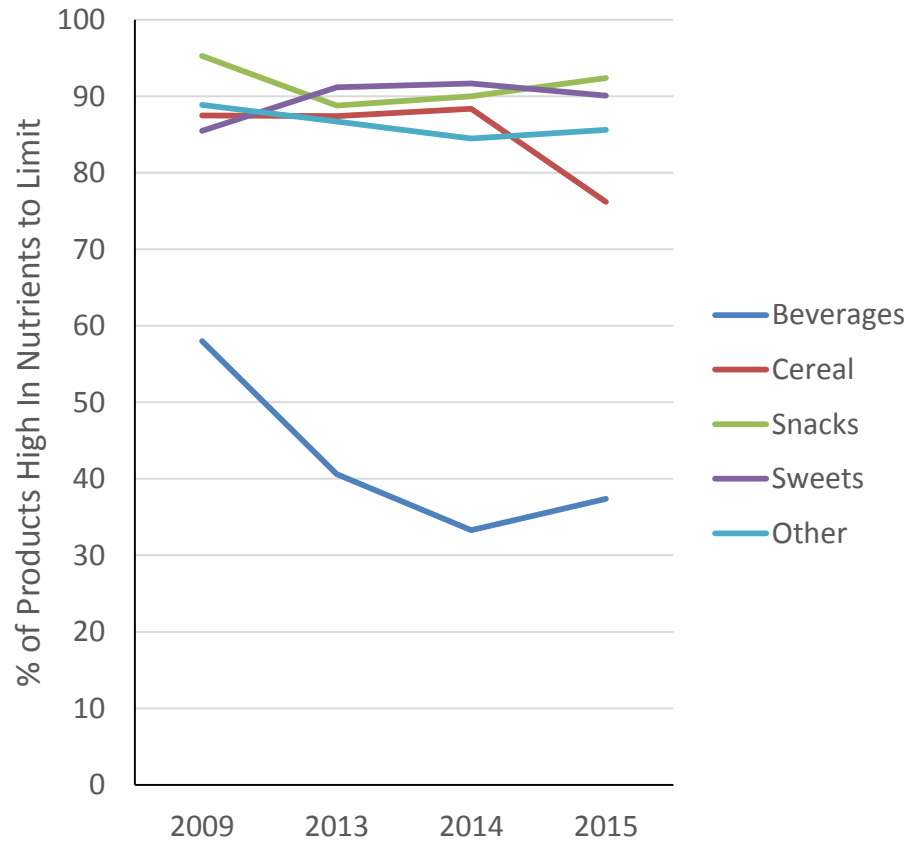
Source: @ The Nielsen Company. Authors' calculations.

# Children's Exposure to Food and Beverage Product Television Advertising High in Nutrients to Limit by Product Category and Year, All Programming

