

TV Dinners

What's being served up by the advertisers?



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The Sustain Food Labelling and Marketing Project

The Sustain Food Labelling and Marketing Project aims to ensure that food labelling and marketing encourage healthy eating, particularly among children and other vulnerable groups, to help improve the health of future generations. It seeks to achieve this by:

- Improving regulations and their enforcement

Laws and codes of practice do not yet adequately protect consumers. Even those that do are, too often, inadequately implemented.

- Raising awareness

Many consumers are misled by current food labelling and marketing practices and do not know how to obtain satisfactory redress.

- Monitoring trends

Promotional techniques change rapidly, and proposals for changing regulations and enforcement are generated frequently.

- Promoting healthier foods

Vegetables, fruit and starchy staples – foods that should make up the bulk of healthy diet – are rarely afforded long-term, high-profile promotion.

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Contents

Summary	vii
Summary recommendations	ix
Background	1
The promotion of unhealthy foods	1
Impact on children's health	1
European initiatives	3
UK perspectives	4
The Research	7
Aims	7
Method	7
Analysis	8
Results	9
Food as a percentage of all advertising	9
Frequency of food advertising	10
Types of food advertised	11
Most advertised food brands	13
Nutritional analysis of advertised foods	14
Comparisons with Balance of Good Health classification	15
Fatty and sugary foods	15
Fruit and vegetables	16
Bread, other cereals and potatoes	17
Milk and dairy foods	17
Meat, fish and alternatives	17
Discussion	18
Research findings	18
Recommendations for the Food Standards Agency	18
Recommendations for the Independent Television Commission	19
Recommendations for the food industry	20
Conclusion	20
Appendix I: Children and advertising – the arguments industry use	21
Appendix II: Coronary Prevention Group Banding Scheme	25
Appendix III: The Balance of Good Health	26
Appendix IV: Advertised foods by category	27
References	31

Summary

Since 1990 the National Food Alliance (now part of Sustain) has conducted a number of studies examining the amount and type of food advertising to children.^{1,2} In 2000 Sustain was asked to update this research by the Co-op. The results were published as part of the Co-op's *Blackmail* report,³ which was the first of a series of inquiries planned by the Co-op into consumer concerns about the ethics of modern food production and advertising.

The purpose of this study was to compare the nature and extent of food advertising during commercial TV programmes aimed at children and adolescents with advertising during TV programming for an adult audience. Nearly 40 hours of commercial TV programming was monitored, covering both children's and adult viewing periods. Each of the 272 food advertisements was categorised, enabling data analyses and nutritional assessment of the products advertised.

General findings

The results give another 'snapshot' picture of the nature of food advertising targeted at children, with the overall results reinforcing the findings of Sustain's previous research.^{1,2}

The study confirms that advertising during children's programming continues to present a grossly imbalanced nutritional message, creating a conflict between the types of food promoted and national dietary recommendations.

Sustain maintains that the cumulative effect of this imbalance in advertising is to reinforce children's consumption of these foods and undermine the efforts of parents and health professionals to encourage healthier patterns of eating.

Specific findings

The study's detailed findings are also consistent with those of previous research,^{1,2} specifically:

- Food advertising as a proportion of total TV advertising of all products is between two and three times higher during children's programming compared to adult viewing periods (see page 9);
- Adverts for confectionery and cakes/biscuits comprise 48% of the food advertisements on children's TV (see page 11);
- Analysis of the nutritional content of food and drink advertised during children's viewing times demonstrates that between 95% and 99% of the products are high in fat and/or sugar and/or salt (see page 14);
- Fatty and sugary foods, the food group which children should eat least, are advertised during children's programming in proportions many times higher (between 4 and 11 times) than the proportion recommended in dietary guidelines (see page 15);

- Fruit and vegetables, the foods which children most need to increase their consumption of, were not advertised at all during children's or adult viewing times in our survey (see page 15).

The study confirms, once again, that adverts for unhealthy foods* are shown with much greater frequency during children's TV compared to adult viewing periods. In the context of scientific evidence that diets high in fats (especially saturated fats), sugar and salt have a detrimental effect on children's current and future health, this selective targeting seems unjustifiable.

This report examines the implications of the high level of TV adverts for unhealthy foods for children's diets and health. Significant European initiatives and UK perspectives on the promotion of unhealthy foods on TV are also described. Informed by this discussion and the study findings, a number of recommendations are made, the effects of which should be to reduce significantly the negative influence of TV advertising on children's diets.

*These are processed foods which contain high levels of fat and/or sugar and/or salt. They include confectionery, crisps and savoury snacks, soft drinks and other so-called 'fast' or pre-prepared 'convenience' foods.

Summary of recommendations

Our recommendations are directed towards the Government's Food Standards Agency (FSA), the Independent Television Commission (ITC), which regulates TV advertising, and the food industry. The context and rationale supporting these recommendations are discussed later in the report.

We recommend that the FSA should:

- Accept the relative weakness of the proposed voluntary code of practice on the promotion of foods to children and advise the Government to introduce statutory controls;
- Facilitate the introduction of UK-wide and/or European legislation which protects children from excessive and unfair advertising, marketing and promotional activities;
- Support and encourage initiatives for the more effective promotion of fruit and vegetables, particularly to children;
- Endorse the following recommendations to the ITC.

We recommend that the ITC should review its Code of Advertising Standards and Practice to:

- Prohibit advertising and promotion of unhealthy foods during periods when large numbers of young children are likely to be viewing;
- Afford greater protection for younger children, who may be more easily misled because they are less able to understand fully the nature and purpose of advertising;
- Bring within its scope the effect of advertising as a whole, thereby ensuring that the Code is applied to advertising in total and not just to individual advertisements;
- Make provisions for effective enforcement of the Code, with particular regard to the above changes.

We call on industries (food, advertising and media) earning revenue from advertising to:

- Exercise greater social responsibility towards children, particularly children's nutrition, and take action to make children's TV free from advertising for unhealthy foods;
- Ensure that marketing strategies and promotional activities do not exploit children's age or vulnerabilities;
- Recognise that in the long-term, brand loyalty is likely to be undermined by 'unsocial' practices, but enhanced by 'socially responsible' ones.

Background

The promotion of unhealthy foods

There continues to be widespread concern about the negative impact of the advertising and promotion of food and soft drink products on children's diets. Children are exposed to commercial messages through many media, including TV, radio, printed adverts, food labelling, competitions and prizes, character merchandising and, increasingly, the internet. Marketing strategies are designed to reach children in many different ways, all of which are important and reinforce each other. It is recognised that compared to adults, children are more vulnerable and more open to suggestion and influence by professionally designed advertising messages. This report focuses on TV advertising, to which most children are exposed on a daily basis. At a conference on food and drink advertising to children, organised by the Food Advertising Unit in 1996, one speaker acknowledged, "TV is undoubtedly the most powerful advertising medium. It reaches into the home and, in some cases, is considered an uninvited guest." ⁴

Manufacturers and retailers spend millions of pounds each year promoting unhealthy food products. These are generally highly processed foods which contain high levels of fat and/or sugar and/or salt and include confectionery, crisps and savoury snacks, soft drinks and other so-called 'fast' or pre-prepared 'convenience' foods.

In the year ending April 2000, industry spent £47m advertising the top ten selling confectionery lines. £71m was expended on advertising the top ten selling soft drinks and the advertising spend for the top ten selling crisps and snack products was £21m. This high level of advertising expenditure ensured average increases in sales during 1999/2000 for the top ten selling brands in each of the

confectionery (+4.7%), soft drinks (+7.5%) and crisp and snack (+4.5%) sectors. ⁵

The reason for professional, parental and public concern arising from the promotion of unhealthy foods to children is the fact that diets of poor nutritional quality affect children's current and future health. High consumption of unhealthy foods and soft drinks may displace and make less appealing more nutritious food (for instance, fruit and vegetables) from children's diets, result in excess energy intake leading to overweight and obesity, cause dental diseases and contribute towards the development of a range of life threatening conditions.

Impact on children's health

The National Diet and Nutrition Survey of Young People aged 4 to 18 years⁶ confirms the poor state of children's diets. On average, British children eat less than half the recommended five portions of fruit and vegetables a day, with one in five children eating no fruit and vegetables at all. Some startling contrasts arise from the Survey – for example, by weight, boys eat nearly four times as many biscuits, and girls eat more than four times as much sweets and chocolate, as leafy green vegetables. The Survey found that the vast majority of children have intakes of saturated fat, sugar and salt which are in excess of Government health recommendations:

- The average proportion of children's food energy derived from saturated fatty acids was 14%, significantly exceeding the Committee on Medical Aspects of Food and Nutrition Policy (COMA) recommendation of 11%. Fewer than 8% of children have intakes of saturated

fat which are lower or equal to this recommended maximum level;

- The main source of added sugar ('non-milk extrinsic sugars') was soft drinks and chocolate confectionery. Added sugar provided on average 17% of children's food energy, one and a half times more than the maximum COMA recommendation of 11%. Only 16% of children have intakes of non-milk extrinsic sugars which are lower or equal to this recommended maximum level;
- Children's intakes of salt, even when excluding the amounts added during cooking and at the table, are much too high. More than three quarters of children have intakes of salt which are above the COMA maximum recommended level for adults (6.0g /day). Often their intakes are more than twice the recommended level for their age.

