

WHO Set of recommendations on the marketing of foods and non-alcoholic beverages to children

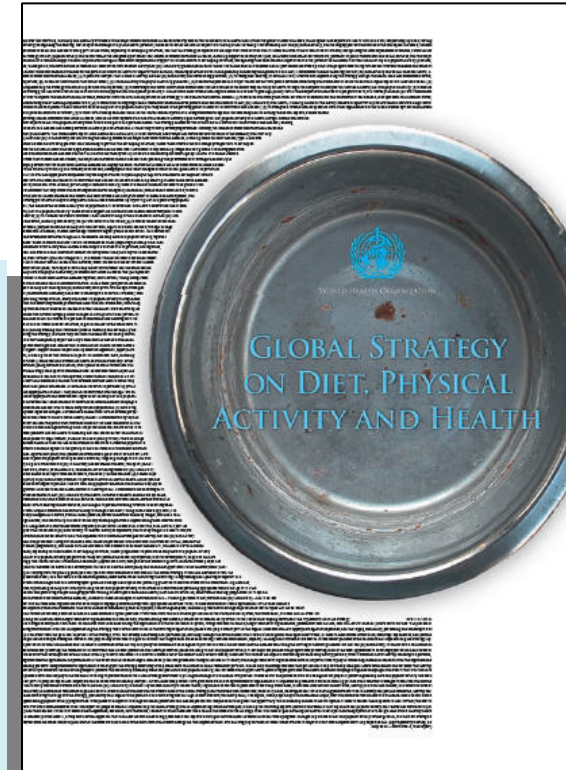
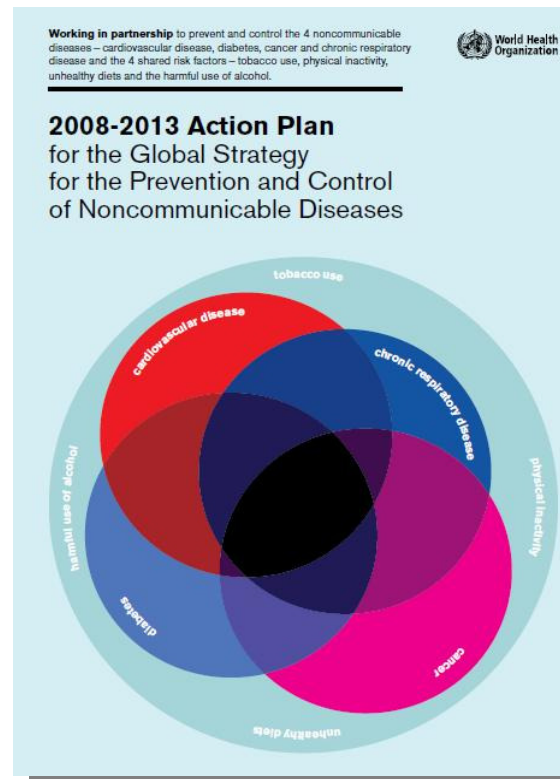
Dr Timothy Armstrong
Coordinator

Surveillance and Population-based Prevention Unit
Department of Chronic Diseases and Health Promotion
World Health Organization

