

## NOURISHING framework



### Restrict food advertising and other forms of commercial promotion

This table provides examples of the types of policy action that can be taken within this policy area, examples of where these policy actions have been implemented, and a brief description of what the action involves. It provides a global snapshot, largely of policies already implemented; it is not necessarily comprehensive. The examples were collated through a review of international reports of policy actions around the world, academic articles reporting on policy actions, and online government resources.

We welcome feedback. Please contact us at [policy@wcrf.org](mailto:policy@wcrf.org) if you would like to add any further examples of implemented policies, see the policy documents that we reference, or have any further questions or comments.

| EXAMPLES OF POLICY ACTIONS   | EXAMPLES OF WHERE IMPLEMENTED | WHAT THE ACTION INVOLVES   |
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| <p><b>Mandatory regulation of broadcast food advertising to children</b></p> | <p><b>Chile</b></p>           | <p>In 2012, the Chilean government approved a Law of Nutritional Composition of Food and Advertising (Ley 20.606). In June 2015, the Chilean authority approved the regulatory norms required for the law's implementation (Diario Oficial No 41.193). They came into effect on 27 June 2016. The regulatory norms define limits for calories, saturated fat, sugar and sodium content considered "high" in food and beverages. The law restricts advertising directed to children under the age of 14 of food in the "high in" category. The regulatory norms define advertising targeted to children as TV programmes or websites directed to children or with an audience of greater than 20% children, or in commercial breaks before, during or after these shows, and according to the design of the advertisement. Promotional strategies and incentives, such as cartoons, animations and toys that could attract the attention of children are included in the ban, as is advertising of food in schools (see below). (See "N – Nutrition label standards and regulations on the use of claims and implied claims on food" and "O – Offer healthy food and set standards in public institutions and other specific settings" for details of the law's labelling and school food regulations.)</p> |

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|                            | <p><b>Iran</b></p>            | <p>Broadcast advertising of soft drinks has been prohibited in Iran since 2004. In 2014, in the context of its Fifth Five-Year Development Plan (2011–15), the Ministry of Health and Medical Education prepared a list of 24 food items to be prohibited from advertising in all media. The list has been sent to the Commerce, Industry and Finance ministries for approval.</p>  |
|                            | <p><b>Ireland</b></p>         | <p>In Ireland, advertising, sponsorship, teleshopping and product placement of food high in fats, sugars and salt, as defined by a nutrient profiling model, are prohibited during children’s TV and radio programmes where over 50% of the audience are under 18 years old (Children’s Commercial Communications Code, 2013 revision). In addition, there is an overall limit on advertising food high in fats, sugars and salt at any time of day to no more than 25% of sold advertising time and to only one in four advertisements. Remaining advertising targeted at children under the age of 13 must not include nutrient or health claims or include licensed characters.</p> <p><b>Evaluations</b></p> <p>Scully P et al. (2015) Food and beverage advertising during children’s television programming. <i>Irish Journal of Medical Science</i> 184(1), 207-212<sup>i</sup></p> <p>Tatlow-Golden M et al. (2015) Creating good feelings about unhealthy food: children’s televised ‘advertised diet’ on the island of Ireland, in a climate of regulation. <i>The Irish Journal of Psychology</i> 36(1-4), 83-100<sup>ii</sup></p> |
|                            | <p><b>Mexico</b></p>          | <p>In February 2014, the Mexican Ministry of Health issued an Order restricting the advertising of food and sweetened beverages, defined according to a nutrient profiling model. The restrictions apply to TV programmes classified as “A” within the times of 2.30am–7.30pm on weekdays and 7:00am–7.30pm on weekends, where over 35% of the audience are under age 13. Advertising for this food is also restricted in films classified as “A”. Implementation began on 15 July 2014 for sweetened drinks, potato chips, chocolates and confectionary and was expected to be extended to other food covered by the nutrient profiling model in January 2015.</p>   |
|                            | <p><b>Norway</b></p>          | <p>Based on the Broadcasting Act No 127 of 1992 (Chapter 3.1), Norway prohibits marketing directed at children under 18 and advertising in connection with children’s programmes on TV, radio and teletext. The ban includes any product, including food and beverages, but only applies to broadcast media originating in Norway. The Broadcasting Regulation No 153 of 1997 (Section 3.6) provides guidance on how to determine whether advertising is directed to children under 18: whether the advertised product or service is of particular interest to children; if animation or other forms of presentation are used that particularly appeal to children; the time the advertisement is broadcast; and whether children under the age of 13 appear in the advertisement. The use of persons or figures who have played a prominent role on radio and TV programmes for children</p>   |

