

KEY BARRIERS TO FOOD MARKETING REGULATION

Global Survey Results of 24 countries

Acknowledgements

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Introduction

Across the globe, as children go about their daily lives, they are exposed to high volumes of marketing for foods and beverages shown to be harmful to health (1). Caregivers are also inundated with food marketing that aims to influence children's dietary intakes (2, 3). Unhealthy food marketing creates social norms, increases brand loyalty and preference for unhealthy food and beverage products and increases children's total energy intake (4, 5). This leads to excess weight gain across the life-course and a heightened risk of non-communicable diseases (6–8).

Global and regional guidance is available to support countries to develop, adopt and implement legal responses to protect children from the harmful impacts of food marketing (9-11). Most countries around the world have committed at a global level to regulate marketing, but few have adopted and implemented comprehensive legal responses that adequately protect children from unhealthy food marketing.

The aim of this survey was to identify barriers, concerns and priorities of government officials and policymakers who are considering regulating children's exposure to unhealthy food and beverage marketing, and to identify practical tools that may encourage policy development and enactment.

Methods

A questionnaire was developed and hosted on a web-based platform to collect data from participants who had good knowledge of food marketing regulation within their country (see appendix for full survey). Two consultants worked with UNICEF country office staff to identify potential interviewees who were invited to complete the survey. The survey was sent to 67 potential interviewees across 43 countries between June and September of 2022.

The survey was developed by UNICEF consultants with extensive legal and public health expertise in food marketing controls, with input from relevant technical teams at UNICEF HQ and regional offices. The survey consisted of four overarching topics:

1. Current context
2. Priorities and feasibility of implementing legal measures to restrict unhealthy food marketing across the different media and settings
3. Perceived and real barriers to development, enactment and implementation
4. Tools and resources needed to support action

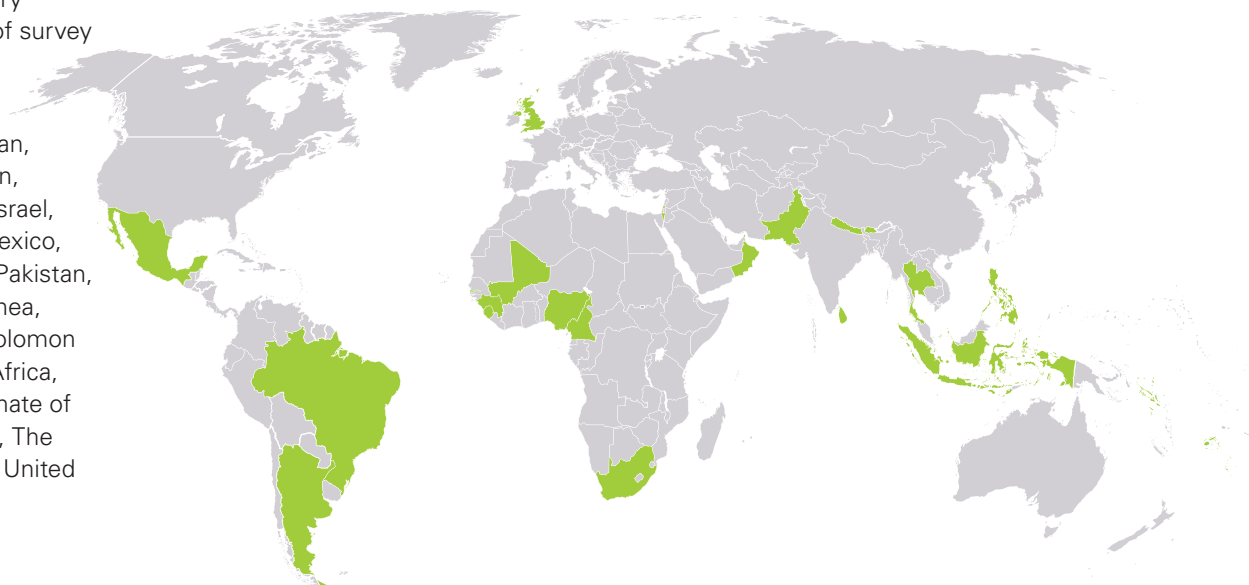
The survey included detailed instructions on how to answer the questions with definitions of key terms provided. The questionnaire was developed in English and translated into Spanish, French and Portuguese.

Upon receipt of each survey response, the consultants reviewed the data for completeness and valid responses. Data were then analysed and summary statistics were generated from closed-ended questions. For open-ended questions, common themes were extracted and reported.

Figure 1: Country representation of survey respondents.

Countries are:

Argentina, Bhutan, Brazil, Cameroon, Fiji, Indonesia, Israel, Kiribati, Mali, Mexico, Nepal, Nigeria, Pakistan, Philippines, Guinea, Sierra Leone, Solomon Islands, South Africa, Sri Lanka, Sultanate of Oman, Thailand, The Gambia, Tonga, United Kingdom





Across more than two-thirds of included countries, respondents perceived unhealthy food marketing to be a problem, and industry codes to be insufficient, but did not have the data to describe the extent of the problem.

Results

Response rate

The response rate for the survey was 40.3 per cent. In total, 27 valid responses were received from 24 countries (87.5 per cent low- or middle-income). Survey respondents were primarily from the Ministry of Health (or equivalent; 81 per cent), with remaining representation from other government departments (11 per cent) or civil society organizations (7 per cent).