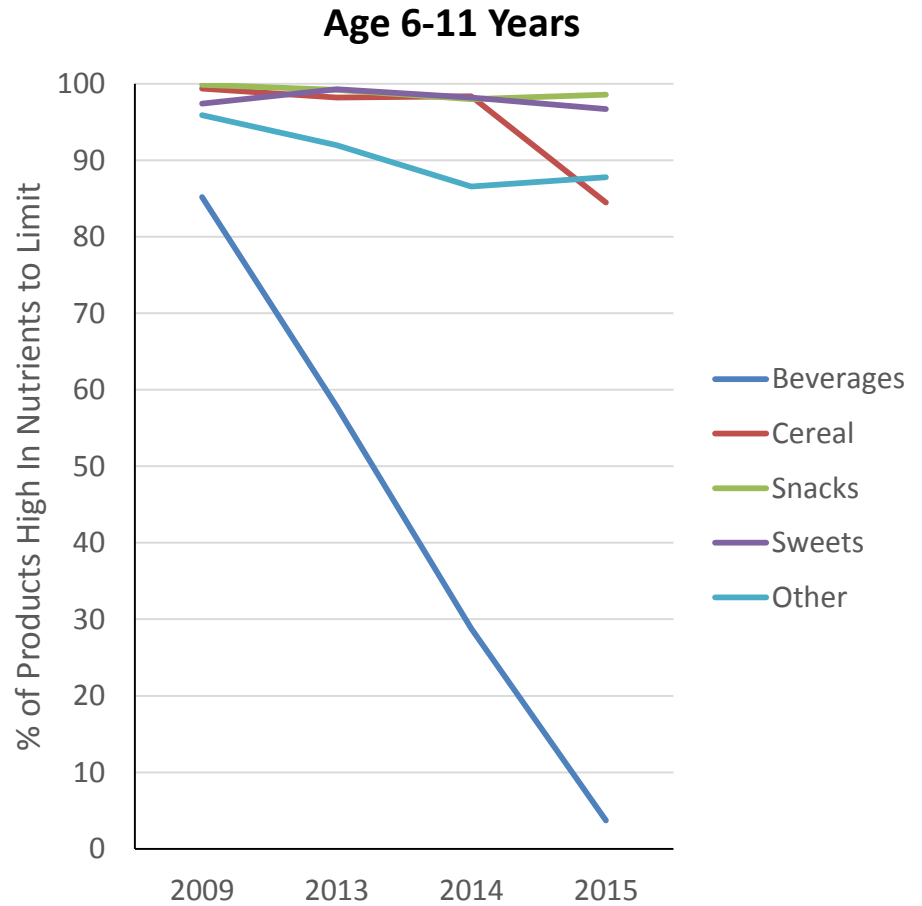
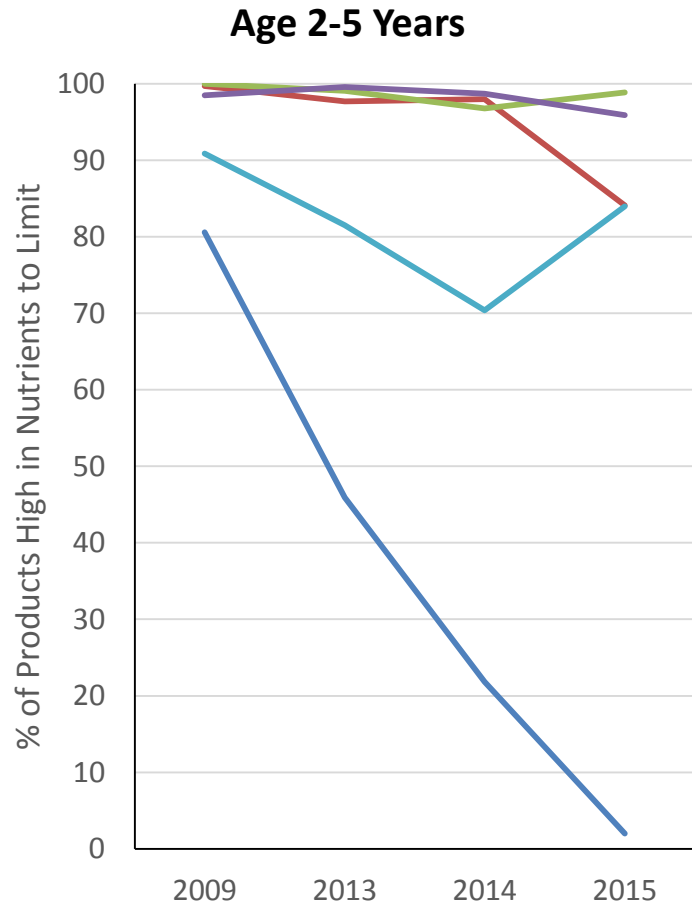
## Age 2-5 Years