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|                            |                               | and young adults received in Norway in the previous 12 months may not be used for commercial advertising.   |
|                            | <b>South Korea</b>            | <p>In South Korea, TV advertising to children under 18 years of age is prohibited for specific categories of food before, during and after programmes shown between 5pm–7pm and during other children’s programmes (Article 10 of the Special Act on the Safety Management of Children’s Dietary Life, as amended 2010). The restriction also applies to advertising on TV, radio and internet that includes “gratuitous” incentives to purchase (eg free toys).</p> <p><b>Evaluations</b><br/> Kim S et al. (2013) Restriction of television food advertising in South Korea: impact on advertising of food companies. <i>Health Promotion International</i> 28(1), 17-25<sup>iii</sup></p> <p>Lee Y et al. (2017) Effect of TV food advertising restriction on food environment for children in South Korea. <i>Health Promotion International</i> 32(1), 25-34.<sup>iv</sup></p> |
|                            | <b>Sweden</b>                 | <p>The 2010 Radio and Television Act (Chapter 8, Sections 7 and 8) prohibits any advertising directed to children under the age of 12 on broadcast and on-demand TV as well as teletext originating in Sweden. Advertising may not precede or follow programmes directed to children under the age of 12. The use of persons or characters who play a prominent role in programmes primarily aimed at children under the age of 12 may not be used for commercial advertising. This general broadcast advertising ban is applicable to food advertising.</p>  |
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|                            | <p><b>Taiwan</b></p>          | <p>Restrictions on food advertising and promotion to children under the age of 12 came into effect on 1 January 2016 in Taiwan (Regulations Governing Advertisement and Promotion of Food Products Not Suitable for Long-term Consumption by Children, pursuant to Article 28 Paragraph 3 of the Act Governing Food Safety and Sanitation).</p> <p>Restricted food products include snacks, candies, drinks, ice products and food products with fats &gt;30% of total calorie content, saturated fat &gt;10% of total calorie count, food with &gt;400mg of sodium per serving and food where added sugars account for &gt;10% of total calorie count.</p> <p>Restricted food products are banned from being advertised on “dedicated TV channels for children” (determined by TV channel operators) between 5pm–9pm. Currently there are 13 “dedicated TV channels for children”. Restricted food products are also banned from being advertised and promoted with toys that are given as free gifts or with an additional price, including at fast food chain restaurants.</p> <p>Violations to these regulations result in a fine between NT\$40,000 – NT\$4m (about \$1,363–\$136,320).</p> |
|                            | <p><b>Turkey</b></p>          | <p>In March 2018, the Turkish government introduced the Regulations on Principles and Procedures of Broadcasting Services which restricts the advertising of food and beverages that are not recommended for excessive consumption in general diets before, during or after children’s television programmes. The Regulations protect children up to 18 years of age. Television advertisements that are played during non-children’s television programmes that advertise such food and beverages must display health promotion messages (see below - “R” - Mandatory requirement that advertisements must carry a health message or warning).</p>  |
|                            | <p><b>UK</b></p>              | <p>The 2010 UK Code of Broadcast Advertising (BCAP Code), replacing the 2007 scheduling restrictions, prohibits advertising and product placement of food high in fats, sugars and salt, as defined by a nutrient profiling model published by the Food Standards Agency in December 2005, during and adjacent to TV and radio programmes with a particular appeal to viewers under the age of 16 (includes sponsorship of TV programmes). A “particular appeal” is assumed for programmes commissioned for, or principally directed at children under the age of 16, and those reaching an indexing score of 120 and above (the indexing score is calculated as follows: [% of all children aged 4–15 watching / % of people watching out of the total viewing population] x 100). In 2016, Public Health England started a review of the nutrient profiling model specifically in the context of the BCAP Code which is expected to be finalised in 2018. The advertising restriction system is paid for by industry and enforced by the independent Advertising Standards Agency (ASA) which operates under a contract from Ofcom, the UK’s communications regulator.</p>                     |

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|   |                               | <p><b>Added May 2019:</b> On 25 February 2019, the Mayor of London, introduced restrictions on the advertising of unhealthy food across the entire Transport for London (TfL) public transport network, as part of his work to help tackle childhood obesity in London. The policy specifies that food and non-alcoholic drinks high in fat, salt and sugar (according to the UK Nutrient Profiling Model, are not permitted to be advertised on TfL-controlled buses, underground and overground train networks, taxis, river services, trams and other transport systems. Food and drink brands, restaurants, takeaways and ordering services are required to promote their healthier food and drink instead of just advertising their brand. Advertisements for food and non-alcoholic drink products that are considered to be high in fat, salt, sugar may be considered for an exception by TfL if the advertiser can demonstrate, with appropriate evidence, that the product does not contribute to child obesity.</p> <p><b>Evaluations of the 2007 scheduling restrictions</b></p> <p>Whalen R et al. (2017) Children’s exposure to food advertising: the impact of statutory restrictions Health Promotion International <a href="https://doi.org/10.1093/heapro/dax044">https://doi.org/10.1093/heapro/dax044</a><sup>v</sup></p> <p>Silva, A et al. (2015). An Evaluation of the Effect of Child-Directed Television Food Advertising Regulation in the United Kingdom. Canadian Journal of Agricultural Economics/Revue canadienne d’agroeconomie, 63(4): 583-600<sup>vi</sup></p> |
| <p><b>Mandatory regulation of food advertising on non-broadcast communications channels</b></p> | <p><b>Chile</b></p>           | <p>In 2012, the Chilean government approved a Law of Nutritional Composition of Food and Advertising (Ley 20.606). In June 2015, the Chilean authority approved the regulatory norms required for the law’s implementation (Diario Oficial No 41.193), which came into effect on 27 June 2016. The law restricts advertising directed to children under the age of 14 of food in the “high in” category. The regulatory norms define advertising targeted to children as TV programmes (see above) or websites directed to children or with an audience of greater than 20% children, and according to the design of the advertisement. It also restricts advertising to children on radio and in magazines. Promotional strategies and incentives, such as cartoons, animations, interactive games, apps and toys that could attract the attention of children are included in the ban, as is advertising food in schools (see below). (See “N – Nutrition label standards and regulations on the use of claims and implied claims on food” and “O – Offer healthy food and set standards in public institutions and other specific settings” for details of the law’s labelling and school food regulations.)</p>  |
|   | <p><b>South Korea</b></p>     | <p>In South Korea, internet advertising that includes “gratuitous” incentives to purchase (eg free toys) is prohibited (Article 10 of the Special Act on the Safety Management of Children’s Dietary Life, as amended 2010).</p>   |