Existing legal measures in place

Eleven of 24 countries reported having some form of existing legal measure in place to address children's exposure to unhealthy food marketing. These were related to the marketing of breastmilk substitutes (12.5 per cent), food marketing within schools (12.5 per cent), broadcast media (4 per cent), general consumer or child protection (4 per cent) or across multiple media/settings (20 per cent). Eighty per cent of respondents reported that their country had intentions to introduce additional legal measures; of these respondents, one-third reported that their country was in the phase of internal advocacy, a quarter reported being in the technical policy development phase and two reported that a bill (or equivalent) had been tabled in congress (10 per cent).

Country context for introducing legal measures

Overall, 88 per cent of respondents 'agreed' or 'strongly agreed' with the statement that unhealthy food marketing was a problem in their country. The only respondents that 'disagreed', or who answered 'neutral' or 'not sure' were from countries where legal measures were either already in place (n=1) or where a bill had been reported to be tabled within congress or parliament (n=2). No notable regional differences in responses were observed.



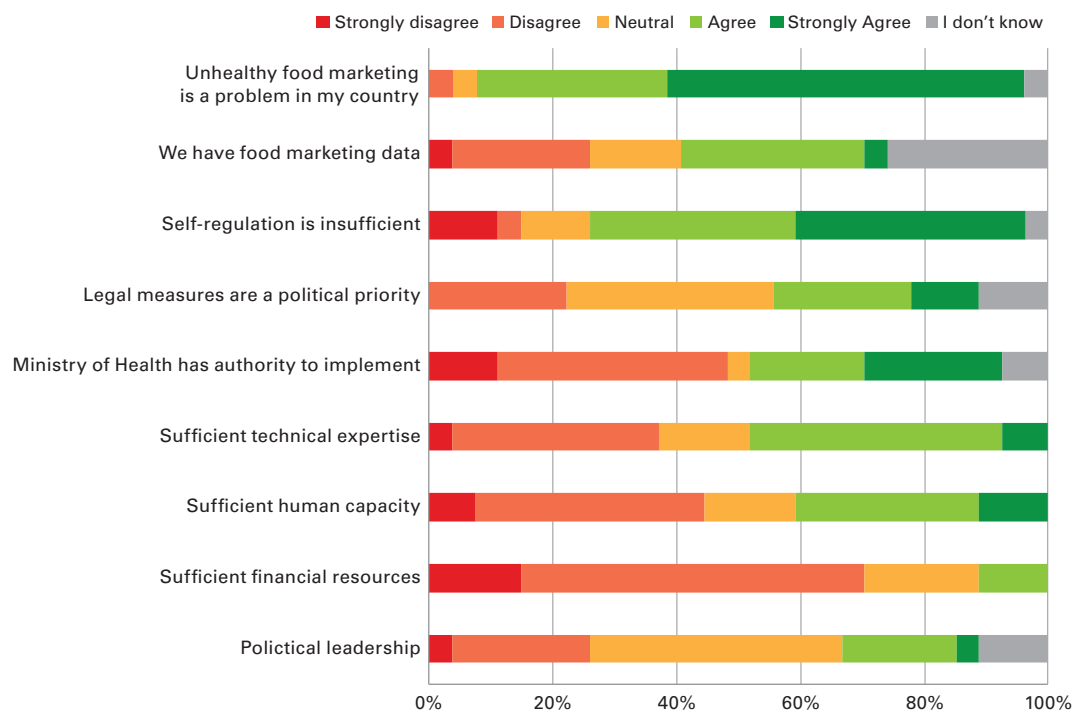
Almost all respondents (90 per cent) reported insufficient financial resources to develop a comprehensive legal response to address food marketing.

Despite most respondents reporting that unhealthy food marketing was a problem in their country, only 34 per cent reported that they had sufficient available data to describe the extent and nature of unhealthy food marketing in their country. Respondents representing Latin American countries were more likely to report availability of sufficient data. More than two-thirds of respondents (70 per cent) considered that the industry-led codes for regulating unhealthy food marketing in their country were insufficient. The remaining 30 per cent of respondents who reported that industry led codes were sufficient were spread across different global regions.

Fewer than one-quarter of respondents agreed or strongly agreed with the statement that their country had sufficient political leadership to develop a comprehensive legal response to address food marketing, with the majority (40 per cent) reporting a neutral response to this question. Respondents who agreed with this statement were more commonly from countries located within South Asia, South-East Asia or Latin America.

One-third to half of respondents reported that within their country, the Ministry of Health (or similar) did not have the authority to implement legal measures and their government did not have the technical or human expertise available for adequate policy development, including policy design, implementation, monitoring and enforcement (most commonly from the East Asia Pacific and African regions). Almost 90 per cent of respondents reported that their country did not have sufficient financial resources to develop a comprehensive legal response to address food marketing (where financial resources were defined as appropriate financial means to fund the human capacity and infrastructure required for an effective food marketing legal measure).