There are serious health implications resulting from these findings. The National Diet and Nutrition Survey found that more than half (53%) of 4 to 18 year olds have dental decay in their primary or permanent teeth. A major cause of this alarming level of decay is the frequent consumption of sugar, large quantities of which are commonly added to the processed foods and soft drinks which are marketed to children. In addition to identifying that dietary sugars are the most important cause of dental caries, the British Society of Paediatric Dentistry's Policy Document⁷ states, "The Society considers that advertisement of foods and drinks high in non-milk extrinsic sugars encourages children to consume these products at the expense of more nutritious foods." Recent research has also identified a positive association between the consumption of sugar-sweetened drinks and childhood obesity.⁸

The 2001 National Audit Office (NAO) report entitled, 'Tackling Obesity in England'⁹ describes how prevalence of overweight and obesity in British children has increased substantially since the mid 1980s. Population estimates suggest that 9% of boys and 13.5% of girls in England are now overweight and the corresponding figures in Scotland are even higher (10% for boys and 15.8% for girls).¹⁰ Excess weight in children as young as seven years old has been shown to be consistently related to risk factors for cardiovascular disease.¹¹ There is also evidence for an association between socio-economic deprivation and childhood obesity.¹² Unhealthy dietary patterns established in childhood tend to persist into adult life, when years of carrying excess weight (one in five adults are now obese⁹) very significantly increases the risk of developing coronary heart disease, diabetes, cancer and numerous other health disorders.^{13,14}

The consumption of diets high in energy dense fat is a major contributory factor in the rising trend in overweight and obese children. The message from medical professionals is clear. A British Medical Journal editorial, in February 2000 entitled, 'Childhood obesity: time for action, not complacency',¹⁵ states unambiguously, "Children should be encouraged to eat fewer high fat snacks such as crisps and biscuits and to avoid consuming a large proportion of total energy from sweetened drinks". High levels of fat consumption, particularly saturated fat, also contribute to the development of cardiovascular disease and cancer.^{16,17} High intakes of salt are associated with hypertension, which is a risk factor for coronary heart disease and strokes.^{18,19}

There is strong evidence that eating a diet rich in fruit and vegetables can significantly reduce the risk of coronary heart disease and protect against cancer²⁰. Diets of poor nutritional

quality, which contain low levels of fruit and vegetables and low levels of starchy food such as potatoes, bread and other cereal-based products, and high levels of fat (particularly saturated fat), sugar and salt, are therefore linked to a range of adult-onset diseases.

European initiatives

Concerns over the effects of TV advertising on children are shared by a number of other European countries which have already introduced a range of restrictions on marketing to children.²¹ The Nordic countries are at the forefront of protecting children from the effects of advertising. Most notably, Sweden has the strictest controls in Europe and in 1991 a ban on TV and radio advertising targeted at children under the age of 12 years was introduced. The Swedish Government takes the view that advertising to children is morally and ethically unacceptable.²² This is also a generally accepted view within Swedish society and the ban is supported by the Swedish Advertising Association.²³

The Swedish position is supported by research which demonstrates that children have difficulty in distinguishing between the purpose of advertising and other modes of communication.^{24,25} In 1994 a Swedish sociologist, Erling Bjurström, published a survey of international research on the effects of TV adverts on children and the way children perceive TV advertising.²⁴ This research concludes, "it is only around or after the age of 12 that we can be more certain that most children have developed a fuller understanding of the purpose or objective of advertising." A more recent review of research, published in 2001, concludes that most children only develop an ability to explain the underlying motives and aims of advertising at around the age of 10 to 12 years.²⁶

Sweden's right to enact a ban in this area has been challenged by advertisers outside Sweden who argue that the ban discriminates against foreign companies and that it presents an unacceptable trade barrier with the European Union. In 1997 the European Court of Justice ruled that Sweden is entitled to uphold the ban in its domestic broadcasts, but not in transborder transmissions from other member states. Swedish marketing legislation will however continue to apply, enabling action to be taken against advertisers which use misleading or unfair advertising in any broadcast directed towards Swedish consumers, even if originating from another country.²⁷

Consumer hopes for the introduction of European level restrictions on advertising to children were raised during the first part of 2001 by the Swedish Presidency of the European Commission, which coincided with the review of the EC "Television without Frontiers" Directive. The latest news from the Swedish Consumers' Association suggests that current efforts to introduce pan-European regulations may not be successful. However, Belgium will take control of the EU Council Presidency for six months from July 2001 and are also thought to be sympathetic to calls for European level restrictions on advertising to children. Should Swedish endeavours to curb the extent of TV advertising to children be unsuccessful, European consumer organisations will continue to seek further opportunities for reform.

Parallels can be drawn with the campaign to introduce European legislation banning tobacco advertising. Following industry objections during 2000, the European Court of Justice delivered a setback to campaigners by annulling the EU tobacco advertising directive on technical legal grounds. Paradoxically, this setback in Europe may pave the way for the introduction of more rigorous British

legislation in the form of the Tobacco Advertising & Promotion Bill, which was published by the Government in December 2000. This means that statutory controls restricting the promotion of unhealthy foods to UK children could also be introduced at a national level.

UK perspectives

Government

The UK Food Standards Agency (FSA) acknowledges that people are concerned about the mixed messages and lack of balance in the promotion of foods to children. Their Food Labelling Policy Review document presented to the Agency's Board in September 2000²⁸ states, "There is considerable concern that the way foods that are high in fat/sugar/salt are promoted to children is undermining healthy eating advice and contributing to childhood obesity and long-term health problems." At other meetings the FSA have stated that they have received numerous representations from members of the public, consumer groups and MPs expressing concern about the effect of promotional practices on children's eating habits and consequently their health.^{29,30} The FSA confirmed at an open Food Labelling Forum in November 2000,³¹ that the development and implementation of an industry voluntary code of practice on the promotion of foods to children had been identified by the Agency's Board as a priority issue.

Consumer groups are not confident that industry will adhere to voluntary controls and argue that only statutory controls will sufficiently protect children from exploitation by advertisers. They point to the failure of voluntary practices in other fields, such as non-statutory approaches to sustainable development,³² as evidence of the inherent

weakness of voluntary codes of practice. There are numerous examples of industry either blatantly ignoring voluntary codes or using their creativity to subvert the spirit of codes.³³ Public interest advocates conclude that controls will only work if they are matched by effective monitoring and enforcement, together with realistic sanctions for infringement. However, voluntary codes of practice are by definition self-regulated and by nature lack penalties for non-compliance.

Voluntary approaches can be successful in some circumstances, but a necessary precondition is the presence of common ground between the relevant stakeholders. Given industry's opposition (see Appendix I), it is unlikely that industry and consumer organisations will be able to reach a meaningful consensus on the levels of protection that a code of practice on the promotion of foods to children should provide.

Regulators

In the UK TV adverts are subject to the Independent Television Commission (ITC) Code of Advertising Standards and Practice.³⁴ Following specific recommendations proposed by the Government's Nutrition Task Force (NTF),³⁵ the ITC introduced revisions to the Code in February 1995. These revisions incorporated some additional controls on the advertising of food and the inclusion of statements in support of good dietary practice. At face value the Code seems reasonably supportive. For example, in a general note on food advertising, the Code states, "advertising should not undermine progress towards national dietary improvement by misleading or confusing consumers or by setting bad examples, particularly to children."

The Code also states that "advertisements must not encourage or condone excessive consumption of any food" and that

"advertisements must not disparage good dietary practice". However, the ITC only applies the Code to individual advertisements, which by themselves may not contravene these specific provisions. The ITC has consistently failed to recognise any potential for the cumulative effect that the total advertising of unhealthy food to children is likely to have. Thus, the NTF's recommendation that particular regard should be paid to advertising to children remains unfulfilled. The ITC's application of the Code fails to protect children from grossly imbalanced food advertising.

The ITC began a fresh review of its advertising codes of practice during 2000 and is planning a broader consultation during summer 2001, which, we understand, will encompass advertising to children.

Industry

This report describes how children remain an important target market for the food industry. Large sums of money are allocated to the strategic promotion of unhealthy foods and soft drinks during children's TV programming.

However, one major retailer, the Co-op, has committed itself to a voluntary ban on advertising during children's TV hours, of all food and drink products high in fat, sugar and salt. Furthermore, the retailer has said that it will not use children's cartoon characters to promote foods high in fat, sugar or salt. Whilst calling on others in the food chain to follow their lead, the Co-op recognises that there are likely to be "many dissenters amongst the vested interests of the food industry."³ For this reason, they are also campaigning for the Independent Television Commission to impose a ban.

The Co-op's *Blackmail* report³ details the case for such a ban, including an analysis of

children's current eating habits and evidence demonstrating overwhelming parental concern and support for tighter controls on advertising to children. The report also includes work by the psychologist Dr Aric Sigman, which explains how children's emotional needs and vulnerabilities are deliberately exploited by TV advertisers.

Seemingly indifferent to the Co-op's ethical stance, the food industry continues to use the same well-practised arguments to try to undermine the growing opposition to children's TV advertising. In response to a 1993 report from the National Food Alliance,¹ the Advertising Association established a specialist division, The Food Advertising Unit, in order to protect industry interests.²⁶ The standard arguments expounded by industry are summarised in Appendix I.

It is interesting to note that when defending the case for advertising, the food and advertising industries are often very selective in their presentation of readily available facts. Both the Advertising Association and the Food and Drink Federation presented submissions to the FSA in response to the proposed voluntary code of practice on the promotion of foods to children.^{36,37} However, both summaries of the National Diet and Nutrition Survey included in the respective submissions, completely ignore the excessive sugar, salt and saturated fat intakes of children. This example illustrates just how difficult it is likely to be to find any common ground with either of these industries.