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| <p><b>Mandatory regulation of food advertising through any medium</b></p> | <p><b>Brazil</b></p>          | <p>The National Council for the Rights of Children and Adolescents (Conanda) of Brazil, coordinated by the federal government, published a resolution (Resolução 163 Conanda, 13 March 2014) that establishes criteria for publicity and marketing aimed at children (up to 11 years) and adolescents (12–18 years) and prohibits any kind of “abusive publicity”. This resolution can be applied to food publicity, where “abusive publicity” includes any form of market communication (including TV, radio, internet, apps) intended to persuade children and adolescents to consume a product or service using strategies such as childish language, child songs or music sung by children, child representation, people or celebrities that appeal to children, comics or animations, dolls or puppets, promotions using prizes, collectible gifts, competitions or games that appeal to children.</p> <p>The Conanda resolution is enforced by the Consumer Defense Code (Law 8078/1990) and the Child and Adolescent Statute (Law 8069/1990) and violations are investigated by public authorities. It is reported that in practice, there are many difficulties in fully implementing these restrictions. However, in March 2016, the Superior Court of Justice (Superior Tribunal de Justiça; Brazil’s highest appellate court for non-constitutional questions of federal law) heard the first case related to food marketing to children based on the Conanda resolution. It ruled that “married sales” to children are prohibited under the resolution (“married sales” are promotions in which a food product is advertised alongside a toy or other object a child would like to acquire, but which can only be obtained if a certain quantity of the food product is purchased).</p> |
|   | <p><b>Canada</b></p>          | <p>Since 1978, Section 248 of Quebec’s Consumer Protection Act bans any commercial advertising directed at children under the age of 13 on TV, radio, print, internet, mobile phones and signage as well as through the use of promotional items. The ban is applicable, among others, to food and beverage marketing. Section 249 of the Act specifies the three criteria used to determine if a commercial message is directed at children under the age of 13: whether the promoted product is intended for children and/or appeals to them specifically; whether the advertisement’s presentation is appealing to children; and whether the time and place of the advertisement is such that children are exposed to it. Exemptions exist for advertising in children’s magazines, at children’s entertainment events, in store windows and on-pack advertisement if they meet certain criteria (eg the advertisement must not exaggerate the product or directly entice a child to purchase it).</p> <p><b>Evaluations</b></p> <p>Potvin Kent M, Dubois L, Wanless A (2012) A Nutritional Comparison of Foods and Beverages Marketed to Children in Two Advertising Policy Environments. <i>Obesity</i> 20(9), 1829-1837<sup>vii</sup></p> <p>Dhar T, Baylis K (2011) Fast-Food Consumption and the Ban on Advertising Targeting Children: The Quebec Experience. <i>Journal of Marketing Research</i> 48(5), 799-813<sup>viii</sup></p>   |

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|                            | <p><b>Finland</b></p>         | <p>The Finnish Consumer Protection Act (1978, last updated 2016) regulates all marketing targeting consumers, including food marketing to children. The Consumer Ombudsman's Guidelines: Children and Foodstuffs Marketing (2004, developed in cooperation with the National Public Health Institute) set out how to apply the Consumer Protection Act. The Guidelines specify that the purpose of food advertisements must be explicit, that the way of presenting cannot be misleading and that advertising practices should not encourage unhealthy dietary habits in children. They also advise to take special care when using marketing techniques with a special appeal to children. Neither the Consumer Protection Act nor the Guidelines define what unhealthy dietary habits and marketing techniques with a special appeal to children are. Whether food marketing to children violates these requirements is decided on a case-by-case basis by the Consumer Ombudsman and the Market Court (the court that hears marketing cases based on the Consumer Protection Act). Considerations regarding the age-appropriateness of marketing are also made on a case-by-case basis, independent of the general definition of a child being a person under the age of 18 under Finnish law. The Guidelines, which are not legally binding, were developed taking into consideration the Market Court's case law, and contain examples of cases where marketing was found to violate the Consumer Protection Act. Examples are competitions that a child can only participate in if the product is bought; using collectible toys; giving the impression that buying the advertised food will make the child more popular; and masking advertisement as a story. During the past decade, the Consumer Ombudsman has not had cause to take any case concerning food marketing to children to the Market Court, and has instead successfully collaborated with industry to align marketing practices with the Guidelines.</p> |
|                            | <p><b>India</b></p>           | <p><b>Added May 2019:</b> On 19 November 2018, the Food Safety and Standards Authority of India (FSSAI) published the Food Safety and Standards (Advertising and Claims) Regulations 2018. The regulations require food business operators and marketers to follow general principles when advertising, publishing or disseminating marketing of any food including on their labelling. The principles state that: claims made must be truthful, unambiguous, meaningful, not misleading and help consumers to comprehend information; should not encourage or condone excess consumption of particular food; not state, suggest or imply that a balanced or varied diet cannot provide appropriate quantities of nutrients; shall specify the number of servings of the food per day for the claimed benefit; all claims need to be scientifically substantiated by validated methods; use of the words natural, fresh, pure, traditional, authentic, genuine or real as part of trade mark or brand name that will mislead the consumer as to the nature of the food require a conspicuous and legible 3mm disclaimer to inform the consumer <a href="#">that</a> the trade or brand mark does not represent the true nature of the food; advertisements cannot undermine the importance of healthy lifestyles; and no advertisement can be made for food products which are deceptive to consumers. Food business operators must submit an application to the FSSAI for approval of claims. Any person who does not comply with the regulations will be penalised as per section 53 of the Food Safety and Standards Act 2006 or they may be required to stop the advertisement</p>   |

