Nutritional Content of Television Food Advertisements seen by Children and Adolescents: An Update

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Presented by Frank Chaloupka, PhD
138th APHA Annual Meeting
November 8th, 2010
Presenter Disclosure

Frank J. Chaloupka

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose
Presentation Outline

- Overview of Advertising Data
- Nutritional Measures
- Advertising Content
- Nutritional Content
- Policy Implications
Overview of Advertising Data
Nielsen Media Research Ratings Data
Advertising Data

- Targeted Ratings Points (TRPs) data on exposure to ads seen on TV obtained from Nielsen Media Research
- Ratings cover all programming seen by children and teens
- Ratings points measure the reach and frequency of advertising. For example, a commercial with 80 TRPs for 2-5 year olds per month is estimated to have been seen an average of one time by 80% of children 2-5 over the defined period
- Ratings by:
  - Age Groups: 2-5 yr, 6-11 yr, and 12-17 yr
  - Race: All children, separately by white and black. Study does not include separate ratings for Hispanic children nor does it cover Spanish Language TV
- Food-related advertising categorized as:
  - Cereal, Sweets, Snacks, Beverages, Fast Food Restaurants, Full-service Restaurants, and Other

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Advertising Content
# Number of Food Ads Per Day, By Year and Age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
<th>% Change 2003-2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children Age 2-5</td>
<td>13.3</td>
<td>12.1</td>
<td>11.5</td>
<td>10.9</td>
<td>-18.0%</td>
</tr>
<tr>
<td>Children Age 6-11</td>
<td>13.6</td>
<td>13.5</td>
<td>13.1</td>
<td>12.7</td>
<td>-6.6%</td>
</tr>
<tr>
<td>Adolescents Ages 12-17</td>
<td>13.1</td>
<td>13.4</td>
<td>13.6</td>
<td>14.5</td>
<td>10.7%</td>
</tr>
</tbody>
</table>
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

Ads Per Day

0 0.5 1 1.5 2 2.5 3

2003 2005 2007 2009

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Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

Ads Per Day

2003 2005 2007 2009

Beverage Ads
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

- Cereal Ads
- Beverage Ads
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

Ads Per Day

2003  2005  2007  2009

Cereal Ads
Beverage Ads
Snack Ads
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years

- Cereal Ads
- Sweets Ads
- Beverage Ads
- Snack Ads

Graph showing the decrease in ads per day for children ages 2-5 years from 2003 to 2009 for different types of food advertisements.
Exposure to Food Advertisements per Day for Children by Year

Children Ages 2-5 Years
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

<table>
<thead>
<tr>
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<th>2003</th>
<th>2005</th>
<th>2007</th>
<th>2009</th>
</tr>
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<tr>
<td>0</td>
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</tr>
<tr>
<td>0.5</td>
<td></td>
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</tr>
<tr>
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<td>1.5</td>
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<tr>
<td>2.5</td>
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<tr>
<td>3</td>
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<td>4</td>
<td></td>
<td></td>
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Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

2003 2005 2007 2009

Beverage Ads
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Children Ages 6-11 Years

Axis Title

2003 2005 2007 2009

Cereal Ads
Beverage Ads
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

Cereal Ads
Beverage Ads
Snack Ads

2003 2005 2007 2009
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

Axis Title

2003 2005 2007 2009

Cereal Ads
Sweets Ads
Beverage Ads
Snack Ads
Exposure to Food Advertisements per Day for Children by Year

Children Ages 6-11 Years

- Fast Food Restaurant Ads
- Cereal Ads
- Sweets Ads
- Beverage Ads
- Snack Ads

Axis Title

2003 2005 2007 2009

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Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

2003  2005  2007  2009

0  0.5  1  1.5  2  2.5  3  3.5  4  4.5  5

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Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

- Cereal Ads
- Beverage Ads

Ads Per Day

2003 2005 2007 2009
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

Advertising Content
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

- Sweets Ads
- Beverage Ads
- Cereal Ads
- Snack Ads

2003 - 2009

Ads Per Day
Exposure to Food Advertisements per Day for Adolescents by Year

Adolescents Ages 12-17 Years

- Fast Food Restaurant Ads
- Sweets Ads
- Beverage Ads
- Cereal Ads
- Snack Ads

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Nutritional Content
Nutritional Content Analysis

• Food and beverage advertisements were assessed on the basis of:
  
  ➢ **Fat** (% Kcal): High > 35% Kcal from fat
  
  ➢ **Saturated Fat** (% Kcal): High > 10% Kcal from saturated fat
  
  ➢ **Sugar** (%Kcal): High > 25% Kcal from sugar
  
  ➢ **Sodium** (mg per 50g portion): High > 200mg of sodium per 50g portion
  
  ➢ **Fiber** (g per 50g portion): Low < 1.15g of fiber per 50g portion

• Nutritional Content was weighted by the ratings data to provide estimates of exposure to nutritional content
# Nutritional Content: Mean of Selected Measures

