
Protecting children from the harmful impact of food marketing: WHO/Europe's work

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Overweight and obesity among children aged 7–9 years

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25%

were living with **OVERWEIGHT**
with country-specific prevalence
ranging from 42% to 9%

11%

were living with **OBESITY**
with large differences between
countries — from 1% to 19%



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'BEST BUYS' AND OTHER RECOMMENDED INTERVENTIONS

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Best buys: Effective interventions with cost-effectiveness analysis $\leq$ I\$100 per HLY gained in low-income and lower middle-income countries



Reformulation of policies for healthier food and beverage products (e.g. elimination of *trans*-fatty acids and/or reduction of saturated fats, free sugars and/or sodium)^{1,2}

Front-of-pack labelling as part of comprehensive nutrition labelling policies for facilitating consumers' understanding and choice of food for healthy diets^{1,2}

Public food procurement and service policies for healthy diets (e.g. to reduce the intake of free sugars, sodium and unhealthy fats, and to increase the consumption of legumes, wholegrains, fruits and vegetables)^{1,2}

Behaviour change communication and mass media campaign for healthy diets (e.g. to reduce the intake of energy, free sugars, sodium and unhealthy fats, and to increase the consumption of legumes, wholegrains, fruits and vegetables)^{1,2}

Policies to protect children from the harmful impact of food marketing^{1,2}

Protection, promotion and support of optimal breastfeeding practices^{1,2}



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Tackling NCDs

Best buys and other recommended interventions for the prevention and control of noncommunicable diseases

Second edition

<https://www.who.int/publications/i/item/9789240091078>

WHO SET OF RECOMMENDATIONS ON THE MARKETING OF FOODS AND NON-ALCOHOLIC BEVERAGES TO CHILDREN (2010)

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1. Policy aim: to reduce the impact on children of marketing of HFSS foods

2. Objective: to reduce *exposure* and *power*

Rationale

Policy Development

3. Consider different approaches

4. Set clear definitions

5. Make settings where children gather free from marketing

6. Governments as the key stakeholders

7. Consider the most effective approach based on resources, benefits and burdens

8. Regulate cross-border marketing

9. Enforcement mechanisms and systems

Policy Implementation

Monitoring & Evaluation

10. Monitoring system

11. Evaluation system

12. Identify existing information and support further research

Research



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MAKING WHO EUROPEAN REGION THE SAFEST PLACE FOR CHILDREN IN TERMS OF UNHEALTHY PRODUCT MARKETING