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|  |                               | and issue a corrective advertisement within thirty days.   |
|  | <b>Peru</b>                   | <p>In 2013, the law Promoting Healthy Eating for Children and Adolescents (Ley No 30021) was passed in Peru. The technical parameters for food and drinks considered high in sugar, salt and saturated fat (required for the law to be applied) were approved in April 2015 (Supreme Decree No 007-2015-SA): sugar: <math>\geq 2.5\text{g}/100\text{ml}</math> of drink, <math>\geq 5\text{g}/100\text{g}</math> of food, salt: <math>\geq 300\text{mg}/100\text{ ml}</math> of drink or <math>100\text{g}</math> of food, saturated fat: <math>\geq 0.75\text{g}/100\text{ml}</math> of drink, <math>\geq 1.5\text{g}/100\text{g}</math> of food.</p> <p>The law includes a range of provisions designed to discourage unhealthy diets, including restrictions for advertising aimed at children and adolescents under the age of 16 years through any medium, including not using age inappropriate portion sizes, not using gifts, prizes or any other benefit to encourage purchase or consumption of food or drinks, not using real or fictional characters known to children. The law also includes warnings on advertising for food high in saturated fats, sugars and salt, and containing trans fats: “High in sodium/sugar/saturated fat: avoid excessive consumption”, “Contains trans fat: avoid consuming”.</p> <p>It is reported that industry compliance is poor and that industry is waiting for the publication of the full implementing regulations (in addition to the technical parameters).</p> |
|  | <b>Thailand</b>               | Thailand’s Control of Marketing Promotion of Infant and Young Child Food Act (B.E. 2560), launched in 2017, bans all advertising of food for infants (eg breastmilk substitutes) and complementary food for infants. Food for young children cannot be advertised if it is linked to or cross-promoting breast milk substitutes. It is prohibited to use of infants or young children in advertisements. The Act outlines that labels of food for infants must be significantly different from food for young children and other foods. Penalties exist for violating the advertising components of this Act, including up to one-year imprisonment.   |
| <b>Mandatory regulation of specific marketing techniques</b> | <b>Ireland</b>                | In Ireland, the 2009 Children’s Commercial Communications Code (as amended 2010) prohibits featuring celebrities in food advertising to children under the age of 18, and using characters and personalities from children’s programming in food advertising to children under the age of 15.  |
|  | <b>UK</b>                     | Product placement is covered by restrictions on broadcast advertising in the UK (see above).   |

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|  | <p><b>US</b></p>              | <p>In December 2011, San Francisco implemented the Healthy Food Incentives Ordinance (Article 8 Section 471 of the San Francisco Health Code), which bans restaurants, including takeaway restaurants, to give away toys and other free incentive items with children’s meals unless the meals meet nutritional standards as set out in the Ordinance: meals must not contain more than 600 calories, 640mg sodium, 0.5g trans fat, 35% total calories from fat and 10% total calories from saturated fat, and must include a minimum amount of fruit and vegetables, while single food items and beverages must have &lt;35% total calories from fat and &lt;10% of calories from added caloric sweeteners. Incentive items are defined as physical and digital items appealing to children and teenagers as well as coupons, vouchers or similar which allow access to such items.</p> <p>In 2010, Santa Clara County, California banned restaurants from providing toys or other incentives with menu items high in calories, sodium, fats or sugars. The law (Ordinance No NS-300-820) sets nutrition standards prohibiting restaurants from linking toys or other incentives with single food items or meals with excessive calories (&gt;200 calories for a single food item, &gt;485 calories for a meal), excessive sodium (&gt;480mg sodium for a single food item, &gt;600mg sodium for a meal), excessive fat (&gt;35% of total calories from fat), excessive saturated fat (&gt;10% of total calories from saturated fat), excessive sugars (&gt;10% of total calories from caloric sweeteners) or more than 0.5g of trans fat. It also applies to drinks with excessive calories (&gt;120 calories), excessive fat (&gt;35% of total calories from fat), excessive sugars (&gt;10% of total calories from added caloric sweeteners), added non-nutritive sweeteners or caffeine.</p> <p><b>Evaluations</b></p> <p>Otten JJ et al. (2014) Impact of San Francisco’s Toy Ordinance on Restaurants and Children’s Food Purchases, 2011-2012. Preventing Chronic Disease 11:140026ix</p> <p>Otten JJ et al. (2012) Food Marketing to Children Through Toys: Response of Restaurants to the First U.S. Toy Ordinance. American Journal of Preventive Medicine 42(1), 56-60x</p> |
| <p><b>Mandatory regulation of marketing of specific food items and beverages</b></p> | <p><b>Brazil</b></p>          | <p>In July 2016, the Brazilian Ministry of Health implemented a ban on advertisement and sales promotions of ultraprocessed food products on the premises of the Ministry of Health and its entities. The marketing ban is incorporated in its Ordinance No 1.274 of 7 July 2016 on healthy food procurement (see “H – Harness supply chain &amp; actions across sectors to ensure coherence with health”). Ultraprocessed food is defined by the Ordinance as food which is mainly produced from substances extracted from unprocessed food and/or food components derived from materials synthesised from organic matter, and which contain <math>\geq 1</math>mg of sodium per 1kcal, <math>\geq 10\%</math> of total energy from free sugars, <math>\geq 30\%</math> of total energy from total fat, <math>\geq 10\%</math> of total energy from saturated fat and <math>\geq 1\%</math> of total energy from trans fat (in alignment with PAHO’s Nutrient Profile Model).</p>  |