Children's Organisations

Other groups also advocate an end to advertising practices which take advantage of children's susceptibilities. At the centre of the campaign for a ban on advertising of all products to children in the UK is the Children's Society, which champions children's rights and

promotes policies which lead to supportive and inclusive social conditions for children's well-being. The Society runs projects in some of the poorest communities throughout England and Wales and is especially concerned that the relative high cost of healthy food affects disproportionately the budgets of low income families and hence their children's health.

The Children's Society believes that children are especially vulnerable to the powerful emotive messages in advertisements and that advertisers readily exploit children for commercial gain. Related concerns are that advertising damages children's mental health by promoting unrealistic media stereotypes and places stress on family life by encouraging children to put pressure on parents, pestering them to buy particular branded goods. Many feel this "pester power" is distasteful, the more so for the disproportionate burden and anxiety which this places on low-income families.

Parents

Independent research commissioned separately by the National Food Alliance³⁸ and the Co-op³ has clearly established that parents have major concerns about the nature and extent of advertising aimed at their children. The large majority of parents wanted to see strict controls on advertising to children (up to 85%) and tighter restrictions on the promotion of unhealthy foods during children's TV programmes (up to 77%).

The research

Aims

Following from the context outlined in the Background section, the current research sought to:

- Monitor the nature and extent of food and soft drink advertising in children's viewing hours and compare this with advertising during TV programming for an adult audience after the 9pm watershed;
- Examine the nutritional value of products advertised compared with healthy eating guidelines;
- Determine the most advertised categories of food and soft drink products;
- Compare the findings with results from previous surveys conducted by Sustain (then the National Food Alliance) in 1993¹ and 1995;²

And, on this basis:

- Make recommendations to reduce significantly the negative influence of TV advertising on children's diets.

Method

Just under 40 hours of TV programming broadcast by commercial channels was monitored during late April 2000 and analysed for the nature and extent of TV food and soft drink advertising. The monitoring periods covered weekday Children's ITV (CITV), Saturday morning Children's ITV, The Big Breakfast and weekday ITV 9.00 – 11.30pm. All the adverts during the following time periods were video recorded to facilitate analysis.

Table 1: Advert monitoring periods and duration

Programming	Times	Duration
CITV	Monday – Friday, 3.20pm – 5.05pm	8 hours 45 mins
Sat am TV	Saturday, 6.00am – 12.30pm	6 hours 30 mins
Big Breakfast	Monday – Friday, 7.00am – 9.00am	10 hours
Late evening	Monday – Friday, 9.00pm – 11.30pm	12 hours 30 mins
	Total	37 hours 45 mins

Analysis

Each advertisement was categorised and a number of data analyses and nutritional assessments were performed, as follows:

- Food adverts as a percentage of the total number of advertisements;
- Number of food adverts per hour;
- Type of food advertised (using a set of pre-selected categories);
- Nutritional analysis of advertised foods using the Coronary Prevention Group Banding Scheme for high fat, high sugar and high salt (see Appendix II);
- Classification of advertised foods using the Balance of Good Health (see Appendix III);
- The number of adverts per food brand (Appendix IV). From this data, the top ten advertised brands during CITV, Saturday morning and Big Breakfast monitoring periods were determined.

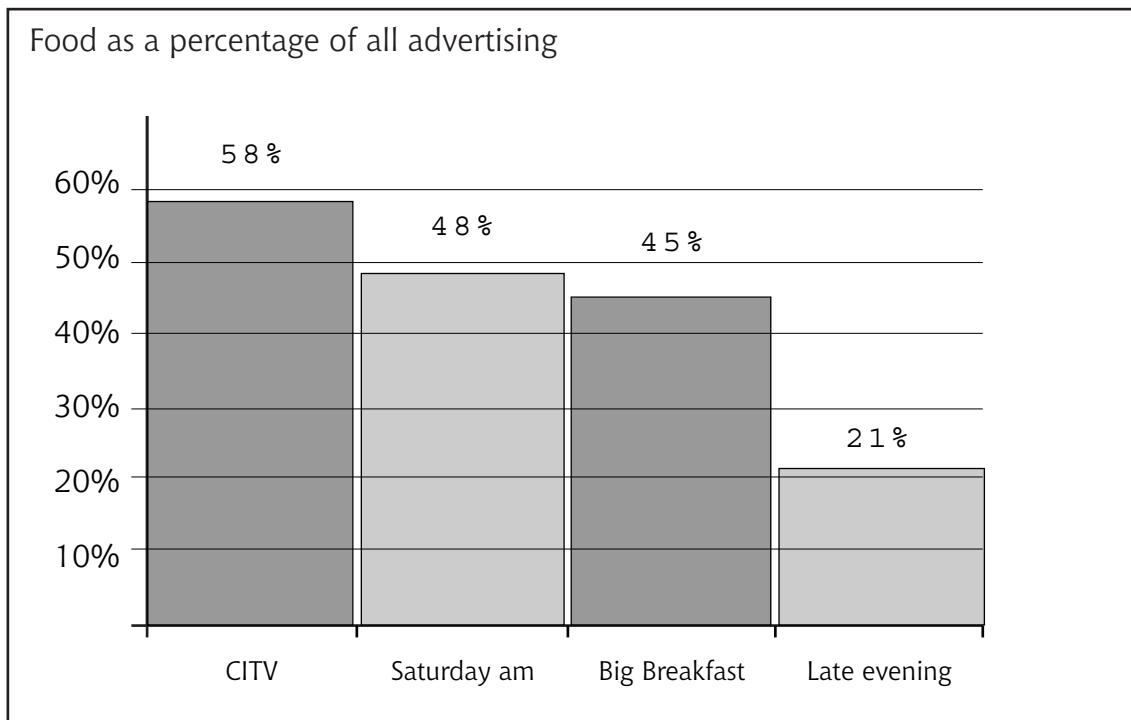
In total, 272 advertisements for food were monitored during the four monitoring periods: 57 adverts (21%) during CITV; 64 adverts (24%) during Saturday am TV; 93 (34%) during Big Breakfast; 58 (21%) during late evening TV.

Results

Food as a percentage of all advertising

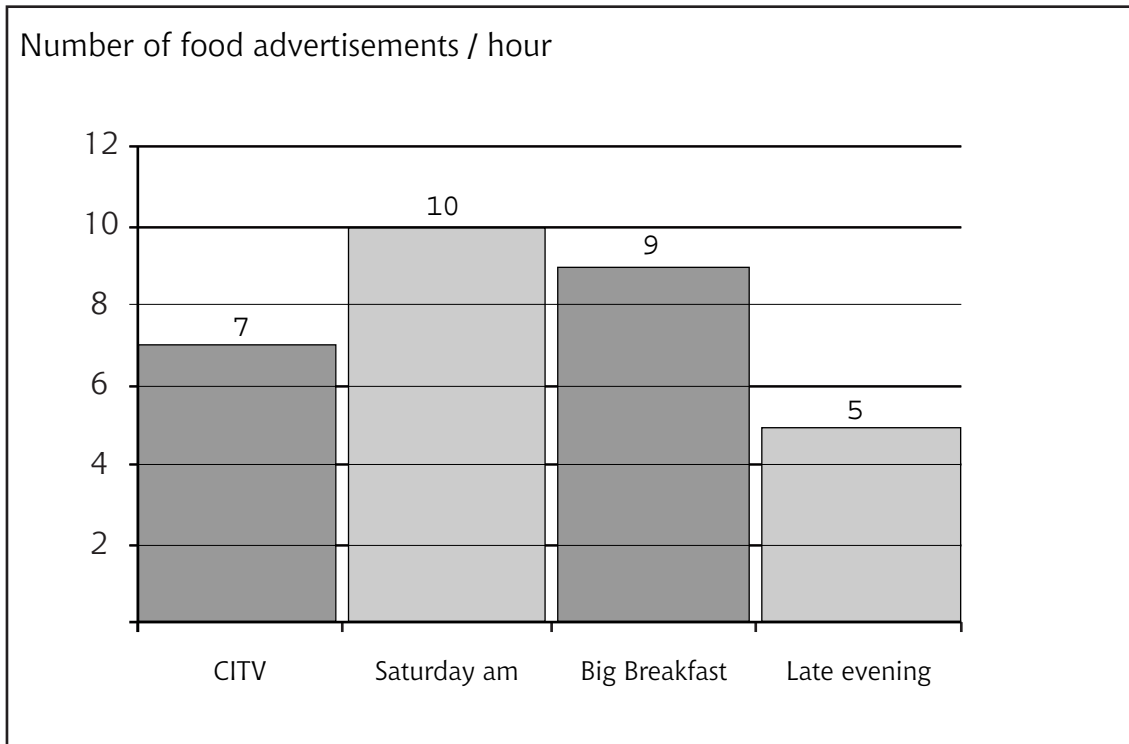
Food and soft drinks comprised the largest category of advertising for all four monitoring periods. The highest proportion was during CITV where six out of ten adverts were for food. During Saturday morning TV and the Big Breakfast food advertising made up nearly half of all advertising. In contrast, only two out of ten adverts were for food during late evening programmes.

Food advertising as a proportion of total advertising is substantially higher during children's TV viewing periods compared to adult viewing periods.



Frequency of food advertising

The highest level of food advertising was broadcast during the Saturday morning and Big Breakfast monitoring periods with ten and nine food adverts/hour respectively.