## Age 6-11 Years

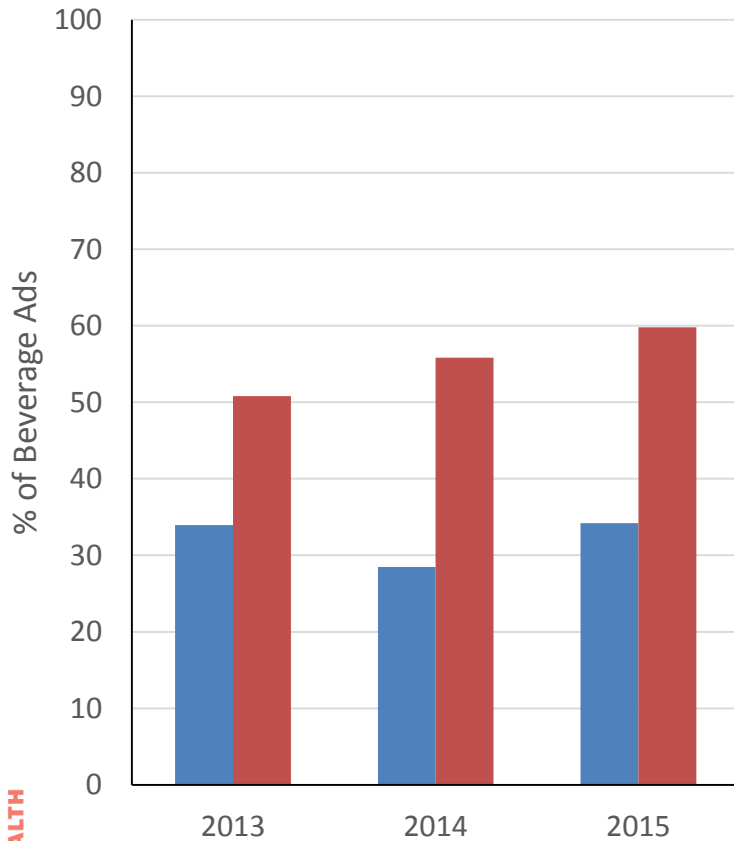


# Children's Exposure to Food and Beverage Product Television Advertising High in Nutrients to Limit by Product Category and Year, Children's Programming