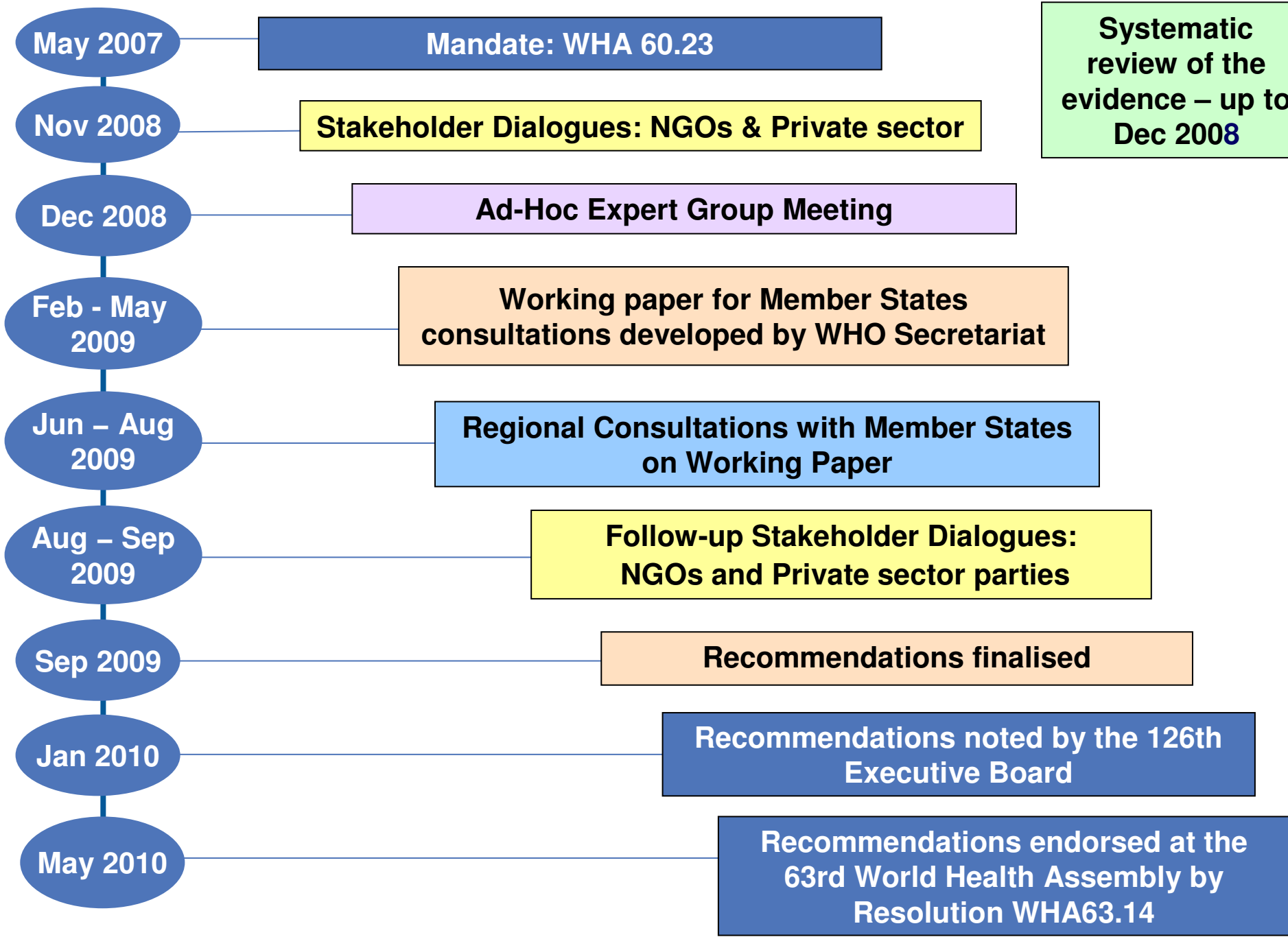


Development of a set of recommendations - mandate

- Resolution WHA 60.23 (2007) requested the WHO Director-General to develop a set of recommendations
- NCD Action Plan 2008-2013 (2008)
- Global Strategy on Diet, Physical Activity and Health (2004)



Systematic review of the evidence – up to Dec 2008



May 2007

Mandate: WHA 60.23

Nov 2008

Stakeholder Dialogues: NGOs & Private sector

Dec 2008

Ad-Hoc Expert Group Meeting

Feb - May 2009

Working paper for Member States consultations developed by WHO Secretariat

Jun - Aug 2009

Regional Consultations with Member States on Working Paper

Aug - Sep 2009

Follow-up Stakeholder Dialogues: NGOs and Private sector parties

Sep 2009

Recommendations finalised

Jan 2010

Recommendations noted by the 126th Executive Board

May 2010

Recommendations endorsed at the 63rd World Health Assembly by Resolution WHA63.14