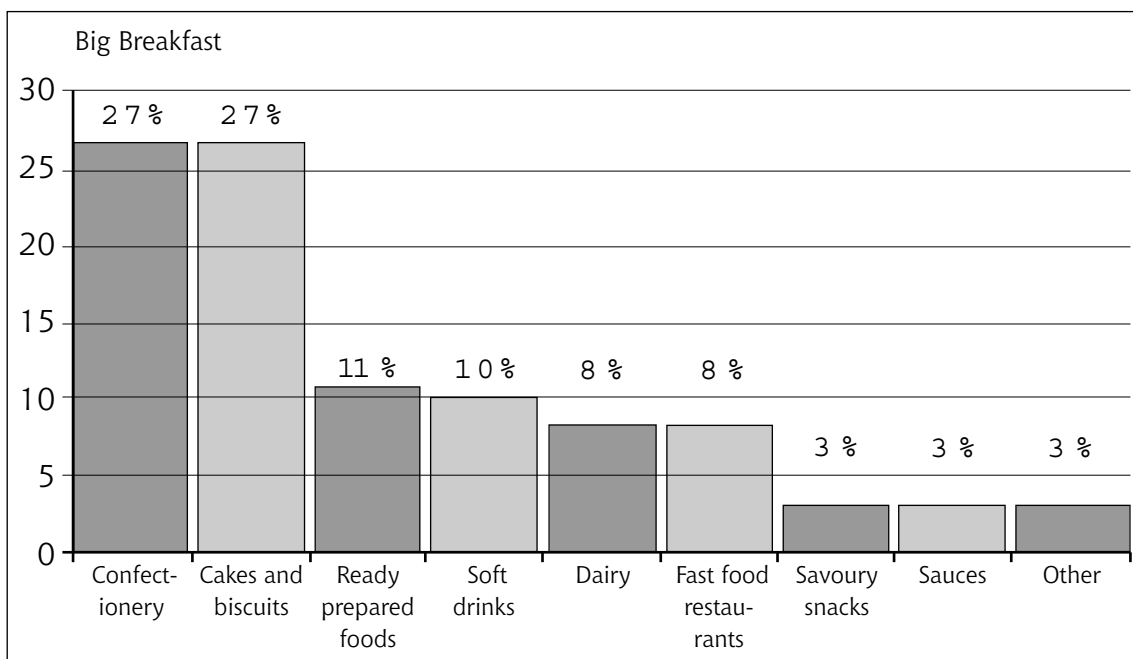
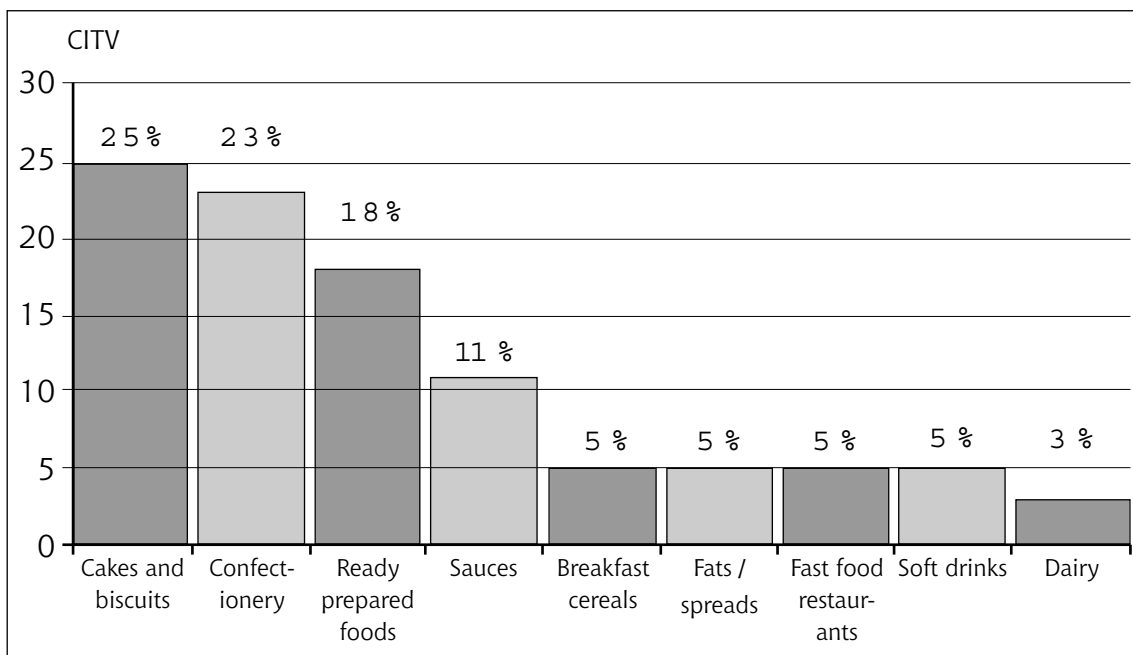


Children watching Saturday morning TV will watch twice as many food adverts per hour as adults watching late evening TV.

Types of food advertised

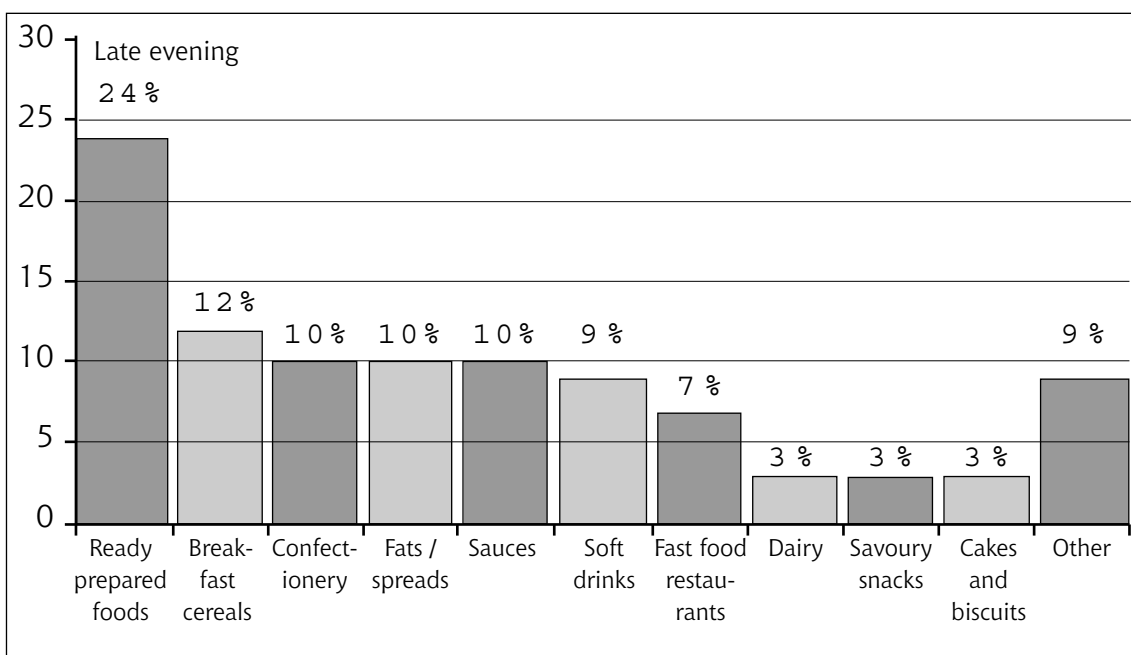
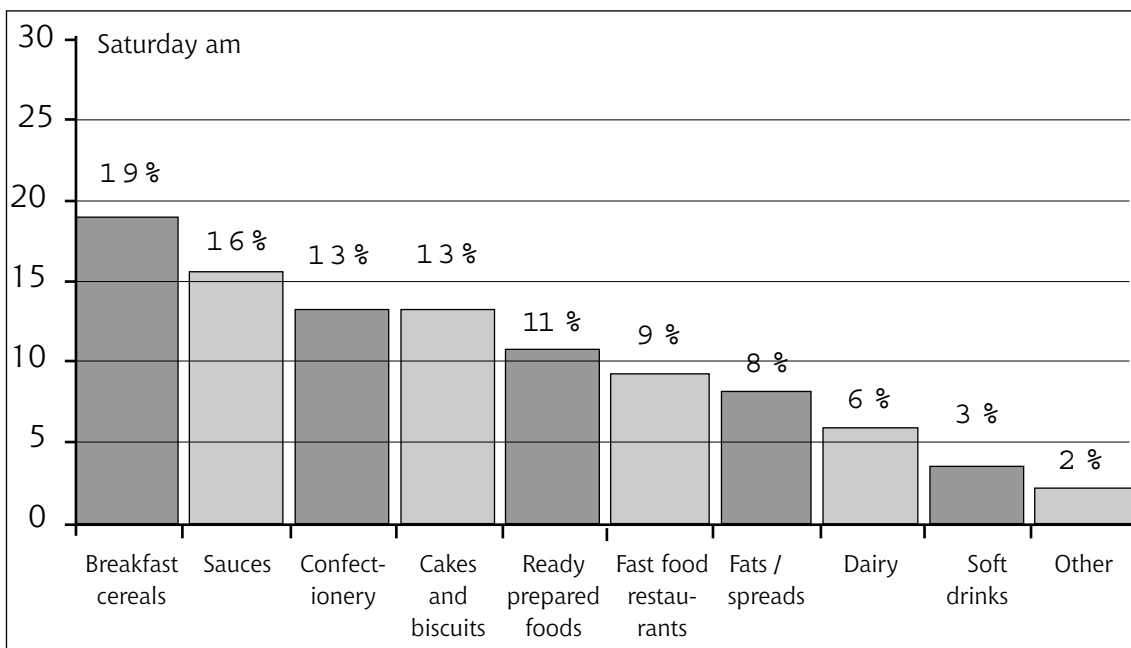
The charts in this section illustrate the breakdown of food advertising by product category, drawn from the raw data presented in Appendix IV. Those categories which made up less than 3% have been grouped under 'other'.