Figure 2: Country context for introducing legal measures to restrict unhealthy food marketing





CONVENTION ON THE RIGHTS OF THE CHILD

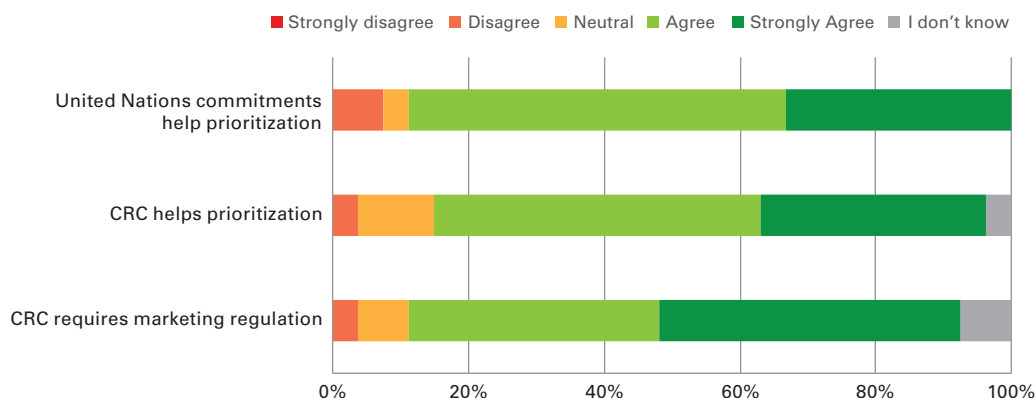
The United Nations Convention on the Rights of the Child is widely viewed, across all global regions, as a legitimate mechanism for prioritizing legal measures that protect children from unhealthy food marketing.

Perceptions of global human rights obligations and commitments

The vast majority of respondents recognized that the United Nations Convention on the Rights of the Child requires countries to protect children from unhealthy food marketing under international human rights law, with 37 per cent agreeing and 44 per cent strongly agreeing with this statement.

Respondents also agreed that the obligations of governments under the Convention on the Rights of the Child help them to prioritize food marketing controls on their political agenda (48 per cent agreed, 33 per cent strongly agreed). Respondents were then asked about other global commitments made at the United Nations level, such as the WHO Set of Recommendations on the Marketing of Foods and Non-alcoholic Beverages to Children and the ‘Best Buys’ for Non-communicable diseases, and whether they also helped governments prioritize a legal response to food marketing controls. Again, most respondents agreed (54 per cent) or strongly agreed (34 per cent) that these commitments helped their governments with priority setting.

Figure 3: Proportion of respondents who agreed or disagreed with statements related to global commitments



Respondents generally reported low feasibility for introducing legal measures to restrict unhealthy food marketing through sponsorship, on transport, in print and online.

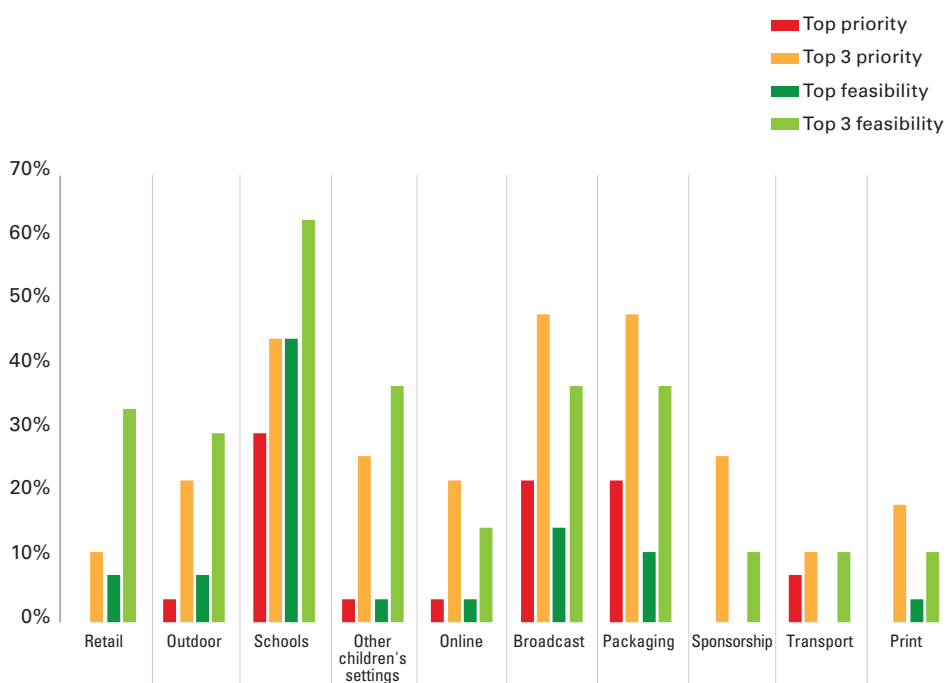
Feasibility and priorities for scope of food marketing policy

Respondents considered the school setting as most feasible for implementing legal measures to regulate unhealthy food marketing, with more than 60 per cent of respondents ranking schools within the top three media and settings for feasibility and more than 40 per cent ranking it as the number one ranked media or setting. Other children’s settings, broadcast media, packaging, retail settings and outdoor settings were ranked similarly, with approximately one-third of respondents ranking these in their top three for policy implementation feasibility. The feasibility of introducing legal measures to restrict unhealthy food marketing through sponsorship, on transport, in print and online, all ranked low. More than half of all respondents ranked the feasibility of regulating online media in the bottom three media or settings.

When asking respondents to rank media and settings in terms of their government’s likely priorities for protecting children from unhealthy food marketing, again schools were ranked highest (>40 per cent ranked schools

among the top three priorities) along with broadcast media and product packaging (almost 50 per cent ranked these among the top three priorities). The largest discrepancy between rankings of feasibility and priorities was for retail settings and sponsorship. For retail, more than one-third of respondents ranked this setting in their top three in terms of feasibility but only around 10 per cent ranked retail settings as a top three priority. Conversely, around 10 per cent of respondents ranked sponsorship in their top three with regards to feasibility of introducing legal measures to regulate unhealthy food marketing, but as a priority this as ranked much higher, with almost 30 per cent of respondents ranking unhealthy food sponsorship as a top three priority. Legal measures to regulate unhealthy food marketing on transport was ranked low in terms of both priority and feasibility.