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|   | <p><b>Latvia</b></p>          | <p>The Latvian Energy Drinks Law (approved in January 2016 and enforced in June 2016) restricts the marketing of energy drinks containing more than 150mg per litre caffeine and one or more other stimulants such as taurine and guarana. The Law prohibits the sale of energy drinks to children under the age of 18. The sale and advertising of energy drinks in educational establishments are banned, as is the advertisement of energy drinks on walls of educational establishments, public buildings and structures. The Law requires energy drink advertisements to include warnings on the negative effects of energy drink overuse, accounting for at least 10% of the advertisement. Energy drinks may not be associated with sports activities, indicate that energy drinks can quench thirst or suggest consumption with alcohol. Energy drink advertisements are prohibited before, during and after TV programmes and in print media targeting children under the age of 18. The Law also bans offering energy drinks free of charge to children under the age of 18 for promotional purposes. At the point of sale, warning signs have to be displayed, reading “High caffeine content. Not recommended for children and pregnant and breastfeeding women.”</p> |
|   | <p><b>Lithuania</b></p>       | <p>Since January 2014, the Lithuanian government has prohibited companies producing energy drinks from sponsoring venues and events frequented by, or organising events for, persons under the age of 18, such as schools, cinemas, theatres and sporting events. Advertising energy drinks in media, campaigns or contests, or distributing them for advertising purposes among persons under the age of 18 is also banned. Additionally, since July 2014, sale and promotion of energy drinks must be accompanied by a “Do not consume with alcohol” warning. Energy drinks are defined as non-alcoholic beverages excluding coffees that contain at least 150mg caffeine per litre, independent of whether other stimulants are added.</p>   |
| <p><b>Mandatory regulation of food marketing in schools</b></p> | <p><b>Costa Rica</b></p>      | <p>Article 10 of Executive Decree No 36910-MEP-S (2012), updated in 2013 (Executive Decree No 37869), of the Costa Rican Ministries of Health and Education restricts both direct and indirect advertising of food products with high levels of fats, sugars and salt in elementary and high schools (see “O – Offer health food and set standards in public institutions and other specific settings” for details of school food regulations). Partial implementation is reported and not in all schools. A strategy to enforce the decree is currently being developed and will be implemented in 2018.</p>   |
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|                            | <b>Chile</b>                  | In 2012, the Chilean government approved a Law of Nutritional Composition of Food and Advertising (Ley 20.606). In June 2015, the Chilean authority approved the regulatory norms required for the law's implementation (Diario Oficial No 41.193), which came into effect on 27 June 2016. The law restricts advertising directed to children under the age of 14 of food in the "high in" category, including TV programmes, Internet, radio and magazines (see above). In addition, the regulatory norms ban the promotion, marketing, or advertising of these products in pre-school, primary and secondary schools. (See "N – Nutrition label standards and regulations on the use of claims and implied claims on food" and "O – Offer healthy food and set standards in public institutions and other specific settings" for details of the law's labelling and school food regulations.)  |
|                            | <b>Ecuador</b>                | In October 2014, the Ministries of Public Health and Education in Ecuador implemented a regulation for school bars within the national education system (Reglamento de bares escalares del system nacional de educacion - Ministerial Agreement 5, Official Record 232). The regulation prohibits schools from advertising: 1) processed foods and drinks with high concentrations of fats, sugars and salt (specified within regulation) 2) food and drinks containing caffeine and/or non-caloric sweeteners 3) energy drinks 4) processed drinks with less than 50% natural food. School bars are visited twice a year by the local school bar committee to ensure compliance with the regulation.   |
|                            | <b>Hungary</b>                | Based on Section 8 of Act XLVIII on Basic Requirements and Certain Restrictions of Commercial Advertising Activities (2008), Hungary prohibits all advertising directed at children under the age of 18 in child welfare and child protection institutions, kindergartens, elementary schools and their dormitories. Advertisements promoting a "healthy lifestyle" are exempt from the ban. The term "healthy lifestyle" is not defined by Section 8, and school boards determine on a case-by-case basis if an advertisement complies with this exception, in addition to adhering to national regulatory mechanisms and EU regulations on health claims. Health promotion and prevention activities in schools may only involve external organisations and consultants who are recommended by the National Institute for Health Development according to Section 128(7) of the Ministerial Decree 20/2012 (VIII. 31.) on the Operation of Public Education Institutions and the Use of Names of Public Education Institutions. |
|                            | <b>Lithuania</b>              | Since January 2014, the Lithuanian government prohibits companies producing energy drinks from advertising in educational institutions attended by persons under the age of 18. Energy drinks are defined as non-alcoholic beverages excluding coffees which contain at least 150mg caffeine per litre, independent of whether other stimulants are added.  |
|                            | <b>Poland</b>                 | In Poland, the 2006 Act on Food and Nutrition Safety (Journal of Laws, item 1225) was amended in November 2014 (Journal of Laws, item 1256) to include rules on sale, advertising and   |