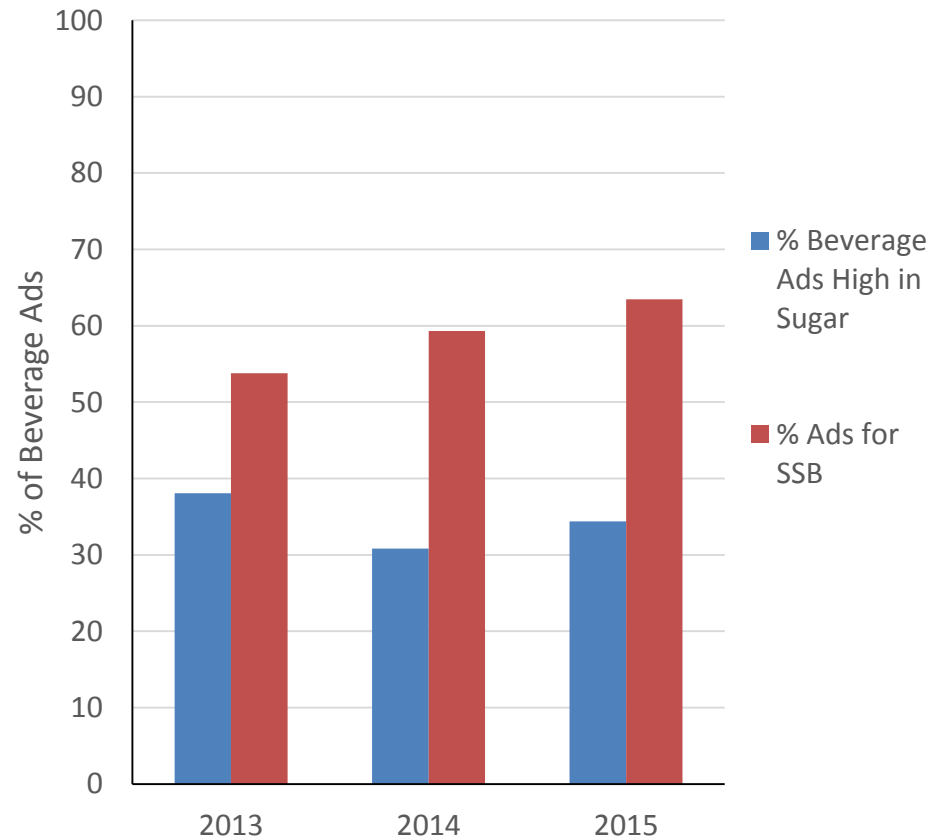


# Children's Exposure to Sugar Sweetened Beverage Product Ads and Beverage Ads High in Sugar, All Programming by Year

## Age 2-5 Years

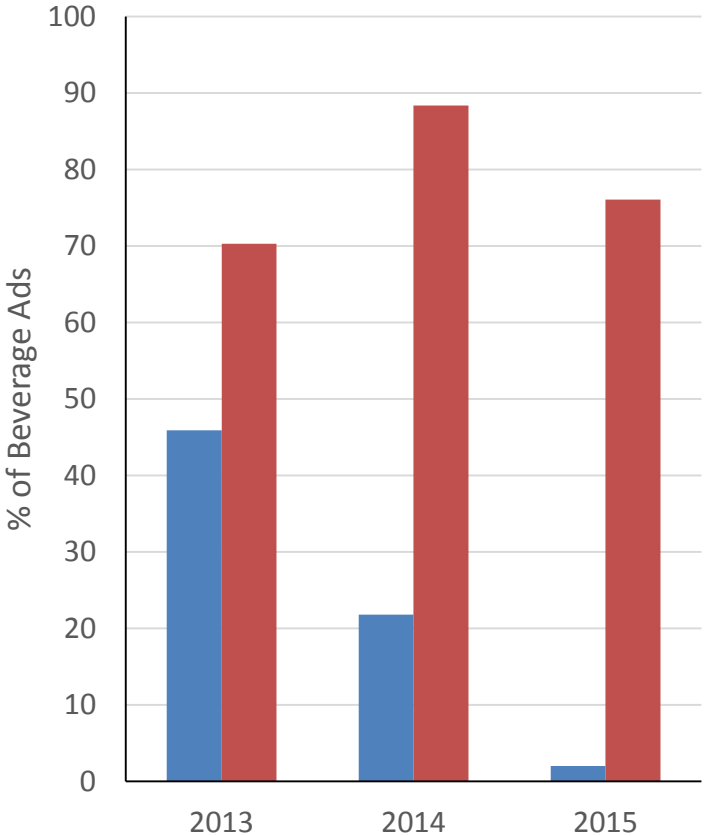


## Age 6-11 Years

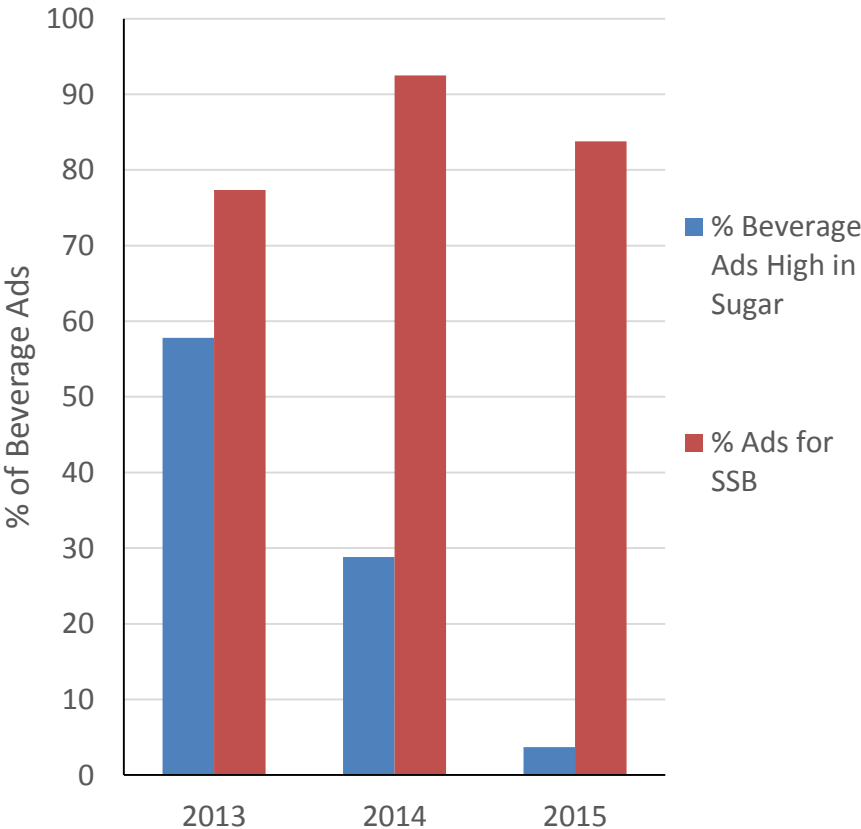


# Children's Exposure to Sugar Sweetened Beverage Product Ads and Beverage Ads High in Sugar, Children's Programming by Year