Figure 4: Proportion of respondents ranking each media and setting as the top and top three for their governments' likely priorities and feasibility for protecting children from unhealthy food marketing



Barriers to action

Fifteen factors were listed in the survey and respondents were asked to rank each as 'not a barrier', a 'minor' barrier, a 'moderate' barrier, or a 'major' barrier. Participants could also answer 'not sure'. All listed factors, except for 'a lack of international treaties or human rights instruments', were rated as 'major' or 'moderate' barriers by most respondents. The most common barriers (according to the highest proportion of respondents ranking a barrier as a 'major' or 'moderate' barrier) included a lack of political support (in the administrative branch), lack of awareness or understanding that food marketing is an issue, lack of sufficient monitoring measures for compliance, insufficient enforcement systems and the complexities of online food marketing. Food industry influence was a key barrier, with more than 70 per cent of respondents reporting it as a 'major' barrier to policy development.

Figure 5: Proportion of respondents ranking potential barriers for their country to introduce government-led food marketing controls

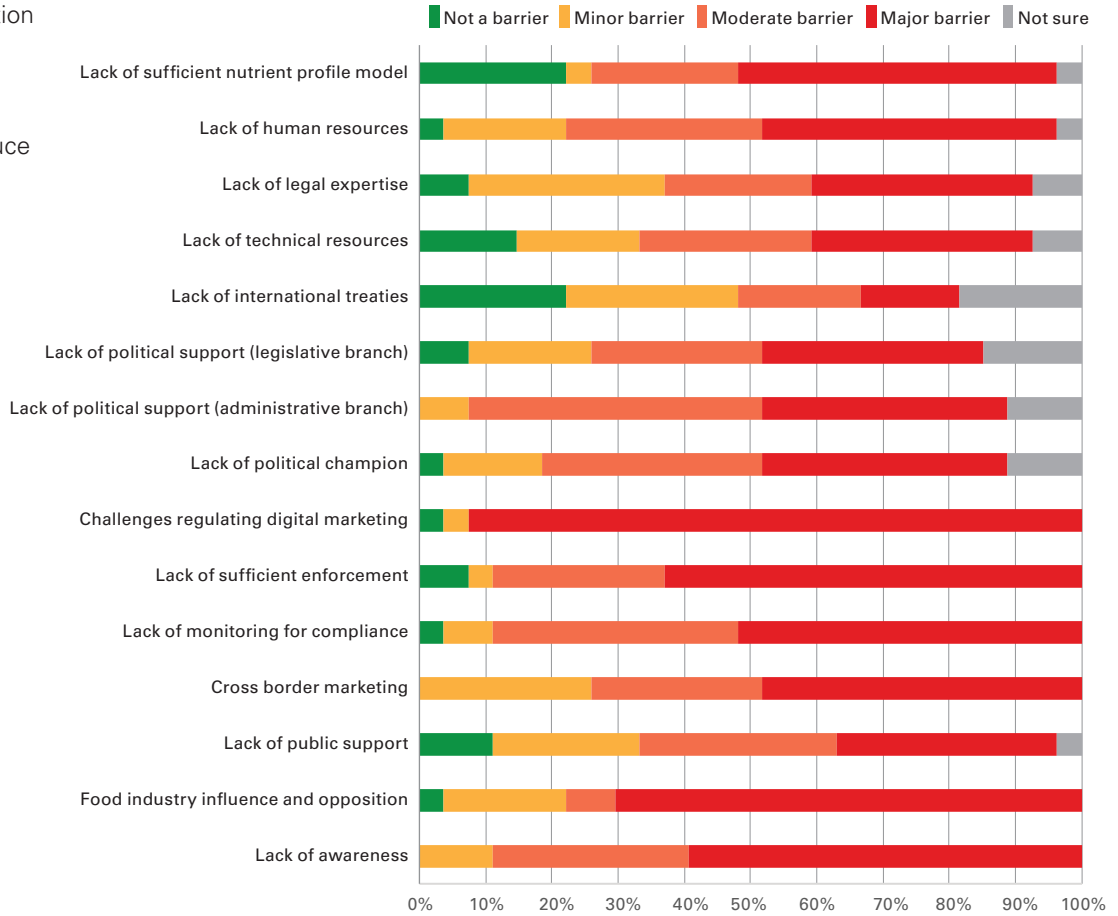
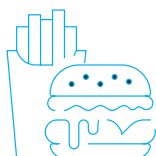


Figure 6: Word cloud of the major barriers to policy development and implementation identified in the qualitative responses





Respondents reported that a short guidance document outlining recommendations for legal design of food marketing controls, tailored to a specific country context, would be most useful for their country.

Open-ended responses to the questions asking respondents to list the top three barriers to the development of legal measures and key challenges to policy implementation centred on private sector or food industry interference and lack of effective monitoring and enforcement systems. Other barriers to policy development and policy implementation included a lack of civil society and multi-stakeholder awareness of the need for food marketing controls, a lack of political will and human resources to support policy development and implementation, and perceived challenges with cross border marketing and digital marketing. There were no notable differences between regions in reporting of barriers.

What support is needed?