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|  |                               | <p>promotion of food (based on a list of food categories) and nutrition standards for canteens in pre-schools, primary and secondary schools (see “O – Offer healthy food and set standards in public institutions and other specific settings” for details). In effect since 1 September 2015, the amended act prohibits the advertising and promotion of food in schools that does not meet the nutrition standards set out in the new regulation (Act of 28 November 2014 amending the act on food and nutrition safety), created by the Ministry of Health.</p>  |
|  | <p><b>Spain</b></p>           | <p>In 2011, the Spanish Parliament approved a Law on Nutrition and Food Safety (Ley 17/2011), which stated that kindergartens and schools should be free from advertising. Criteria for the authorisation of food promotion campaigns, nutritional education and promotion of sports or physical activity campaigns were developed jointly by the Spanish Agency for Consumer Affairs, Food Safety and Nutrition (AECOSAN) and the Regional Health Authorities, and implemented in July 2015. AECOSAN and the Spanish Regional Education and Health Administrations monitor enforcement of the law.</p>  |
|  | <p><b>Uruguay</b></p>         | <p>In September 2013, the government of Uruguay adopted Law No 19.140 Alimentación saludable en los centros de enseñanza (Healthy food in schools). The law prohibits the advertising and marketing of food and drinks that don't meet the nutrition standards, referenced in Article 3 of the Law, and outlined in school nutrition recommendations published by the Ministry of Health in 2014 (see “O – Offer healthy food and set standards in public institutions and other specific settings”). Advertising in all forms is prohibited, including posters, billboards, use of logos/brands on school supplies, sponsorship, distribution of prizes, free samples on school premises and the display and visibility of food. The law began to be implemented in 2015.</p> |
|  | <p><b>US</b></p>              | <p>In 2007, the state of Maine passed a law prohibiting brand-specific advertising of certain unhealthy food and beverages on school grounds, at any time. The ban applies to "food of minimum nutritional value" as defined by federal law. It is reported that compliance with the ban is poor.</p> <p>Evaluation<br/>Polacsek M et al. (2012) Examining compliance with a statewide law banning junk food and beverage marketing in schools. Public Health Reports 127(2), 216-223xi</p>  |
| <p><b>Mandatory requirement that advertisements must carry a health message or warning</b></p> | <p><b>France</b></p>          | <p>All TV advertising in France (targeted at children or adults) for processed food and drinks, or food and drinks containing added fats, sweeteners and/or salt, must be accompanied by a message on the principles of dietary education as approved by the National Institute of Health Education. The messages were defined by a 2007 Decree: "For your health, eat at least five fruit and vegetables a day"; "For your health, exercise regularly"; "For your health, avoid eating too many foods that are high in fat, sugar or salt"; "For your health, avoid snacking between meals".</p>  |

| EXAMPLES OF POLICY ACTIONS  | EXAMPLES OF WHERE IMPLEMENTED | WHAT THE ACTION INVOLVES   |
|---|-------------------------------|--|
|   | Turkey                        | <p>In March 2018, the Turkish government introduced the Regulations on Principles and Procedures of Broadcasting Services which require television advertisements of foods and beverages not recommended for excessive consumption to display health promotion messages encouraging physical activity and consuming a healthy diet in a banner on the lower part of the screen. Advertising of these foods is restricted before, during or after children’s television programmes (see above “R” - Mandatory regulation of broadcast food advertising to children).</p>  |
| <p><b>Voluntary regulation of food advertising on non-broadcast communications channels</b></p> | Ireland                       | <p>In February 2018, Ireland launched Voluntary Codes of Practice for non-broadcast media advertising and marketing of food and non-alcoholic beverages, sponsorships by the food industry and food and beverage product placement in the retail sector. Non-broadcast media is defined as all forms of digital media, out of home media, print media and cinema. The overarching objective of the codes is to reduce exposure of the Irish population to marketing initiatives relating to foods that are high in fat, sugar and/or salt (HFSS foods) identified using the Nutrient Profile model used by the Broadcast Authority of Ireland. The codes were developed by a multi-sector group and sit alongside and complement other measures in place in Ireland, including the Advertising Standards Authority For Ireland (ASAI) Code of Standards for Advertising and Marketing Communications (see above - Mandatory regulation of broadcast food advertising to children and Mandatory regulation of specific marketing techniques).</p> <p>For non-broadcast media, marketing communications for HFSS food and drink should not be booked on children’s media (defined by the Code as created specifically to be used and enjoyed by those under the age of 15 and/or those whose audience or user profile consists of 50% or more of this age group) and marketing communications carried outside of children’s Media which are targeted at children shall not include licensed characters and celebrities popular with children or use either promotions or competitions. In addition, displays of HFSS foods are restricted from 100 meters of schools and HFSS food sponsorship of sports pages or sports supplements is not allowed. Locations primarily used by children (e.g. registered creches, pre-schools, nurseries, family and child clinics, pediatric services, schools, dedicated school transport, playground and youth centers) are free from all forms of marketing communication for HFSS foods.</p> <p>The Codes are voluntary in nature, and monitored by the Department of Health or its designated monitoring body, including an annual report for the Minister which covers effectiveness and complaints. Companies and partner organisations who sign up to the Codes are published in a register of signatories and are committed to comply with the rules agreed upon in the Codes of Practice.</p> |