Adverts for confectionery and cakes/biscuits comprised the largest categories of advertised food on CITV (48% of food adverts) and Big Breakfast (54%).



Breakfast cereals (mainly highly sweetened) were the most advertised product category on Saturday morning (19%). Ready prepared foods was the category most advertised during the late evening (24%).

Advertising for confectionery and cakes/biscuits accounted for a much smaller proportion of food advertising during late evening viewing compared to CITV and Big Breakfast monitoring times.



Most advertised food brands

The most advertised food brands to children in this survey were confectionery (Cadbury's Yowie, Kinder Surprise and Haribo sweets); biscuits (Viscount Mint Bars, Jammie Dodgers and Penguin); McDonalds, Muller Yogz, Knorr Micronoodles and Chicken Tonight sauce.

Table 2: Top ten advertised brands during CITV, Saturday morning and Big Breakfast monitoring periods

(excluding late evening programming)

Brand	Number of Adverts
1. Viscount Mint Bars	21
2. McDonalds	13
3. Cadbury's Yowie	12
4. Kinder Surprise	10
5. Jammy Dodger Biscuits	10
6. Penguin Biscuits	8
7. Muller Yogz	7
8. Knorr Micronoodles	7
9. Haribo	6
10. Chicken Tonight Sauce	5

It is recognised that this study provides a 'snapshot' picture of the advertising broadcast during one particular week of commercial TV. The most advertised brands would therefore be expected to differ from other monitored weeks.

Refer to Appendix IV for the monitoring data from which this table was compiled.

Nutritional analysis of advertised foods

Products were classified as 'high in fat, sugar or salt' using the Coronary Prevention Group's Banding Scheme (see Appendix II for full criteria). The results are summarised in Table 3.

Table 3: Nutritional analysis of advertised foods

	High fat	High sugar	High salt	High fat/sugar/salt
CITV	40%	63%	32%	95%
Saturday am	39%	63%	49%	99%
Big Breakfast	30%	74%	27%	96%
Late pm	25%	25%	49%	88%

Foods advertised to children on CITV, during Saturday morning and the Big Breakfast are typically higher in fat and sugar than foods advertised to adults later in the evening. Advertisements during adult and children's viewing periods contain similar proportions of foods which are high in salt (between 29% and 49%).

By relating this assessment to the frequency of food advertising at different viewing times (see page 10), it is clear that children viewing Saturday morning TV will see more than twice as many adverts per hour for fatty, sugary and/or salty foods as adults viewing after 9.00pm in the evening. Thus, children continue to be targeted disproportionately by advertisers of fatty, sugary or salty products.

Out of the 272 food advertisements monitored, only 10 advertisements (less than 4%) were for 'healthier' foods (those low or medium in fat, sugar and salt). 'Healthier' foods advertised were Shredded Wheat breakfast cereal (two adverts), Weetabix (two adverts), McCain Oven Chips (two adverts), Uncle Ben's Express Rice (four adverts). All, with the exception of three rice adverts, were broadcast during the late evening monitoring period, when fewer children are viewing (from data in Appendix IV).

Comparisons with Balance of Good Health classification

Products were classified into one of the five categories of the Balance of Good Health (Health Education Authority, 1994 and Food Standards Agency, 2001 – see Appendix III). Composite foods, such as ready meals not listed in the Balance of Good Health, were assessed on the basis of an estimate of the relative proportion of the ingredients relating to each group. The results are summarised in Table 4.

Table 4: Classification of advertised foods using the Balance of Good Health

	Bread, other cereals and potatoes	Fruit and vegetables	Milk and dairy foods	Meat, fish and alternatives	Fatty and sugary foods*
Recommended dietary composition	34%	33%	15%	12%	7%
CITV	20%	0%	10%	2%	68%
Saturday am	42%	0%	7%	9%	42%
Big Breakfast	12%	0%	9%	1%	78%
Late evening	37%	0%	5%	7%	51%

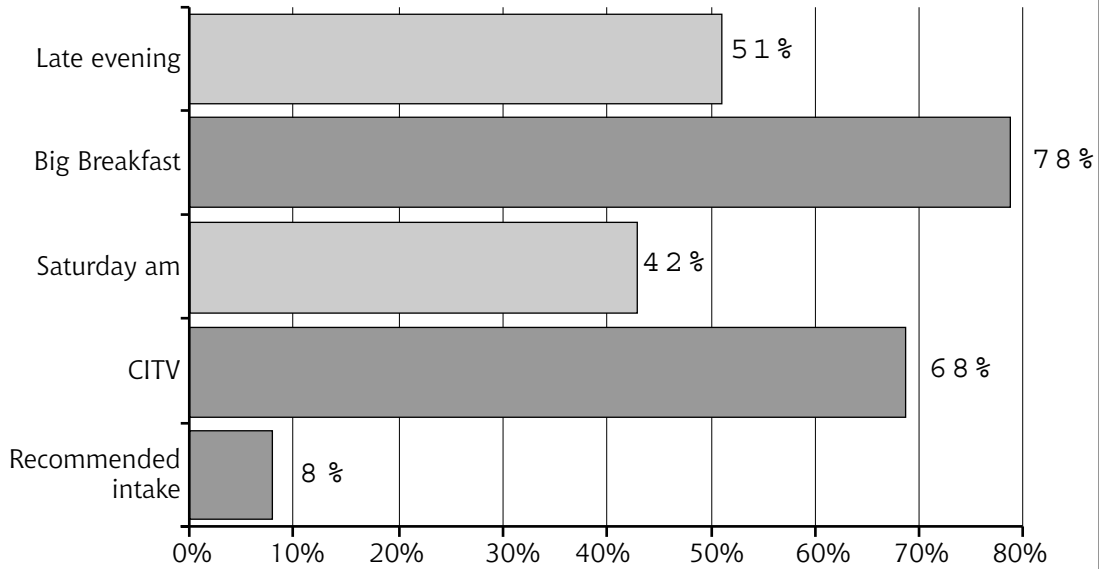
The two charts presented (on page 16) contrast the Balance of Good Health dietary composition recommendations for 'fatty and sugary' foods and for 'fruit and vegetables' with the classification of food advertising in the four TV monitoring periods.

Fatty and sugary foods

The Balance of Good Health recommends that fatty and sugary foods should comprise no more than 7% of the total diet. However, these foods (mainly confectionery, cakes and biscuits) comprised up to three quarters (78% during Big Breakfast and 68% during CITV) of advertised foods. Therefore food advertising was out of proportion to recommended consumption levels by a factor of up to 11 times. The foods children should eat least are those which are most heavily advertised.

* It is interesting to note that following political pressure from the food industry, the original 'Fatty and sugary foods' category of the Balance of Good Health was changed to 'Foods containing fat. Foods containing sugar'. This report uses the original and more informative terminology published by the Health Education Authority, 1994.

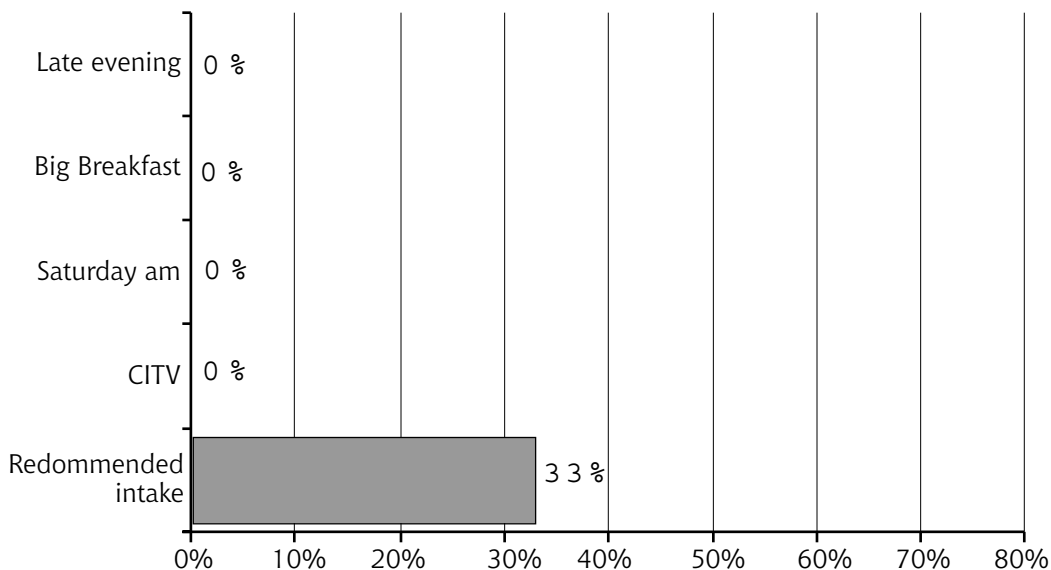
Fatty and sugary foods: a comparison between recommended dietary intake and percentage of food advertising during four TV monitoring periods.



Fruit and vegetables

The Balance of Good Health recommends that fruit and vegetables comprise at least a third of the diet (33%) and that people should "eat a wide variety". However, there were no advertisements for fruit and vegetables during any of the monitored time periods. The foods children should eat most are those which are least advertised.