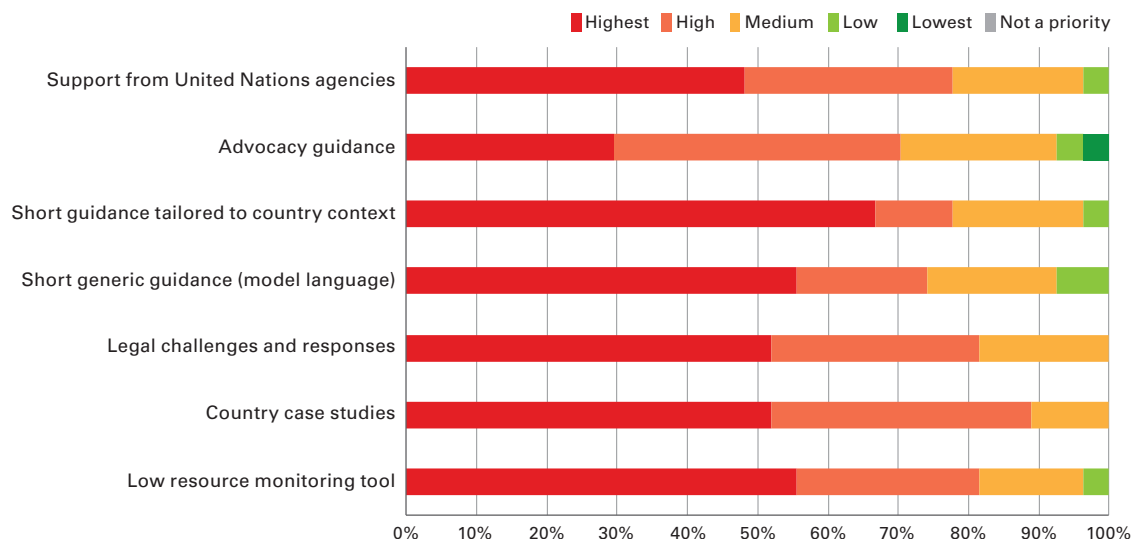
Participants were asked how much of a priority the following tools or resources would be to help their country develop legal measures to address food marketing:

- a. A simple and low-resource monitoring tool to undertake an audit on the extent and nature of unhealthy food marketing in my country
- b. Evidence briefs with detailed case studies of how other countries have designed and implemented (including monitoring and evaluating) legal measures to address food marketing
- c. A list of the potential industry challenges, including legal arguments, to oppose legal measures and how to counter these with examples from other countries
- d. A simple and short generic guidance document on how to design legal measures (including model wording or language) to address food marketing, developed for all countries to use
- e. A simple and short guidance document, tailored to my country context, on how to design legal measures (including legal entry points) to address food marketing
- f. Specific guidance or examples of advocacy in preparation for introduction of legislation – both within government and to garner public support
- g. Direct support and involvement from United Nations agencies in developing and advocating for the legal measures

All tools and resources were listed as a high priority. However, survey representatives reported that governments were most interested in legal capacity building and technical design guidance, especially if tailored to their specific context. A short legal guidance document, tailored to a specific country context, was most commonly regarded as the highest priority (67 per cent). Country case studies describing legal designs, challenges and opportunities, were also very commonly reported as the 'highest' or a 'high' priority for countries (almost 90 per cent). A low-resource monitoring tool to undertake an audit of the marketing environment was also ranked as a

‘highest’ or ‘high’ priority by more than 80 per cent of respondents. A generic guidance document on legal design (not context specific) was rated as a ‘highest’ priority by 56 per cent of respondents (with >70 per cent ranking it as ‘highest’ or high’ priority). The lowest priority tool was advocacy guidance or examples (nonetheless, >70 per cent of respondents still rated this as a ‘highest’ or ‘high priority’).

Figure 7:
Proportion of respondents rating tools and resources according to level of priority



When asked an open-ended question as to whether any other tools or support would assist their government to develop legal measures, the majority of respondents reported that monitoring tools were required to both help gather evidence of the issue in their country and also to aid with implementation and enforcement of legal measures. Other responses included local evidence, such as landscape analyses and access to legal expertise and technical support.

The majority of respondents agreed that the existing global or regional guidance documents developed by UNICEF and WHO regarding food marketing controls were useful. When asked how these guidance documents could be more helpful, answers included contextualizing the reports to the local area, providing more support on implementation, including how to enforce legal measures, making the language in the reports more accessible and simplified, directing the reports to multi-sectoral audiences as other key departments are involved in marketing laws, and providing case examples of countries that have adopted and implemented food marketing laws.



Discussion and future directions

This is the first study to survey representatives across predominantly low- and middle-income countries regarding their perceptions of legal measures to control unhealthy food marketing. The findings from this survey will enable United Nations agencies, academia and civil society to understand country needs so that appropriate resources and support can be provided to protect children across the world from the harmful impact of unhealthy food marketing.

Encouragingly, most respondents reported that their country, or at least the Ministry of Health within their country, wants to take action to protect children from unhealthy food marketing. However, countries overwhelmingly lack the necessary data to demonstrate the extent and nature of unhealthy food marketing within their country. While in some cases countries can use data from other, similar countries, or show the high prevalence of unhealthy food marketing without formal data collection, this lack of data can make it difficult to justify the need for legal responses. Therefore, support for in-country food marketing monitoring represents a key area where countries require additional support. Governments should be armed with the right data, at the right time and in the right format to catalyse and enable policy action.