| EXAMPLES OF POLICY ACTIONS  | EXAMPLES OF WHERE IMPLEMENTED | WHAT THE ACTION INVOLVES   |
|---|-------------------------------|--|
| <p><b>Government engage with industry to develop self-regulation to restrict food marketing to children</b></p> | <p><b>Denmark</b></p>         | <p>The Danish Code of Responsible Food Marketing Communication was issued by the Forum of Responsible Food Marketing Communication, a cooperation between Danish industry organisations of the food and beverage, retail and media sectors. The Code is a voluntary, self-regulatory initiative effective since January 2008, applicable to food and beverage marketing to children aged 13 and under via media outlets (TV, radio, internet, SMS, newspapers, comic books). The Code sets guideline limits for salt, sugar and fat content in ten food categories. It is recommended that food products exceeding these limits should not be marketed to children. Food manufacturers themselves determine if their products are suitable for marketing to children. Compliance is checked by the secretariat of the Forum. The Danish government follows the results of the Code, and annual status meetings are held between the Danish Veterinary and Food Administration and the Forum.</p> |
|   | <p><b>Latvia</b></p>          | <p>In 2011, the Latvian Ministry of Health signed a Memorandum of Cooperation with the Federation of Food Enterprises and the Association of Soft Drink Companies to encourage companies not to advertise soft drinks to children aged 12 or under. The Memorandum applies to soft drink marketing in movie theatres and on TV if the audience consists of at least 50% children, and includes marketing activities on the internet and in the press.</p>  |
|   | <p><b>Malaysia</b></p>        | <p>In 2008, the Malaysian Ministry of Health developed the voluntary Guidelines of Advertisement and Nutrition Labelling for Fast Food Restaurants which ask fast food restaurants not to advertise in, and act as sponsors of, children's TV programmes. The Ministry of Health does not monitor implementation of the Guidelines.</p>  |
|   | <p><b>Norway</b></p>          | <p>The Norwegian government already restricts all broadcast advertising to children through legislation (Broadcasting Act 1992; see above under Mandatory regulation of broadcast food advertising to children). A voluntary initiative agreed in 2013 calls on industry to follow standards (set largely by government) on a further range of communications channels. It applies to marketing to children under the age of 13. In 2011, the Ministry of Health signed a Memorandum of Cooperation with the Federation of Food Enterprises and the Association of Soft Drink Companies to encourage companies not to advertise soft drinks to children under the age of 12. The Memorandum applies to soft drink marketing in cinemas and on TV if the audience consists of at least 50% children, and includes marketing activities on the internet and in the press.</p>  |

| EXAMPLES OF POLICY ACTIONS   | EXAMPLES OF WHERE IMPLEMENTED   | WHAT THE ACTION INVOLVES   |
|--|---|--|
|  | <p><b>Spain</b></p>   | <p>In 2005, The Spanish Self-regulatory Code for Food and Non-alcoholic Beverage Advertising Aimed at Children (Código de Autoregulación de Publicidad de Alimentos y Bebidas No Alcohólicas dirigida al Público Infantil 2005), developed between government and industry, sets general guidelines and restricts product placement and use of celebrities in food advertising for signatories. The Code applies to advertising on audiovisual and print media as well as internet to children aged 12 or under; some of the guidelines are extended to internet advertising to children aged 15 or under. In 2009, public and private television channels subscribed to the (Publicidad, Actividad, Obesidad, Salud [PAOS Code which regulates food advertising directed at children under the age of 12 years. In 2012, the PAOS Code was renewed to include, among other things, internet advertising directed at children and teenagers under the age of 15.</p> <p>Evaluation<br/>Leon-Flandez K et al. (2017). Evaluation of compliance with the Spanish Code of self-regulation of food and drinks advertising directed at children under the age of 12 years in Spain, 2012. Public health, 150, 121-129.xii</p> |
| <p><b>Government support voluntary pledges developed by industry</b></p> | <p><b>Belgium<br/>European Commission<br/>Hungary<br/>Portugal<br/>Turkey</b></p> | <p>The EU Pledge was launched in 2007 as a commitment by the food industry, supported by the World Federation of Advertisers (WFA), to the European Union Platform for Action on Diet, Physical Activity and Health. Companies commit to not advertising food on mass media where children under the age of 12 make up 35% of the audience unless their products comply with category-based thresholds on sodium, saturated fat and total sugar. Soft drinks and sugar-based products (chocolate, confectionary, jam/marmalade, sugar/honey/syrup) may not be marketed to children under the age of 12. Members can comply with their own criteria if they are demonstrably stricter than the ones developed by the EU Pledge. Members also commit to not advertise in primary schools except when there is agreement with the school for educational purposes. The European Commission mediates the communication between the EU Platform and the WFA.</p> <p>Belgium, Hungary, Portugal and Turkey have national pledges modelled after the EU Pledge. (See link to Yale Rudd Center for Food and Obesity’s database on “Pledges on Food Marketing to Children Worldwide” at end of page)</p>                          |