Fruit and vegetables: a comparison between recommended dietary intake and percentage of food advertising during four TV monitoring periods.



Bread, other cereals and potatoes

It is recommended that bread, breakfast cereals, potatoes, rice, pasta and other cereals should comprise approximately 34% of the diet. The proportion of all foods advertised falling into this group during the Big Breakfast (12%) and CITV (20%) were well below the recommended dietary composition level (Table 4). Although the proportion of bread, cereal and potato advertising during Saturday morning TV seems high (42%), closer assessment reveals a large contribution from adverts for sugary breakfast cereals during this viewing period.

Milk and dairy foods

Foods included in this category – milk, cheese, yogurts and fromage frais (but not butter or cream) – should comprise approximately 15% of the diet. The Balance of Good Health also recommends that lower fat alternatives are chosen whenever possible. For all monitoring periods, the percentage of advertised products in this category was significantly lower than this recommended consumption level (Table 4).

Meat, fish and alternatives

The Balance of Good Health includes meat, fish and alternatives such as beans and pulses in this category, foods which it is recommended should make up approximately 12% of the diet. For all the monitoring periods, the percentage of advertised products in this category was lower than this recommended consumption level and was only 1% to 2% during the Big Breakfast and CITV (Table 4).

Discussion

Research findings

This research contributes to the growing body of evidence which demonstrates that, in spite of the widespread concerns of health professionals, consumer organisations, children's welfare organisations, parents and others, TV advertising during children's programming continues to be dominated by foods that are high in fat, sugar and/or salt. The research also confirms that advertisements only very rarely promote fruit and vegetables, creating an unhealthy balance which directly contradicts national healthy eating guidelines.

Both methods of nutritional assessment used in this report clearly demonstrate that adverts for 'fatty and sugary' foods (the Balance of Good Health) and foods high in fat, sugar or salt (Coronary Prevention Group Banding Scheme) make up the vast majority of food advertising to children, thus contradicting health recommendations. The kinds of foods that we should eat less frequently are those which are most intensively advertised. These findings are consistent with those reported in previous research conducted by the National Food Alliance in 1993¹ and 1995.²

A 1998 content analysis study undertaken by researchers at the Division of Psychiatry and Behavioural Sciences at Leeds University,³⁹ also found that "advertisements during children's TV are still dominated by those foods of questionable nutritional value." Their report, published in the International Journal of Obesity, concludes that adverts aimed at children are designed in a manner "to engage attention and emotional response" and more widely, that "food advertising is an example of directed and coercive influence that is of little benefit to its audience."

The following recommendations, which should have the effect of significantly reducing the negative influence of TV advertising on

children's diets, are directed towards the Government's Food Standards Agency, the Independent Television Commission and the food industry.

Recommendations for the Food Standards Agency

The FSA Board has identified the promotion of foods to children as a priority issue and is proposing to develop a voluntary code of practice on the marketing of food to children (see page 4). Sustain welcomes the FSA's commitment to examine how the acknowledged high levels of concern can be addressed.

Whilst the development a voluntary code of practice with consumers, enforcement authorities and industry is seen as a positive step, Sustain shares the views held by other public interest organisations that voluntary controls are likely to be too weak, poorly enforced and ineffective. Sustain believes that statutory controls, similar to those introduced in other European countries, are the most effective safeguard to prevent the unbalanced promotion of unhealthy foods to children.

We recommend that the FSA should:

- Accept the relative weakness of the proposed voluntary code of practice on the promotion of foods to children and advise the Government to introduce statutory controls;
- Facilitate the introduction of UK-wide and/or European legislation which protects children from excessive and unfair advertising, marketing and promotional activities;

- Support and encourage initiatives for the more effective promotion of fruit and vegetables, particularly to children;
- Endorse the following recommendations to the ITC.

Recommendations for the Independent Television Commission

The Independent Television Commission (ITC) introduced a revised Code of Practice on food advertising in 1995 (see page 4). The new rules were meant to ensure that "all food advertisers must have regard to increasing public expectations that advertising in this sector should pay responsible attention to the health implications."⁴⁰

Sustain welcomed these new rules as an important step in the right direction, but criticised them for applying only to individual advertisements. Thus, whilst any one advert should not breach the Code's provisions which state that adverts must not "disparage good nutritional practice" nor encourage "excessive consumption", it is our view that the overall imbalance of TV food advertising, particularly to children, does just that. Furthermore, this research has shown that the changes introduced in 1995 have had no discernible impact on the totality of advertising messages, particularly to children. Fatty/sugary/salty foods continue to be promoted as desirable and attractive food choices.

The ITC is currently undertaking a major review of its advertising codes, which, we understand, will encompass advertising to children. One area which the ITC will be examining is the potential for advertising to 'mislead'. It is well recognised that children,

particularly young children, are not fully capable of understanding the purpose and subtleties of advertising.^{25, 26} Indeed research commissioned by the ITC confirms that it is only from "middle childhood", which the ITC defines as between 8 and 11 years old, that children can really understand the persuasive purpose of advertising.⁴¹

Coupled with children's inability to comprehend fully the purpose of advertising is their inability to comprehend fully the health consequences of their food choices. Thus, unhealthy food advertising which targets young children in particular will inevitably 'mislead' them. Why, then, does it continue to be permitted?

We recommend that the ITC should review its Code of Advertising Standards and Practice to:

- Prohibit advertising and promotion of unhealthy foods during periods when large numbers of young children are likely to be viewing;
- Afford greater protection for younger children, who may be more easily misled because they are less able to understand fully the nature and purpose of advertising;
- Bring within its scope the effect of advertising as a whole, thereby ensuring that the Code is applied to advertising in total and not just to individual advertisements;
- Make provisions for effective enforcement of the Code, with particular regard to the above changes.

Recommendations for the food industry

With unhealthy foods constituting a significant element of the average child's diet, it is disingenuous for the food and advertising industries to argue, as they often do, that advertising plays an insignificant role in children's food choices (see Appendix I). If this was the case, then companies would of course not spend millions of pounds each year promoting these foods to children. Sustain proposes that advertising not only has a direct effect via children's food choices, but also has an indirect effect on parents and peers.

In July 2000 the Co-op committed itself to a voluntary ban on advertising, during children's TV hours, of all food and drink products high in fat, sugar or salt³ (see page 5). We welcome the Co-op's commitment to show greater social responsibility in the way in which foods are marketed to children. The Co-op is calling on others in the food chain to follow this lead.

We endorse this recommendation and call on the food and advertising industries and media that earn revenue from advertising to:

- Exercise greater social responsibility towards children, particularly children's nutrition, and take action to make children's TV free from advertising for unhealthy foods;
- Ensure that marketing strategies and promotional activities do not exploit children's age or vulnerabilities;
- Recognise that in the long-term, brand loyalty is likely to be undermined by 'unsocial' practices, but enhanced by 'socially responsible' ones.

Conclusion

Whilst parents, medical, health and education professionals endorse Government advice that fatty, sugary and salty foods should be eaten infrequently and in limited quantities, children's TV continues to be dominated by advertising that portrays these unhealthy foods as attractive and desirable food choices. The diet promoted and reinforced by TV advertising is very distant from the recommended nutritionally balanced diet. Healthy eating guidelines include increased consumption of fruit and vegetables, adverts for which are virtually absent from most children's (and adult) TV programming. The recommendations presented in this report would help to redress this imbalance and protect children from immediate and longer-term damage to their health.

Appendix I: **Children and advertising – the arguments industry use**

The following statements summarise the main arguments in defence of current advertising practices made by the food and advertising industries in a number of places over a period of several years.

- 1) There's nothing wrong with children's diets – children are taller and bigger than ever.

We are not aware of any authoritative research indicating that greater height, independent of other factors, is indicative of better health. However, the industry is correct in one respect – children are bigger than ever before. In fact, all the recent research demonstrates that childhood overweight and obesity is increasing at an alarming rate. Research published in January 2001 in the *British Medical Journal*¹⁰ demonstrates that from 1984 to 1994 the numbers of overweight boys in England increased from 5.4% to 9.0%, whilst the numbers of overweight girls increased from 9.3% to 13.5%. The research concludes that these rising trends are likely to be reflected in increases in adult obesity and associated ill-health.

The message from medical professionals is clear. A *British Medical Journal* editorial, in February 2000 entitled, 'Childhood obesity: time for action, not complacency',¹⁵ states unambiguously, "Children should be encouraged to eat fewer high fat snacks such as crisps and biscuits and to avoid consuming a large proportion of total energy from sweetened drinks".

- 2) Increasing obesity is mainly about low levels of physical activity – it has little to do with diet.

A simple explanation of weight gain is that people eat more energy (calories) than their body requires. It is clear that both diet and physical activity are important in determining a person's weight.

Industry draws upon the work of Andrew Prentice and Susan Jebb (from the Medical Research Council's Dunn Clinical Nutrition Centre) in an attempt to discount the role that diet has in the rising levels of childhood and adult obesity.^{36, 37} However, Prentice and Jebb's research acknowledges the dual importance of diet and physical activity. Their report concludes, "This analysis suggests that public health strategies must be targeted both at a reduction in the fat content of the diet and at avoidance of physical inactivity if they are to have any chance of reversing the current trends in obesity and of avoiding the associated health consequences"⁴² [our emphasis].