It is encouraging that there was strong awareness pertaining to human rights and treaty obligations in relation to food marketing controls, and that these obligations are shaping political priorities across the different global regions. Respondents reported that governments were not only aware of their global commitments to protect children from unhealthy food marketing, but they also believed that these commitments could help prioritize a legal response to the issue. In particular, respondents were aware that the Convention on the Rights of the Child requires governments to restrict harmful marketing practices and that this should be interpreted as including protections from unhealthy food marketing.

Respondents reported many barriers that impede the ability to introduce and implement legal responses to protect children from unhealthy food marketing. Many of these barriers are common to other food policy areas and included a lack of political will, a lack of technical, financial or human resources to design and implement legal measures, and the power of the food and beverage industry to resist regulatory actions. Political will can be built by increasing civil society demand for food marketing controls, often generated by coordinated and widespread advocacy efforts. Legal measures for food marketing often cover many different government sectors (e.g., health, communication, transport and education); therefore, technical, financial and human resources must also span these sectors.

Industry opposition to food policies, including through political lobbying and marketing campaigns in direct opposition to a regulatory action, is often fierce and countries need to be well prepared to counter this. Clear government procedures related to conflicts of interest, with transparent rules for public-private engagement, can help mitigate industry interference.

Difficulties in monitoring and enforcement were also noted by respondents as a key barrier to policy adoption and implementation. If a policy is not monitored and enforced, there is less incentive for companies to comply. Monitoring and enforcement has been cited as a common challenge for successful implementation of food policy in low and middle-income countries (12). Monitoring has proven to be especially challenging in the online environment and this may help explain why a majority of representatives reported challenges regulating marketing on digital and online spaces as a key barrier to policy adoption and implementation. Emerging methods are being developed to enable and streamline the monitoring of online food marketing activities and could be considered for countries where no such data exist (13).

While a comprehensive approach to food marketing controls is necessary to adequately protect all children from all unhealthy food marketing, policy advocacy could focus on regulating schools and broadcast media as a first step, as these were most commonly reported as both a high priority and considered most feasible to regulate compared with other media and settings. Whilst the digital environment was commonly reported as a relatively high priority, it received low ratings for policy feasibility. This is not surprising given the complexity of online marketing, which is much more targeted, personalized and transient compared to food marketing through conventional media and settings. Interestingly, unhealthy food marketing through sponsorship was rated as a high priority by a third of respondents, but feasibility was ranked very low. Technical guidance on how to regulate unhealthy food sponsorship may prove useful for countries.

UNICEF has long supported governments in low- and middle-income countries to develop and implement health policies that protect the rights of children and promote their highest attainable standard of health. UNICEF works with governments to develop tailored technical advice on various topics such as legal responses to food marketing, combatting industry interference and front-of-pack nutrition labels. UNICEF, other United Nations agencies, as well as academia and civil society groups, can continue to support countries in this work by responding to the needs identified in this survey. This includes: developing country contextualized technical guidance on designing legal

measures for food marketing controls; capacity building to assist with monitoring and implementation, including enforcement; supporting countries in responding to potential industry threats and challenges; and preparing detailed case studies of legal measures for food marketing controls from other countries.

It is important that such support be provided with local in-country experts to ensure needs are contextualized and incorporated. For example, country-specific guidance and technical documentation may require input from local lawyers to synthesize existing laws and determine how these could be incorporated into a comprehensive legal response to restrict unhealthy food marketing. Similarly, country-specific information regarding policy windows for key advocacy activities can be invaluable to successful policy development and adoption. Coordinated health coalitions at the country level have also been identified as key facilitators to counter strong industry opposition and to enable policy adoption.

Countries around the world are grappling with how best to protect children from the harmful impacts of unhealthy food marketing. Coordinated and tailored support for countries will be vital to ensure legal measures to control unhealthy food marketing are prioritized, adopted and implemented successfully.

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Appendix 1: Survey instrument

A global survey to support the implementation of global guidance for food marketing controls

Note: This survey was administered through an online survey platform.

Rationale for survey

Across the globe, children are exposed to high volumes of marketing for foods and beverages considered to be harmful to health (unhealthy foods) as they go about their daily lives. This normalises unhealthy foods, increases brand loyalty and preference for unhealthy foods and increases total energy intake. Across the life-course this leads to excess weight gain and a heightened risk of non-communicable diseases. Global and regional guidance is available to support countries to develop, adopt and implement policies to protect children from the harmful impacts of food marketing. Many countries around the world have committed to these guidelines and resolutions, but few have adopted and implemented comprehensive actions that adequately protect children from unhealthy food marketing.

Purpose of survey

To identify key challenges government officials and policymakers face when looking to regulate children's exposure to unhealthy food and beverage marketing and learn what practical tools may help them with policy development.

This survey will generate insights to help UNICEF provide more targeted support to governments in designing and implementing comprehensive legal measures that regulate children's exposure to unhealthy food marketing. A comprehensive legal measure restricts unhealthy food marketing in all media and settings where children (up to the age of 18) are exposed to unhealthy food marketing. This includes broadcast media (e.g television, cinema, radio), digital media (e.g online marketing), settings where children gather (e.g schools, sports, entertainment venues), retail settings, print media and outdoor media. It also includes the wide range of marketing strategies used by the food and beverage industry, including advertising, sponsorship, direct marketing, promotion (including through use of influencers and celebrities), product placement, packaging and pricing and brand marketing.