| EXAMPLES OF POLICY ACTIONS | EXAMPLES OF WHERE IMPLEMENTED  | WHAT THE ACTION INVOLVES  |
|----------------------------|--|---|
|                            | <b>Malaysia</b><br><b>Switzerland</b><br><b>Thailand</b><br><b>United States</b> | <p>Governments have stated they support the implementation of "pledges" developed by food companies that restrict advertising of food (varies by company) to children under the age of 12 through specified communications channels (typically TV, radio and internet). (See link to Yale Rudd Center for Food and Obesity's database on Pledges on Food Marketing to Children Worldwide at end of page)</p> <p>Evaluations<br/> Schermbeck RM, Powell LM (2015) Nutrition Recommendations and the Children's Food and Beverage Advertising Initiative's 2014 Approved Food and Beverage Product List. Preventing Chronic Disease 12:140472xiii</p> <p>Powell LM et al. (2011) Trends in the Nutritional Content of TV Food Advertisements Seen by Children in the US: Analyses by Age, Food Categories and Companies. Archives of Pediatrics and Adolescent Medicine 165(12), 1078-1086xiv</p> |

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A number of other organisations provide access to policy databases. Some are listed below:

#### **International**

[WHO Global Database on the Implementation of Nutrition Action](#)

[WHO Noncommunicable Disease Document Repository](#)

[The Rudd Center for Food Policy and Obesity – Pledges on Food Marketing to Children Worldwide](#)

[Marketing of breast-milk substitutes: National implementation of the international code. Status Report 2016](#) is a joint report by WHO, UNICEF and IBFAN published in 2016 which provides information on the implementation status of the International Code of Marketing of Breast-milk Substitutes and subsequent relevant WHO resolutions in and by countries.

#### **Europe**

[WHO Europe Database on Nutrition, Obesity and Physical Activity](#)

#### **United States**

[The Rudd Center for Food Policy and Obesity – Legislation Database](#)

[National Association of State Boards of Education – State School Health Policy Database](#)

[National Cancer Institute – Classification of Laws Associated with School Students](#)

[Centers for Disease Control – Chronic Disease State Policy Tracking System](#)

#### **Canada**

[Prevention Policies Directory](#)

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- <sup>i</sup> <http://link.springer.com/article/10.1007%2Fs11845-014-1088-1> (accessed on 01/02/2017)
- <sup>ii</sup> <http://www.tandfonline.com/doi/citedby/10.1080/03033910.2016.1194770?scroll=top&needAccess=true> (accessed on 31/01/2017)
- <sup>iii</sup> <http://heapro.oxfordjournals.org/content/28/1/17.full> (accessed on 20/10/2016)
- <sup>iv</sup> <http://heapro.oxfordjournals.org/content/early/2015/10/27/heapro.dat078.abstract> (accessed on 20/10/2016)
- <sup>v</sup> <https://academic.oup.com/heapro/advance-article-abstract/doi/10.1093/heapro/dax044/4582284?redirectedFrom=fulltext> (accessed 23/11/2017)
- <sup>vi</sup> <http://onlinelibrary.wiley.com/doi/10.1111/cjag.12078/full> (accessed on 14/02/2018)
- <sup>vii</sup> <http://onlinelibrary.wiley.com/doi/10.1038/oby.2011.161/full> (accessed on 20/10/2016)
- <sup>viii</sup> [https://www.researchgate.net/publication/259888884\\_Fast-Food\\_Consumption\\_and\\_the\\_Ban\\_on\\_Advertising\\_Targeting\\_Children\\_The\\_Quebec\\_Experience](https://www.researchgate.net/publication/259888884_Fast-Food_Consumption_and_the_Ban_on_Advertising_Targeting_Children_The_Quebec_Experience) (accessed on 20/10/2016)
- <sup>ix</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4110247/> (accessed on 08/02/2017)
- <sup>x</sup> <http://www.sciencedirect.com/science/article/pii/S0749379711007306> (accessed on 16/02/2017)
- <sup>xi</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3268808/pdf/phr127000216a.pdf> (accessed on 25/01/2017)
- <sup>xii</sup> [http://www.publichealthjrn.com/article/S0033-3506\(17\)30193-2/abstract](http://www.publichealthjrn.com/article/S0033-3506(17)30193-2/abstract) (accessed on 14/02/2018)
- <sup>xiii</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4415414/pdf/PCD-12-E53.pdf> (accessed on 10/02/2017)
- <sup>xiv</sup> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3674770/> (accessed on 10/02/2017)