The Set of Recommendations

- **12 recommendations, five sections:**
 - Rationale
 - Policy development
 - Policy implementation
 - Monitoring and evaluation
 - Research



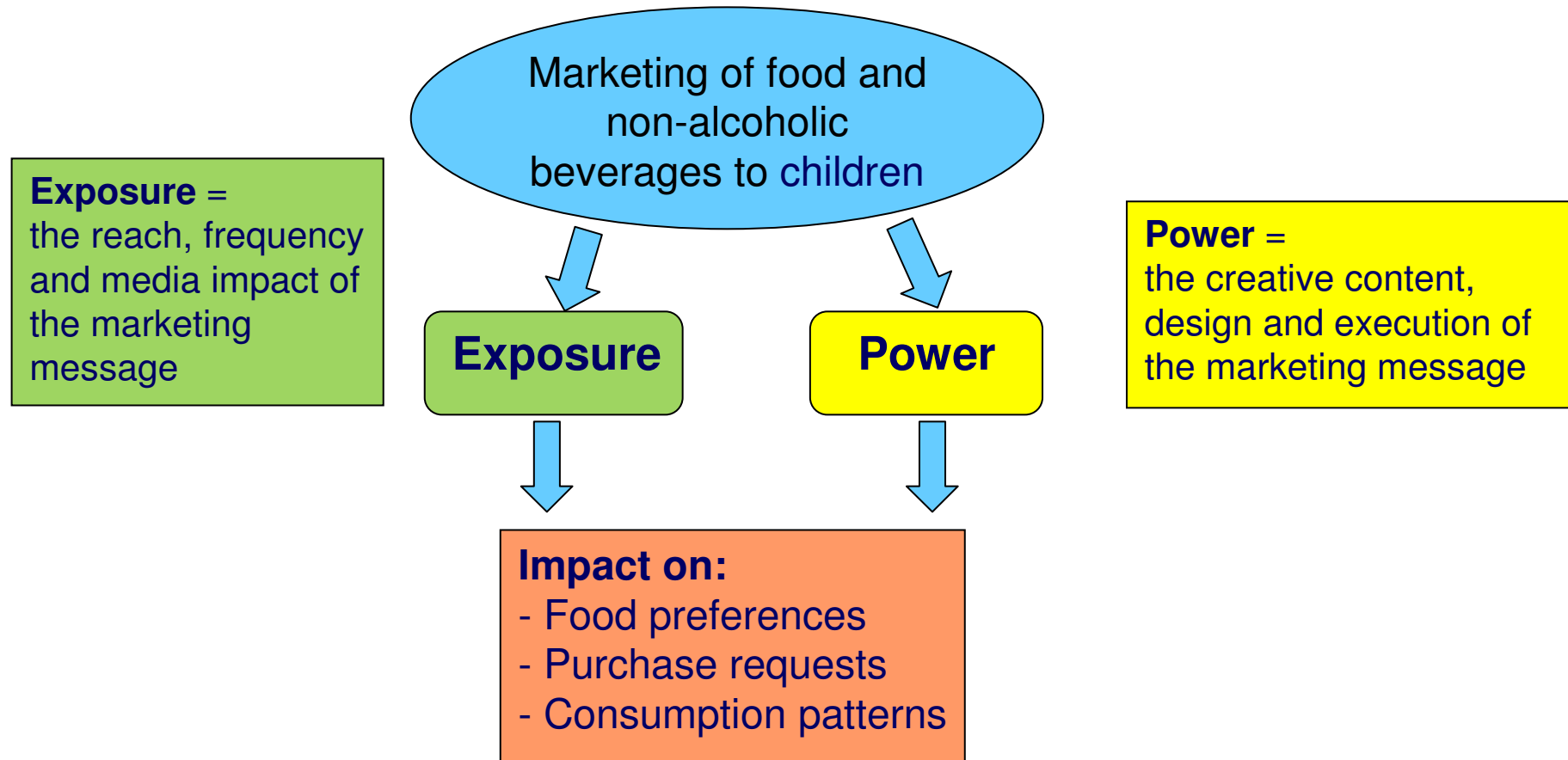
- **Main purpose:** "to guide efforts by Member States in designing new and/or strengthening existing policies on food marketing communications to children in order to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt."