The close association between dietary fat and weight gain is explained by the fact that fat has more than twice the energy density of carbohydrate and protein. Furthermore, Prentice and Jebb also explain that there is good evidence to indicate that the consumption of fat undermines the normal mechanisms regulating energy balance in humans. Both experimental and population based studies demonstrate the link between being fat and eating a high fat diet.⁴³

Industry counter that, since people are eating less food (and less fat), then food cannot be causing obesity. However, even though we are all eating less, the proportion of fat in our diet remains stubbornly high. Moreover, our rates of physical activity have declined even more

rapidly than our food intakes, so we are still consuming more energy than we are expending and, consequently, gaining weight.

Renowned scientists continue to acknowledge the positive impact of both physical activity and appropriate food choices. In a British Medical Journal editorial entitled, 'The obesity epidemic in young children' in February 2001, Professor William Dietz writes, "Television advertising of food directed at young children may help explain why reduced TV viewing reduces rates of weight gain" and "Reducing the amount of time that children are allowed to watch TV is one strategy that offers children opportunities for activity, and it is likely to alter requests for advertised foods as well." ⁴⁴ These are foods which, as the current report demonstrates, are very often high in fat (as well as sugar and salt).

3) There is no such thing as 'unhealthy' food.

The latest Government survey of children's eating habits confirms that children are eating too much saturated fat, sugar and salt and not enough fruit and vegetables. Data from the National Diet and Nutrition Survey⁶ demonstrates that more than 92% of children have saturated fat intakes which exceed the maximum recommended dietary level for adults. Similarly, the Survey found that more than 83% of children have intakes of non-milk extrinsic sugars (added sugars) which are higher than the maximum adult recommended dietary level. In addition, more than three quarters of children have intakes of salt which are above the COMA maximum recommended level for adults (6.0g /day) and often their intakes are more than twice the recommended level for their age.

In their recent analyses of the National Diet and Nutrition Survey, presented in their

respective responses to the Food Standards Agency's proposed code of practice on the promotion of foods to children, both the Advertising Association and Food and Drink Federation seemingly forget to mention children's intakes of sugar, salt and saturated fat.^{36, 37} It is hard to imagine how children's diets can become unhealthy – containing too much saturated fat, sugar and salt – if it is not by eating food which contains too much of these components, i.e. unhealthy foods.

4) Children understand adverts better than parents think they do.

Advertisers commission expertly qualified and experienced professionals to design advertisements which promote their commercial interests. Although adults are also susceptible to the underlying messages in these advertisements, they generally have a better understanding of the nature and purpose of advertising. They are more likely to realise that commercial messages are by their nature partisan and do not always give the whole picture.

There is evidence however, that young children do not understand the purpose of TV adverts.^{24,26, 41} Research commissioned by the Independent Television Commission⁴¹ (ITC) has shown that at four years of age children see advertising as entertainment and by six or seven years of age children think that advertising is there purely to provide information about goods and services. A study quoted in the ITC report⁴⁵ suggests that only a quarter of 11-to 12-year olds are able to provide an explanation of why advertisements are shown on TV that demonstrates an understanding of selling and profit motives. Other reviews of children and TV advertising^{24, 26} are clear that it is only between the ages of 10 and 12 years that

most children have developed a fuller understanding of the purpose of advertising.

Thus, younger children, even if they can distinguish between adverts and programmes (and many cannot), are far less likely to realise that the purpose of TV advertising is to persuade them to buy something. Children have no real concept that those responsible for advertising view them as a source of sales and profit. It is only when children have an understanding of the intention, motives and aims of advertising, that they are able to begin to develop a critical attitude towards advertising. Even then, it is not at all clear that this makes children a legitimate target for advertising. Most children, for example, are aware that smoking is harmful. But we also know that the prospect of 'harm', particularly when it will occur at a distant time called 'adulthood', is not sufficient to deter some children from smoking. We therefore protect children from advertisements which promote tobacco.

5) Exposure to adverts educates children in the modern world of commercial communications.

We agree that children should be educated about the modern world of commercial communications. Several Sustain members have produced educational packs for this reason.^{46,47} Most advertisers would agree that advertisers are not impartial and it is clear that those with vested interests are not best placed to guide children through the pros and cons of modern commercial communication. We would also argue that watching advertisements is not the same as education. If viewing something was enough, in itself, to acquire critical understanding we would all be expert chefs by now, given the number of cookery programmes on TV!

6) TV advertising funds children's TV programmes.

If there are compelling reasons why TV advertising should not be targeted at young children, then counter arguments relating to how advertising income is spent should not be relevant. Quite simply, if TV advertising has negative effects on young children, then it should not be permitted. Clearly it is important that there is appropriate funding for high quality children's programming on both publicly funded and commercial TV, but this funding should not be obtained at the expense of children's health. In the commercial sector, the potential for cross-subsidising the cost of children's TV should be explored – we are not aware of any requirement that children's programming should only be funded by advertising revenue which is generated during children's programmes themselves. Children's programming should always reflect the needs and interests of children, not the value that they have for advertisers.

In any case, as a link exists between TV viewing and childhood obesity,^{44,48,49} and industry are keen to emphasise the importance of physical activity, it is contradictory for industry to also argue that children should have endless options for TV entertainment.

7) Hardly anyone complains about the advertisements which appear on children's TV.

This statement does not acknowledge that in order to express concern about an issue, people have to be aware that there is a reason to be concerned, know who to complain to, have the time and inclination to do so and believe that it will be worthwhile.

In relation to nutrition, the public tends to feel itself confused. This is illustrated by the

findings of the FSA's 2001 Consumer Attitudes to Food Survey,⁵⁰ which shows that although people know that they should eat more healthily, only 36 per cent of respondents knew that eating five portions of fruit and vegetables a day was recommended for a healthy diet. In addition, most could not explain how to measure a 'portion'.

While, historically, people have not complained about advertisements, surveys conducted by independent market research companies have demonstrated that the vast majority of parents (up to 85%) want to see tighter controls on the advertising of unhealthy foods to children.^{1,38} It is also worth noting the disparity between industry's claim of a low level of complaints and the FSA's observed "considerable concern" relating to the negative effects of the way foods are promoted to children.²⁸

Moreover, the ITC will not consider complaints relating to the overall effect of advertising. It will only adjudicate those complaints which are submitted about individual adverts. This application of its Code of Advertising Standards and Practice reflects the ITC's consistent failure to recognise any potential for a cumulative negative effect of advertising on children.

- 8) There is no evidence demonstrating that advertising increases the sales of whole product categories – advertisements only affect brand choice within these categories.

Marketing campaigns target four areas of customer behaviour in order to increase sales. In addition to strengthening brand loyalty, they are designed to encourage customer brand switching, to encourage existing customers to buy more and to increase the market by introducing new customers.

Although brand switching is clearly a part of marketing drives, campaigns are also designed to increase sales through market growth. The same claims about brand switching used to be presented by the tobacco advertising industry, but convincing evidence that tobacco advertising persuades children to smoke has undermined this argument.⁵¹ It is disingenuous of industry to suggest that advertising campaigns only affect brand choice. Even if brand switching was the only effect of advertising, it could still have negative nutritional effects, since some brands are nutritionally inferior to others within product categories.

If advertisements did not influence children, then the advertising industry would be wasting millions of pounds of manufacturers' money. The scale of promotional activity targeted at children in the UK is enormous. The plain fact is that advertising works, and industry knows it.

- 9) Advertising exercises a right to commercial freedom of speech.

The European Convention of Human Rights safeguards the legitimate right to freedom of expression on political, religious, scientific and artistic matters (Article 10). However, it describes how the exercise of this freedom carries with it responsibilities for the protection of peoples' health, morals and rights. The advertising of unhealthy foods to children on TV does not, therefore, represent an exercise of free speech. As the American Academy of Pediatrics has reported, "advertising food products to children promotes profit rather than health".⁵²

Appendix II: Coronary Prevention Group Banding Scheme

	Target	Low	Medium-Low	Medium-High	High
% Energy					
Protein	15.00* ¹	<7.50	7.50-15.00	15.00-22.50	>22.50
Carbohydrate	47.00*	<23.50	23.50-47.00	47.00-70.50	>70.50
Total Sugars	17.00* ³	<8.50	8.50-17.00	17.00-25.50	>25.50
Added sugars	10.00*	<5.00	5.00-10.00	10.00-15.00	>15.00
Total Fat	33.00*	<16.50	16.50-33.00	33.00-49.50	>49.50
Saturated Fat	10.00*	<5.00	5.00-10.00	10.00-15.00	>15.00
Polyunsaturated Fat	6.00*	<3.00	3.00-6.00	6.00-9.00	>9.00
Monounsaturated Fat	12.00*	<6.00	6.00-12.00	12.00-18.00	>18.00
mg/10MJ					
Cholesterol	300.00* ¹	<150.00	150.00-300.00	300.00-450.00	>450.00
g/10MJ					
Total Salt	6.00* ¹	<3.00	3.00-6.00	6.00-9.00	>9.00
Total Sodium	2.36* ¹	<1.18	1.18-2.36	2.36-3.54	>3.54
Total Fibre	30.00* ²	<15.00	15.00-30.00	30.00-45.00	>45.00
NSP	18.00*	<9.00	9.00-18.00	18.00-27.00	>27.00

Notes

* = Dietary Reference Values (DRV) as a percentage of daily total energy intake, from COMA DRV Report⁵⁵ (for non-starch polysaccharides (NSP) = g/day).

*1 = Upper Limit for population average intake, from WHO Report.⁵⁴

*2 = Lower Limit for population average intake, from WHO Report,⁵⁴ adjusted so comparable with target for NSP.