All Food Ads Seen by Children and Adolescents

<table>
<thead>
<tr>
<th></th>
<th>% Kcal Fat</th>
<th>% Kcal Saturated Fat</th>
<th>% Kcal Sugar</th>
<th>Sodium (mg) per 50 g</th>
<th>Fiber (g) per 50 g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 2-5</td>
<td>21.2</td>
<td>19.6</td>
<td>7.3</td>
<td>6.8</td>
<td>43.4</td>
</tr>
<tr>
<td>Ages 6-11</td>
<td>21.1</td>
<td>19.7</td>
<td>7.3</td>
<td>6.9</td>
<td>44.1</td>
</tr>
<tr>
<td>Ages 12-17</td>
<td>21.7</td>
<td>21.8</td>
<td>7.7</td>
<td>7.9</td>
<td>44.2</td>
</tr>
</tbody>
</table>
Food Ads High in Fat
Children Ages 6-11 Years Old

Nutritional Content
Food Ads High in Saturated Fat
Children Ages 6-11 Years Old

Nutritional Content

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Food Ads High in Sugar
Children Ages 6-11 Years Old

Nutritional Content

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Food Ads High in Sodium
Children Ages 6-11 Years Old

Nutritional Content

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Food Ads Low in Fiber
Children Ages 6-11 Years Old

Nutritional Content

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Food Ads High in Saturated Fat, Sugar or Sodium
Children Ages 2-5 Years

Nutritional Content

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Food Ads High in Saturated Fat, Sugar or Sodium
Children Ages 6-11 Years

Nutritional Content

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Food Ads High in Saturated Fat, Sugar or Sodium
Adolescents Ages 12-17 Years

Nutritional Content

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## Number of Ads Seen and Nutritional Content (%) of Ads for Selected Companies in the CFBAI
### Children Ages 6-11 Years

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<th>Kellogg</th>
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<td>2.1</td>
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<td>1.3</td>
<td>0.7</td>
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<td>50.4</td>
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Summary: Results of Selected CFBAI Companies

- General Mills remains the largest advertiser; moderate reduction in ads seen by 2-5y (-18%) and an increase for 6-11y (+4%). 97% of ads (6-11y) seen are for unhealthy products.
- Kellogg and Kraft ads are both down by about 40-50% across ages, but about 9/10 ads (6-11y) still seen are for unhealthy products.
- Coke ads are down substantially (-57%), 41% of ads (6-11y) seen still for high sugar products.
- Pepsi, similar to General Mills, had a an 18% reduction in ad exposure among 2-5y but an increase among 6-11 (+13%). 82% of ads (6-11y) seen are for unhealthy products.
- Among the ads from CFBAI companies viewed by 6-11y old children, the company with the lowest proportion (72%) of ads for unhealthy products was Nestle.
Summary and Policy Implications
General Summary of Trends in Ad Content

• Positive reductions in exposure to food and beverage ads from 2003-09:
  - Cereal: -47% for 2-5y; -41% for 6-11y
  - Sweets: -57% for 2-5y; -44% for 6-11y
  - Snacks: -46% for 2-5y; -31% for 6-11y
  - Beverages: -47% for 2-5y; -41% for 6-11y

• But fast food ad exposure up substantially:
  - +22%, +31% and +35% for 2-5y, 6-11y and 12-17y olds, respectively

• The vast majority of ads seen in 2009 continue to be for products that are either high in saturated fat, sugar, or sodium:
  - 86%, 87% and 81% of ads seen by 2-5y, 6-11y and 12-17y olds, respectively
Policy Implications of Trends in Ad Content

- Children, on average, continue to see more than 10 food-related ads on TV every day (teens see almost 15 ads per day)
- Children and teens continue to be exposed mainly to food and beverage ads for products that are high in saturated fat, sugar or sodium
- These results suggest that industry self-regulation is limited in its effectiveness to substantially improve food-related advertising seen by children on TV
- Key issues of concern for policymakers regarding CFBAI self-regulation:
  - No uniform nutritional standards
  - No uniform definition of child audiences
  - Does not address reach of ads in non-child programming
  - Does not apply to children age 12 and over
Institute for Health Research and Policy, UIC
http://www.ihrp.uic.edu

ImpacTeen
http://www.impacteen.org

Bridging the Gap
http://www.bridgingthegapresearch.org

Study funded by The Robert Wood Johnson Foundation
Bridging the Gap ImpacTeen Project