### Age 2-5 Years

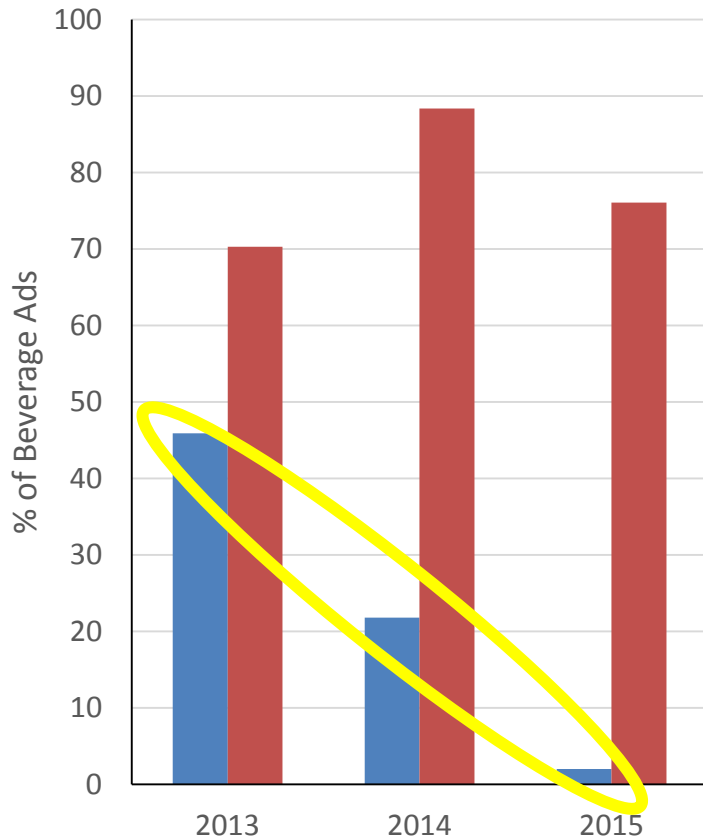


### Age 6-11 Years

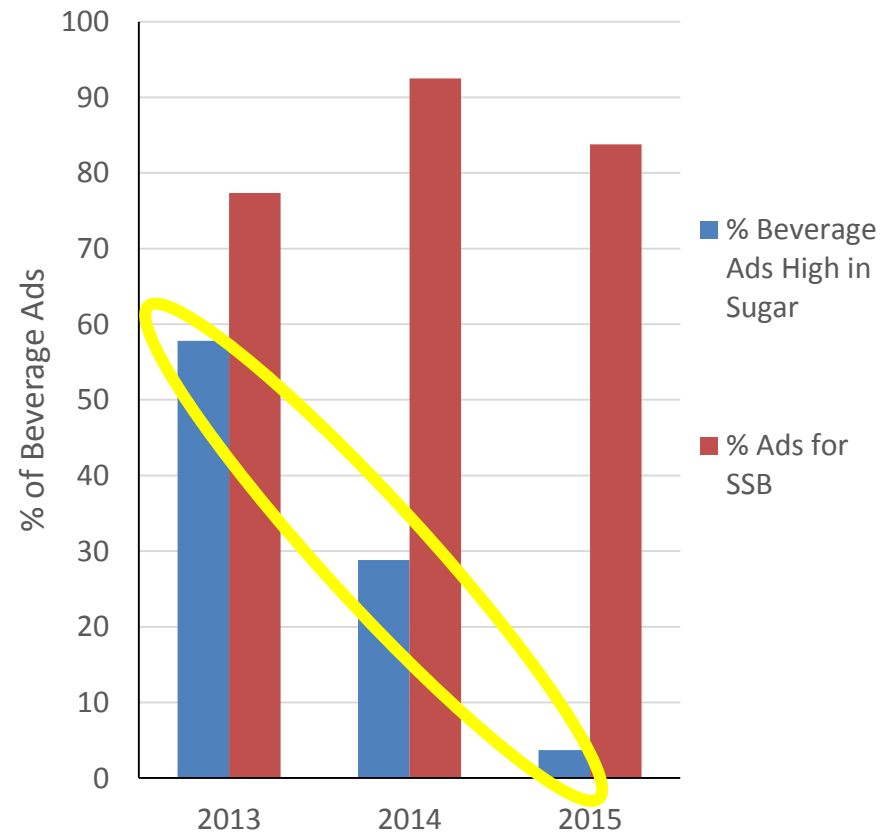


# Children's Exposure to Sugar Sweetened Beverage Product Ads and Beverage Ads High in Sugar, Children's Programming by Year