Definitions of key terms used in the survey

Marketing: Any form of commercial communication or message that acts to advertise or otherwise promote a product, its related brand or service, and is designed to increase, or has the effect of increasing, the recognition, appeal and/or consumption of particular products and services. This broad definition of marketing is intended to cover the wide breadth of marketing strategies, including, but not limited to, advertising (including advertising through

corporate social responsibility initiatives), sponsorship, direct marketing, promotion (including through use of influencers and celebrities), product placement, packaging and pricing and brand marketing.

Unhealthy foods: Foods and non-alcoholic beverages considered to be harmful to health. These can be classified as 'not-permitted' to be marketed in line with the nutrient profile models developed by WHO regional offices or using other evidence-based food classification or nutrient profile models, such as the NOVA classification system. Such foods typically contain an excess of saturated fats, trans fats, free sugars, and/or salt and are often highly processed.

Nutrient profile models: provide a practical approach to classifying specific foods according to their nutritional composition for reasons related to preventing disease and promoting health. For the purposes of implementing food marketing restrictions, a nutrient profile model is a tool used by governments to identify unhealthy foods that contain (for example) an excess of saturated fats, trans fats, free sugars, and/or salt, and thus cannot be marketed to children.

Legal measures to address marketing: Legal measures, appropriate to the country, i.e. legislation or executive regulations, are developed and passed by Government to establish the general regulatory framework. A robust legal framework would also include enforcement mechanisms to ensure compliance.

Industry food marketing initiatives: Codes of practice that guide the food industry with what should and should not be marketed to children. These have been developed, implemented and are monitored by the food and/or advertising industry.

WHO Set of recommendations of food and non-alcoholic beverage marketing: A WHO guidance document containing 12 recommendations on the marketing of foods and non-alcoholic beverages to children calling for national and international action to reduce the impact on children of marketing of foods high in saturated fats, trans-fatty acids, free sugars, or salt. The guidance document was endorsed by Member States passing resolution WHA63.14 at the Sixty-third World Health Assembly in May 2010

UN Convention on the Rights of the Child: An international legal framework adopted by 194 countries protecting multiple rights of children that requires implementation into national laws

Technical capacity: technical knowledge and expertise about designing and implementing food marketing policies, including legal expertise on designing appropriate legal responses

Human capacity: human resources available to adequately undertake all aspects of food marketing policy design, implementation, monitoring and enforcement

Financial resources: appropriate financial means to fund the human capacity and infrastructure required for an effective food marketing legal measure

Political leadership: Leadership from politicians, usually those within

government

Global and regional guidance documents: documents commonly developed by UN agencies (e.g., UNICEF and WHO) to support countries with the technical development and implementation of legal measures for food marketing controls guidance documents:

Child-directed marketing: any marketing technique that appeals, or is likely to appeal, to children, including through use of images, sounds or language designed to appeal to children such as characters or celebrities (licensed or unlicensed), children actors or voices, references to school or play, toys or book giveaways, competitions or promotional giveaways, use of themes designed to attract children (e.g fantasy or adventure), use of games or activities that are likely to be popular with children, use of online influencers (child-influencers and adult influencers with a large child following) or other child-directed appeals.

Digital marketing: Promotional activity, delivered through a digital medium, that seeks to maximise impact through creative and/or analytical methods, including: creative methods to activate implicit emotional persuasion, such as building engagement in social networks (e-word-of-mouth); immersive narratives or social-, entertainment- and humour-based approaches; 'Influencers' popular with children, such as YouTube 'vloggers' (video bloggers); augmented reality, online games and virtual environments; analysis of emotions, responses, preferences, behaviour and location to target specific groups, individuals and particular moments of vulnerability or to maximise the impact of creative methods

Survey

The survey should take approximately 15–20 minutes to complete. If your country is currently developing or has already adopted and/or implemented legal measures to restrict food marketing, the following questions can be answered with the lens of what might have been helpful to you when your country was designing the legal measure.

The responses to the question will be anonymised and will not be taken as reflecting your government's formal position, rather we would like participants to respond according to your own perceptions in your role.

Country:

Position (including Ministry, level of government etc):

Does your country currently have any legal measures to address children's exposure to unhealthy food marketing?

Yes/No

If Yes, please describe the name of the legal measure, date of adoption, date of implementation, and if possible provide a weblink to the documentation

Is your country currently developing, or have intentions to develop or strengthen, any legal measures to protect children from unhealthy food marketing?

Yes/no

If yes, please describe the stage of policy development (e.g internal advocacy, technical policy development, introduced bill to congress/parliament etc)

How much does your government agree or disagree with the following statements using the following scale

1 (strongly disagree)

2 (disagree)

3 (neutral)

4 (agree)

5 (strongly agree)

6 (I don't know)

- Unhealthy food marketing is a problem in my country
- We have data to describe the amount and type of unhealthy food marketing in my country
- Using legal measures to control unhealthy food marketing is a political priority in my country
- The food and/or advertising industry marketing initiatives to control unhealthy food marketing in my country are sufficient

- () The UN Convention on the Rights of the Child requires countries to protect children from unhealthy food marketing under international human rights law
- () The global commitments countries make by signing the UN Convention on the Rights of the Child can help governments to prioritise legal responses to address food marketing
- () The global commitments countries make at the UN level (e.g., by adopting resolutions at the World Health Assembly that endorsed the WHO Set of Recommendations, Best Buys for NCDs) help governments to prioritise legal responses to address food marketing

Explanation: Comprehensive legal measures to address food marketing would restrict food marketing in all of the following media, settings and techniques:

- Retail environments (product placements and price promotions in food stores)
- Outdoor advertising (e.g., billboards)
- Marketing in schools (including advertising, promotion and sponsorship)
- Marketing in other children’s settings such as recreational facilities and event venues (including advertising, promotion and sponsorship)
- Marketing online (including social media and influencers)
- Advertising in broadcast media (television, cinema and radio)
- Child-directed marketing on food packaging
- Sponsorship of sports and other major public events
- Advertising on public transport (bus shelters, trains, on tickets)
- Print media

The following statements relate to a comprehensive legal response to address food marketing.