RECOMMENDATION 1: **Policy aim**

- The policy aim should be to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.



Effectiveness = "Exposure" + "Power"



RECOMMENDATION 2: Overall policy objective

- Given that the effectiveness of marketing is a function of exposure and power, the overall policy objective should be to reduce both the exposure of children to, and power of, marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.



RECOMMENDATION 3: Policy development

- To achieve the policy aim and objective, Member States should consider different approaches, i.e. stepwise and comprehensive, to reduce marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt, to children.
- Comprehensive approach
- Stepwise approach



RECOMMENDATION 4: Definitions

- Governments should set clear definitions for the key components of the policy, thereby allowing for a standard implementation process. The setting of clear definitions would facilitate uniform implementation, irrespective of the implementing body.
- Policy components that need definitions include
 - Age
 - Communication channels
 - Settings and techniques to be covered
 - What constitutes “marketing to children”
 - What foods should be covered



RECOMMENDATION 5: Schools and other settings

- Settings where children gather should be free from all forms of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt.

Such settings include, but are not limited to

- nurseries
- schools
- school grounds and pre-school centres
- playgrounds
- family and child clinics and paediatric services and
- during any sporting and cultural activities that are held on these premises.



RECOMMENDATION 6: Stakeholders

- Governments should be the key stakeholders in the development of policy and provide leadership, through a multistakeholder platform, for implementation, monitoring and evaluation.

In setting the national policy framework, governments may choose to allocate defined roles to other stakeholders, while protecting the public interest and avoiding conflict of interest.

RECOMMENDATIONS 7, 8, 9: Policy implementation

- **REC 7:** Member States should identify the most effective approach to implement the defined policy
 - Statutory regulation
 - Industry-led self-regulation (indep of Gov regulation of or mandated by Gov)
 - Co-regulatory mechanisms (Gov mandate or not linked)
 - Government guidelines
- **REC 8:** Member States should cooperate to reduce the impact of cross-border marketing
- **REC 9:** The policy framework should specify enforcement mechanisms

RECOMMENDATIONS 10, 11, 12

Monitoring, Evaluation & Research

- **REC 10:** All policy frameworks should include a monitoring system to ensure compliance with the objectives set out in the national policy, using clearly defined indicators.
- **REC 11:** The policy frameworks should also include a system to evaluate the impact and effectiveness of the policy on the overall aim, using clearly defined indicators.
- **REC 12:** Member States are encouraged to
 - identify existing information on the extent, nature and effects of food marketing to children in their country
 - support research in this area, especially on implementation and evaluation of policies



Next steps: Implementation

- **Member States**
- **Civil society, NGOs, researchers, private sector**
- **WHO Secretariat:**
 1. To provide technical support to Member States, on request
 2. To support regional networks in order to strengthen international cooperation
 3. To cooperate with civil society and with public and private stakeholders in implementing the recommendations
 4. To strengthen international cooperation with other intergovernmental organizations and bodies in promoting Member States implementation
 5. To monitor policies on marketing of foods to children
 6. To report on implementation of the recommendations to the Sixty-fifth World Health Assembly (2012)



For more information:

- Website to access the recommendations and the resolution: http://apps.who.int/gb/e/e_wha63.html
 - Recommendations: Document A63/12, Annex
 - Resolution WHA63.14

- Website for the process to develop recommendations: <http://www.who.int/dietphysicalactivity/marketing-food-to-children/en/index.html>

Thank you!