## Age 2-5 Years

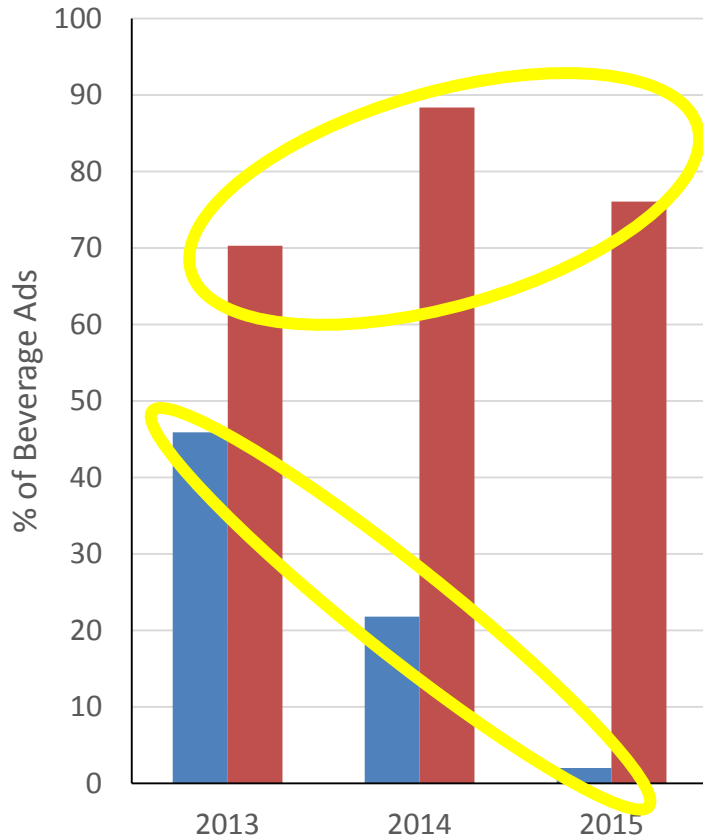


## Age 6-11 Years

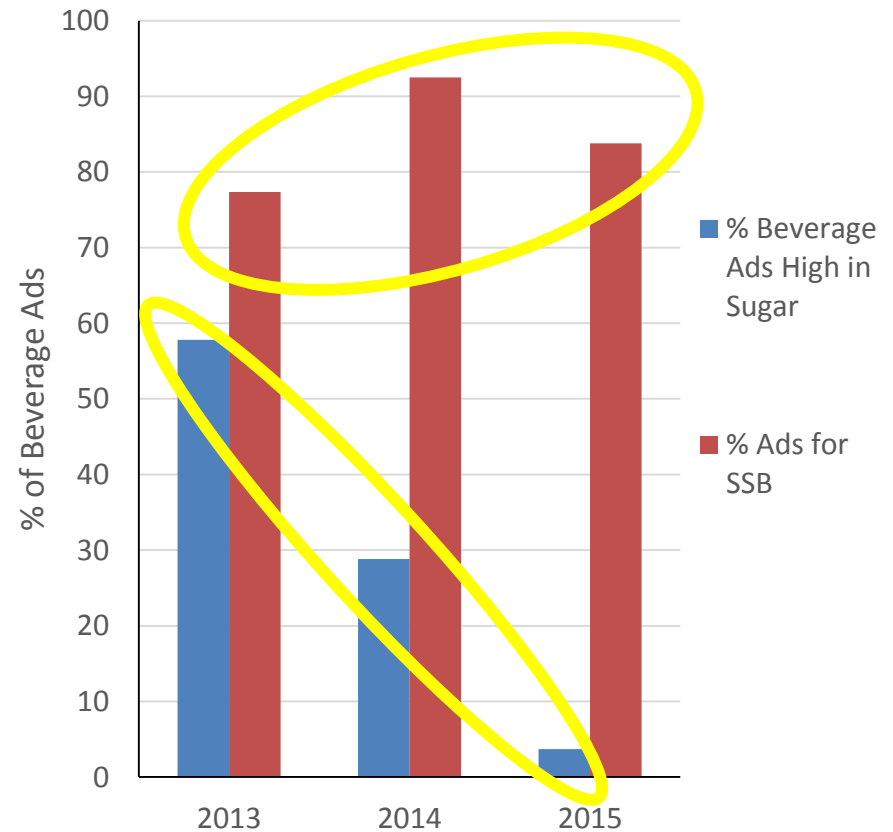


# Children's Exposure to Sugar Sweetened Beverage Product Ads and Beverage Ads High in Sugar, Children's Programming by Year