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MAPPING

MONITORING

REGULATING

IMPLEMENTING

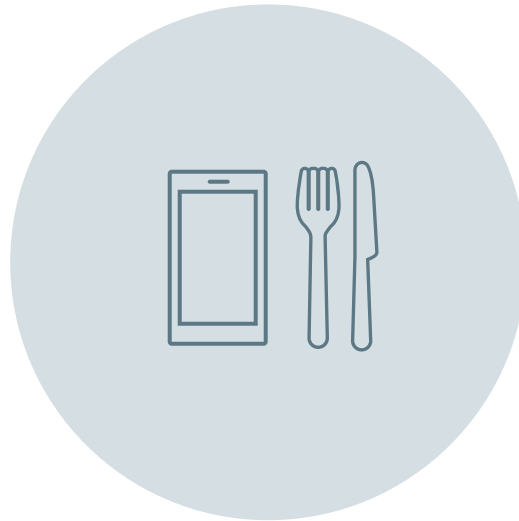


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Marketing in gaming



Meal delivery apps

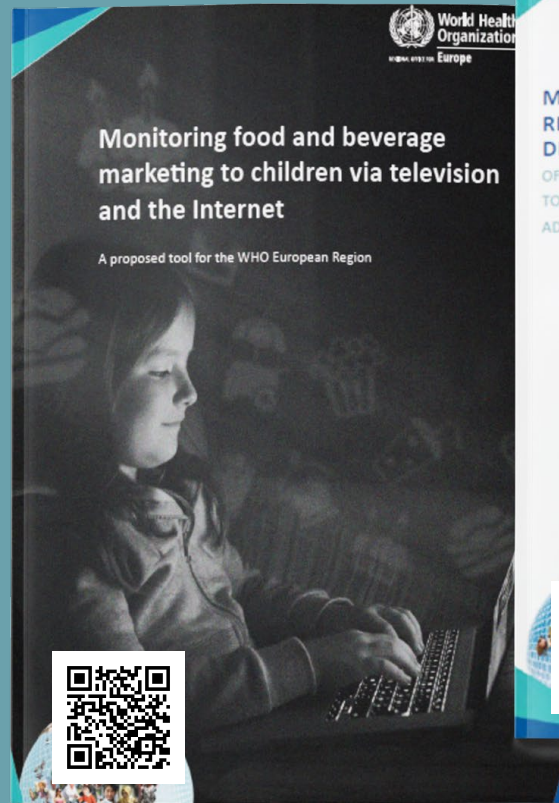


Brand marketing



MARKETING MONITORING TOOLS PROVIDED BY WHO/EUROPE

TV



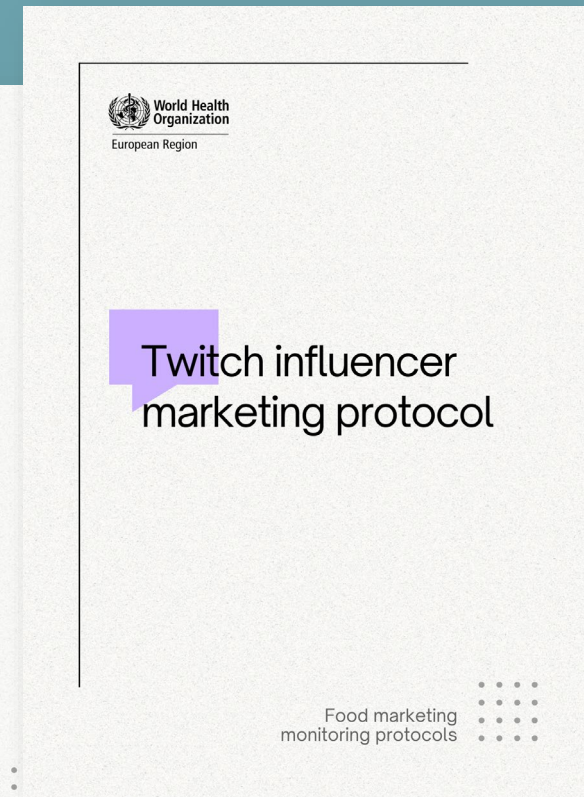
Digital



Outdoor



Gaming



SYSTEMATIC REVIEW OF THE EFFECT OF POLICIES TO RESTRICT THE MARKETING

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Authors: Emma Boyland, Lauren McGale, Michelle Maden, Juliet Hounsome, Angela Boland, Andrew Jones

- WHO European Region is lacking laws and mandatory regulations essential to protect children from harmful marketing
- Urgent need to comprehensively evaluate the effectiveness of existing policies
- Evidence suggests that marketing policies may result in reduced purchases of unhealthy foods as well as unintended consequences favorable for public health
- Evidence on diet and product change is limited



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Boyland E, McGale L, Maden M, Hounsome J, Boland A, Jones A. Systematic review of the effect of policies to restrict the marketing of foods and non-alcoholic beverages to which children are exposed. *Obes Rev*. 2022 Apr 5:e13447. doi: 10.1111/obr.13447. Epub ahead of print. PMID: 35384238.

WHO GUIDELINES



Policies to protect children from the harmful impact of food marketing

WHO guideline



Restricting digital marketing

in the context of tobacco, alcohol, food and beverages, and breast-milk substitutes: existing approaches and policy options



Comprehensive, mandatory regulation adapted to digital realities is required to effectively protect children



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PROTECTING CHILDREN FROM UNHEALTHY FOOD MARKETING IN THE WHO EUROPEAN REGION

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Guidance for Member States on designing a legislative response

- Focus on foods and beverages marketing
- Focus on European policy environment
- Overview of legal approaches, monitoring mechanisms and governance considerations



<https://iris.who.int/handle/10665/379532>



2019

The Law no. 30/2019 of 23 of April restricts the marketing of HFSS foods and drinks aimed at children under 16 years old

The law covers:

- schools, public playgrounds;
- TV, radio;
- cinemas;
- websites, social networks and mobile applications.



POSITION STATEMENT

1. Every child must be protected from violence, exploitation and abuse on the Internet
2. Children's rights must be respected by governments and commercial entities
3. Any person under the age of 18 must be recognized as a child
4. Children must be protected from unhealthy marketing
5. Data collection from children should be reduced to a minimum and not used for commercial purposes
6. Transparent monitoring and evaluation should be implemented
7. Cross-border collaboration should be improved
8. Children's health should always be prioritized



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**Making the WHO European
Region the healthiest online
environment for children**

Position statement (conference edition 2024)

THANK YOU

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