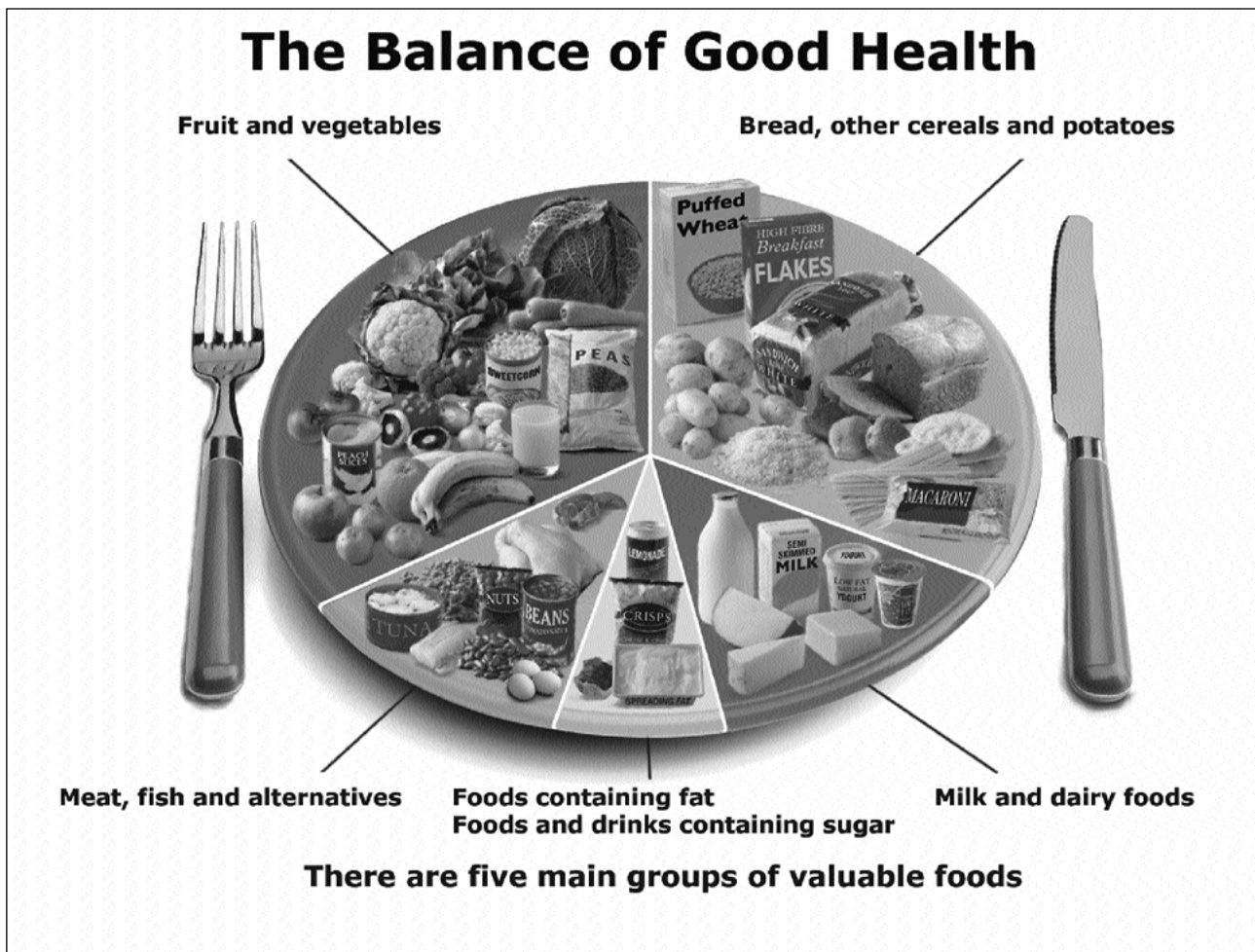
*3 = Target calculated from Dietary Reference Value target for non-milk extrinsic sugars plus estimate for intrinsic sugars derived from COMA Report on sugars.⁵⁵

10 MJ = estimate of average daily total intake.

Energy conversion factors:

Protein: 17 kJ/g; Fat: 37 kJ/g; Carbohydrates: 16 kJ/g.

Appendix III: The Balance of Good Health



Food Standards Agency, 2001, The Balance of Health – information for educators and communicators, FSA London.

Appendix IV: Advertised foods by category

	Number of adverts monitored			
	CITV	Sat am	BB	Late pm
Confectionery				
Aero (Nestlé)	-	-	1	-
Wrigley's Airwaves Chewing Gum	-	-	-	3
Cadbury's Bunny Eggs	1	1	2	-
Cadbury's Crème Eggs	1	-	-	1
Cadbury's Yowie	4	2	6	-
Crazy Dips (Chupa Chups)	-	2	-	-
Flip-Flop Lollipops (The Topps Company)	-	1	-	-
Haribo (Dunhills)	-	-	6	-
Kinder Surprise (Ferrero)	3	1	6	-
Skittles (Mars)	2	-	-	-
Smint (Chupa Chups)	-	-	1	-
Toffee Crisp (Nestlé)	-	-	1	-
Terry's Chocolate Orange	2	1	2	1
Snickers Bar (Mars)	-	-	-	1
Total	13	8	25	6
Breakfast Cereals				
Alpen (Weetabix)	-	1	-	1
Frosties (Kellogg's)	-	3	-	-
Fruitibix (Weetabix)	-	1	-	-
Kellogg's Kids Cereals (Coco-Pops, Choco Flakes, Frosties, Rice Crispies)	1	3	-	-
Rice Crispies (Kellogg's)	-	1	-	-
Nestlé cereals (Shredded Wheat, Cheerios, Shreddies)	-	-	-	2
Special K (Kellogg's)	-	-	2	2
Sugar Puffs (Quaker)	1	-	-	-
Weetabix (Weetabix)	-	-	-	2
Kellogg's Cereal and Milk Bars (CocoPops/Frosties)	1	3	-	-
Total	3	12	2	7

	Number of adverts monitored			
	CITV	Sat am	BB	Late pm
Cakes and biscuits				
Aviva (Novatis)	-	-	-	1
BN (McVities)	-	-	3	-
Chocolate Digestives/Jaffa cakes (McVities)	-	-	1	-
Go Ahead (McVities)	-	1	1	-
Jaffa Cakes (McVities)	-	-	2	-
Jammy Dodgers (Burtons)	5	-	5	-
Penguin (McVities)	-	3	5	-
Viscount Mint Bars (Burtons)	9	4	8	1
Total	14	8	25	2
Ready Prepared foods				
Batchelors Cup-A-Soup	1	2	-	2
Bird's Eye Beef Stew and Dumplings	-	2	-	-
Bird's Eye Chicken Dippers	1	2	1	-
Bird's Eye Chicken Tikka Curry	-	1	-	1
Dairylea Lunchables (Kraft Foods)	3	-	-	-
Freschetta Frozen Pizza	2	-	-	6
Knorr MicroNoodles	-	-	7	-
McCain Oven Chips	-	-	-	2
Pot Noodles (Best Foods)	-	-	2	-
Uncle Ben's Express Rice (Pedigree Masterfoods)	3	-	-	1
Quorn (Marlow Foods)	-	-	-	2
Total	10	7	10	14
Baby food				
SMA Progress Sachets (Wyeth)	-	1	2	1
Total	0	1	2	1

	Number of adverts monitored			
	CITV	Sat am	BB	Late pm
Savoury snacks				
Hula Hoops (KP Foods)	1	1	3	-
Dorito's 3-Ds (Walkers)	-	-	-	2
Total	1	1	3	2
Fats and Spreads				
I Can't Believe It's Not Butter (Van den Berghs)	2	2	-	1
Lurpack Butter (Arla foods)	1	-	-	2
Olivio (Van den Berghs)	-	3	-	3
Total	3	5	0	6
Bread				
Kingsmill Wholemeal (Allied Bakeries)	-	-	-	1
Total	0	0	0	1
Sauces				
Chicken Tonight (Van den Berghs)	1	4	-	1
Dolmio Pasta Sauces (Pedigree Masterfoods)	3	-	-	1
Homepride Pasta Bake Sauces (Campbells)	-	3	1	-
HP Sauce (HP Foods)	-	-	2	
Lea and Perrins Worcester Sauce	-	-	-	2
Oxo cubes (Van den Berghs)	2	2	-	1
Ragu Pasta Sauce (Van de Berghs)	-	1	-	1
Total	6	10	3	6

	Number of adverts monitored			
	CITV	Sat am	BB	Late pm
Dairy				
Actimel (Danone)	-	-	2	1
Harmonie organic yoghurts	2	-	-	-
Muller Yogz	-	2	5	-
Onken Fru-Froo	-	2	-	-
Saint Agur Cheese	-	-	-	1
Total	2	4	7	2
Soft drinks				
Coca-cola (Coca-Cola)	-	1	3	-
Diet Coke (Coca-Cola)	-	-	2	-
Red Bull (Red Bull)	-	-	3	1
Robinson's High Juice	-	-	1	2
Sunny Delight (Procter and Gambol)	-	1	-	-
Vimto (Vimto Soft Drinks)	3	-	-	2
Total	3	2	9	5
Restaurants				
Kentucky Fried Chicken	2	-	1	1
McDonalds	1	6	6	1
Pizza Hut	-	-	-	2
Total	3	6	7	4
Hot beverages				
Nescafé Gold	-	-	1	-
Tetley Teabags	-	-	-	1
Total	0	0	1	1
Sweeteners				
Canderel	-	-	-	1
Total	0	0	0	1

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