## Age 2-5 Years

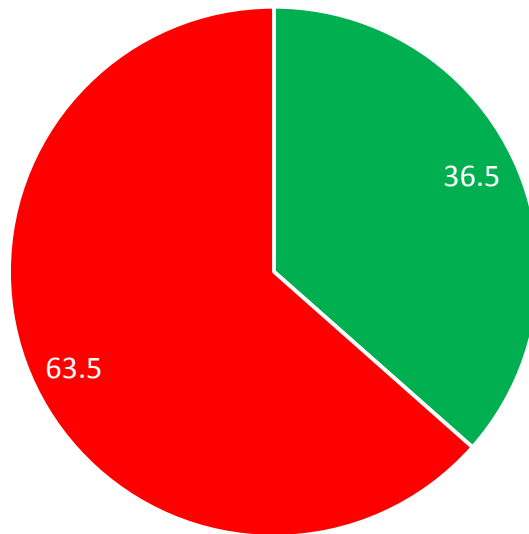


## Age 6-11 Years



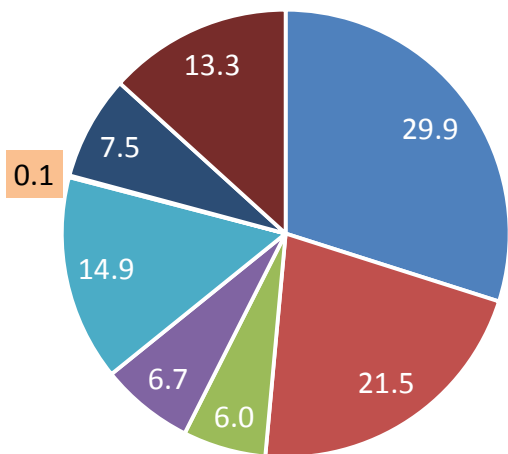
# Distribution of Beverages by SSB Status and Beverage Types, All Programming, Ages 6-11, 2015

All Beverages

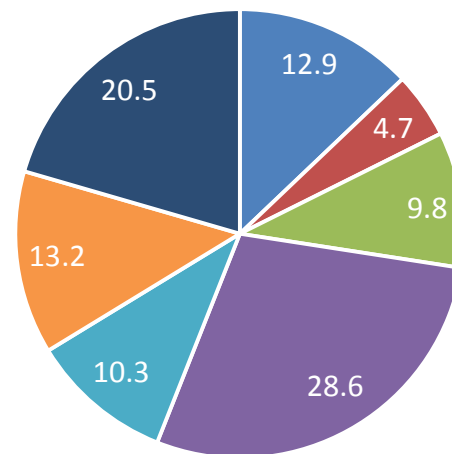


■ Non SSB ■ SSB

SSB Subgroup



Non-SSB Subgroup



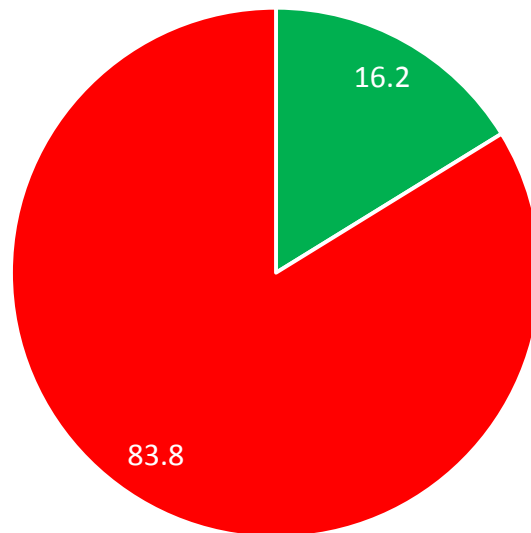
- Soda
- Energy Drink
- Enhanced Water
- Sports Drink
- Fruit Drink
- Flavored Milk
- Other
- Sweetened Tea/Coffee