How much does your government agree or disagree with the following statements using the following scale

1 (strongly disagree)

2 (disagree)

3 (neutral)

4 (agree)

5 (strongly agree)

6 (I don’t know)

- () Our government’s health department has the authority to implement, monitor and enforce all of the media and settings in a comprehensive legal response
- () We have sufficient technical expertise, including legal expertise, in our country to develop a comprehensive legal response to address food marketing
- () We have sufficient human capacity in our country to develop a comprehensive legal response to address food marketing
- () We have sufficient financial resources in our country to develop a comprehensive legal response to address food marketing
- () We have political leadership in our country willing to develop a comprehensive legal response to address food marketing

Please rank the following media and settings in terms of your government's priorities for protecting children from unhealthy food marketing from 1 (most important) to 9 (least important)

- Retail environments (product placements and price promotions in food stores)
- Outdoor advertising (e.g billboards)
- Marketing in schools (including advertising, promotion and sponsorship)
- Marketing in other children's settings such as recreational facilities and event venues (including advertising, promotion and sponsorship)
- Marketing online (including social media)
- Advertising in broadcast media (television, cinema and radio)
- Child-directed marketing on food packaging
- Sponsorship of sports and other major public events
- Advertising on public transport (bus shelters, trains)
- Print media
- All are priorities

Please rank the following media and settings in terms of what areas of unhealthy food marketing your government considers feasible to regulate with legal measures from 1 (most feasible) to 9 (least feasible)

- Retail environments (product placements and price promotions in food stores)
- Outdoor advertising (e.g billboards)
- Marketing (advertising, promotion and sponsorship) in schools
- Marketing (advertising, promotion and sponsorship) in children's settings (not including schools)
- Marketing online (including social media)
- Advertising in broadcast media (television, cinema and radio)
- Child-directed marketing on food packaging
- Sponsorship of sports and other major public events
- Advertising on public transport (bus shelters, trains)
- Print media
- All are feasible

Please rate the following in terms of how much of a barrier it is for your country to introduce government-led food marketing controls, using the following scale:

1 (not a barrier)

2 (minor barrier)

3 (moderate barrier)

4 (major barrier)

5 (not sure)

- () Lack of awareness or understanding that food marketing is an issue
- () Influence and opposition of the food industry
- () Lack of civil society and public support for the policy

- Food marketing that originates or comes from another country
- Lack of sufficient capabilities for monitoring policy compliance
- Lack of sufficient enforcement systems
- Challenges regulating marketing on digital and online spaces
- Lack of a political champion with influence over policy development
- Lack of political support within the administrative branch of government (e.g Government Ministries outside the Ministry of Health such as Ministries responsible for Agriculture or Finance)
- Lack of political support within the legislative branch of government (e.g Parliament, Senate or Congress)
- Lack of additional international treaties or human rights instruments
- Lack of technical resources for policy development
- Lack of legal expertise to assist with policy development
- Lack of human resources for policy development
- Lack of or insufficient nutrient profile model for classifying foods and beverages
- Other (add):
- Other (add):
- Other (add):

Please select the top 3 barriers you noted above (or in previous question) and describe how they may influence the design, adoption and implementation of a legal response to address food marketing in your country? (please add as much detail as possible)

Have you found global or regional guidance documents developed by UNICEF and WHO about addressing food marketing useful? If not, please explain why not.

How could the guidance documents be more helpful to countries developing legal measures to address food marketing?

If your country has adopted/were to adopt legal measures to address food marketing, what did you encounter/do you foresee as the key implementation challenges?

If your country has government-led controls on the marketing of other harmful commodities (e.g tobacco, breast-milk substitutes), have these regulatory frameworks been used to guide the design of unhealthy food marketing controls?

How much of a priority are the following tools or resources to help your country develop legal measures to address food marketing?

1 (highest)

2 (high)

3 (medium)

4 (low)

5 (lowest)

6 (not a priority)

- A simple and low-resource monitoring tool to undertake an audit on the extent and nature of unhealthy food marketing in my country
- Evidence briefs with detailed case studies of how other countries have designed and implemented (including monitoring and evaluating) legal measures to address food marketing
- A list of the potential industry challenges, including legal arguments, to oppose legal measures and how to counter these with examples from other countries
- A simple and short generic guidance document on how to design legal measures (including model wording or language) to address food marketing, developed for all countries to use
- A simple and short guidance document, tailored to my country context, on how to design legal measures (including legal entry points) to address food marketing
- Specific guidance or examples of advocacy in preparation for introduction of legislation – both within government and to garner public support
- Direct support and involvement from UN agencies in developing and advocating for the legal measures

What considerations and/or other tools or resources would help your country progress legal measures to address food marketing *(please add detail on types of tools/resources, formats etc)?*

If you had access to a technical expert on food marketing controls, what questions would you ask them?

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