



RUDD CENTER

FOR FOOD POLICY
& OBESITY



Yale University

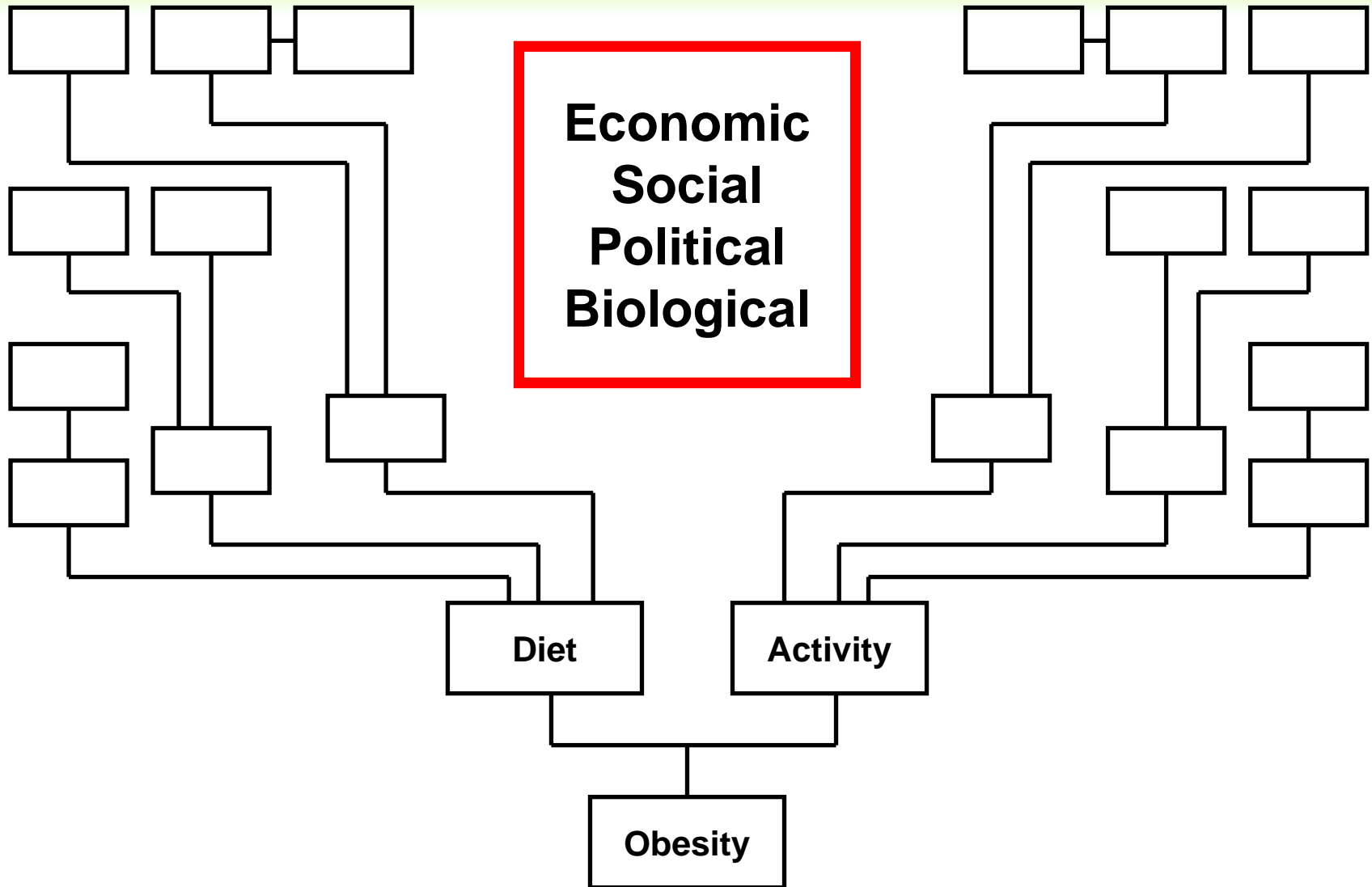
www.YaleRuddCenter.org



On Preventing Nutrition Negligence



Roadmap for Nations





The Science

“The literature indicates relationships among marketing, dietary precursors, diet, diet-related health, and in particular, adiposity.”

-- IOM, 2005

“Research indicates that children’s food choices – and parents’ food purchases – are significantly impacted by the advertising they see.”

-- Kaiser Family Foundation, 2004



“...marketing affects food choice and influences dietary habits, with subsequent implications for weight gain and obesity.”

-- WHO, 2004

“Food promotion is having an effect, particularly on children’s preferences, purchase behaviours and consumption.”

-- Hastings et al. 2003 (for Food Standards Agency)



Government Submission

“The assertion that heavy marketing of energy-dense foods increases the risk of obesity is supported by almost no data.”

Asst to DHHS Secretary Tommy Thompson

“A ban would be ineffective because there is no reason to think that the ads kids see make them obese.”

Timothy Muris, FTC Chairman



Points of Diversion

- 1. Children now see fewer TV ads**
- 2. Only brand loyalty is affected**
- 3. Obesity exists in countries with ban (e.g., Sweden)**
- 4. Debate over self-regulation**
- 5. Knowledge of persuasive intent (age)**



How Much (not Whether) Duping Will Occur

(can “victories” be losses)

Agree to do education

**Scale back on television
will deploy in more cost-effective ways**

Scale up self-regulation

Yield on vulnerable age



Anti-Duping Strategies

Anti-Duping Task Force

- less impact does not = no impact
- impact = exposures x strength
- extreme vigilance

Framing is a key

- preempt food police argument
- highlight precedents for child protection
- underscore limits of commercial speech & children
- neuroscience (brainwashing)

Impact, not behavior as the outcome!



Trends in Public Opinion

	<u>2001</u>	<u>2003</u>	<u>2004</u>
Favor taxing foods	33%	40%	54%
Favor restricting children's food advertising	57%	56%	73%
Favor soft drink/snack food bans in schools	47%	59%	69%
Favor required calorie labeling in restaurants		74%	80%