- Soda
- Energy Drink
- Water
- 100% Juice
- Fruit Drink
- Milk
- Other



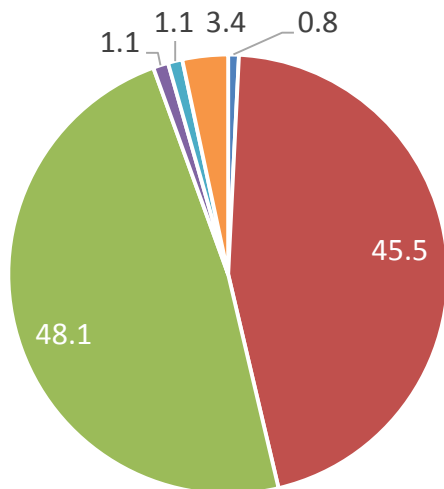
# Distribution of Beverages by SSB Status and Beverage Types, Children's Programming, Ages 6-11, 2015

## All Beverages



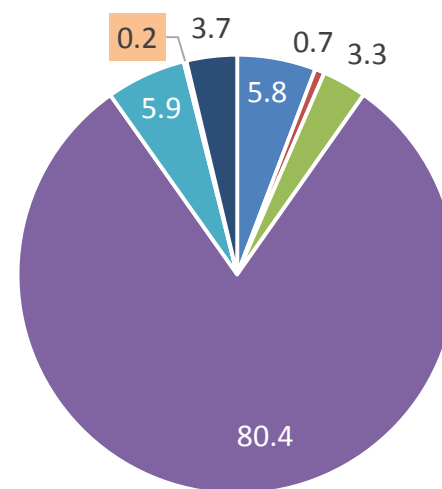
■ Non SSB ■ SSB

## SSB Subgroup



■ Soda ■ Fruit Drink  
 ■ Enhanced Water ■ Flavored Milk  
 ■ Sports Drink ■ Sweetened Tea/Coffee

## Non-SSB Subgroup



■ Soda ■ Fruit Drink ■ Water  
 ■ Milk ■ 100% Juice ■ Energy Drink  
 ■ Other

# Summary & Policy Implications

- Children's exposure to food-related advertising remains relatively high at more than 10 ads seen, on average, per/day.
  - Recent declines in exposure from fewer cereal ads
- Nutritional content analyses reveal that despite the introduction of the CFBAI uniform nutrition standards 8 in 10 of the food and beverage ads seen on both all programming and on children's programming were for products high in recommended nutrients to limit in 2015 (also 8/10 for CFBAI companies).
  - Nonetheless, this does represent an improvement, especially on children's programming: 9.8/10 → 8/10
  - Nutritional content improvements stemmed from beverages – just a few percent of ads seen were for beverages high in NTL, but majority are still SSBs!
- Overall, following the introduction of the CFBAI uniform nutrition standards:
  - Fewer cereal ads but those that remain are still high in sugar
  - Similar number of beverage ads but substantial nutritional content improvement as measured by the IWG recommended NTL
- The recent CFBAI uniform nutrition standards have had some incremental impacts on the advertising landscape but exposure to food and beverage ads for unhealthy products remain high.
- Standards and implementation need to be strengthened and a pledge to fully eliminate child-directed advertisements for SSBs deserves attention.

# Acknowledgements

## Co-authors on this study:

Zeynep Isgor, PhD

Rebecca M. Schermbeck, MPH, MS, RD

## Research Supported by:

Robert Wood Johnson Foundation (72780). Monitoring and Reporting the Number of Television Ads for Unhealthy Food & Beverage Products Seen by Children (Powell, PI).

Robert Wood Johnson Foundation. Bridging the Gap: Research Informing Practice for Healthy Youth Behavior (Chaloupka, PI) .

**HEALTH POLICY  
ADMINISTRATION  
SCHOOL OF  
PUBLIC HEALTH**



**Illinois Prevention  
Research Center**

**INSTITUTE FOR  
HEALTH RESEARCH  
AND POLICY**



# Thank you!

powell@uic.edu

**HEALTH POLICY  
ADMINISTRATION  
SCHOOL OF  
PUBLIC HEALTH**



**Illinois Prevention  
Research Center**

**INSTITUTE FOR  
HEALTH RESEARCH  
AND POLICY**

