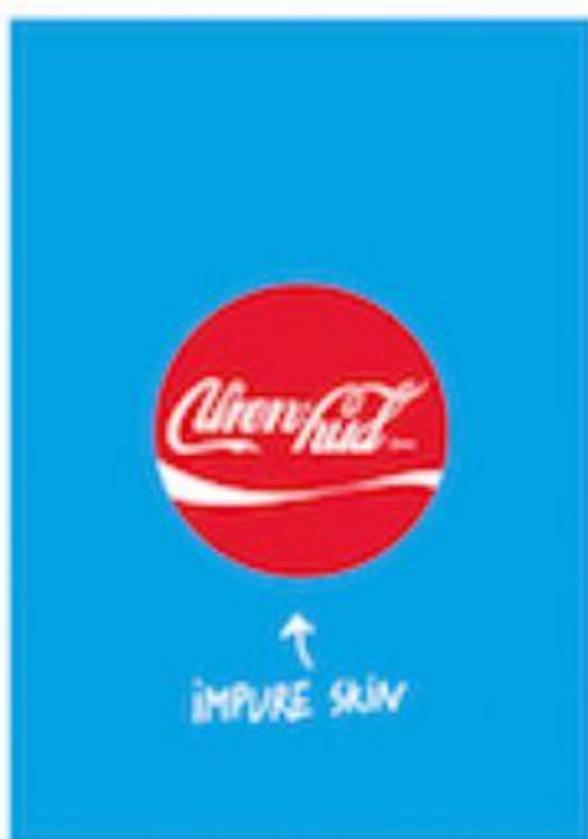
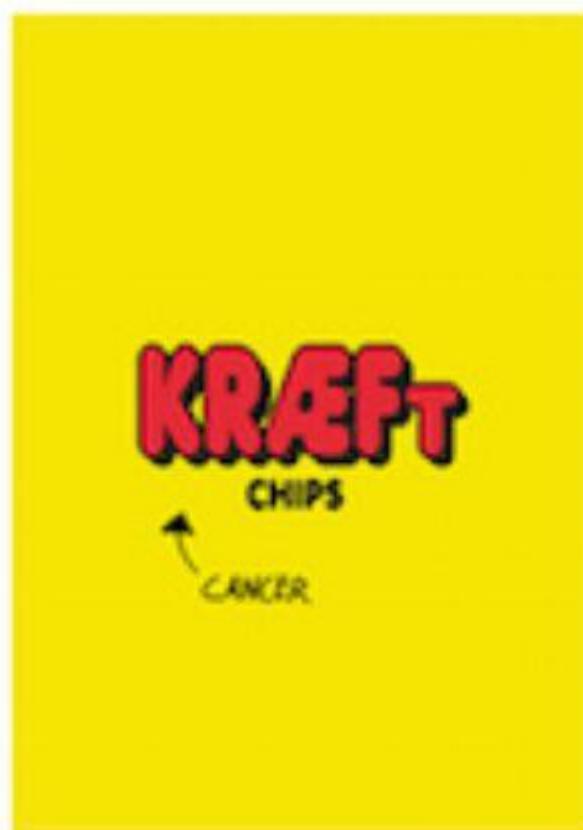
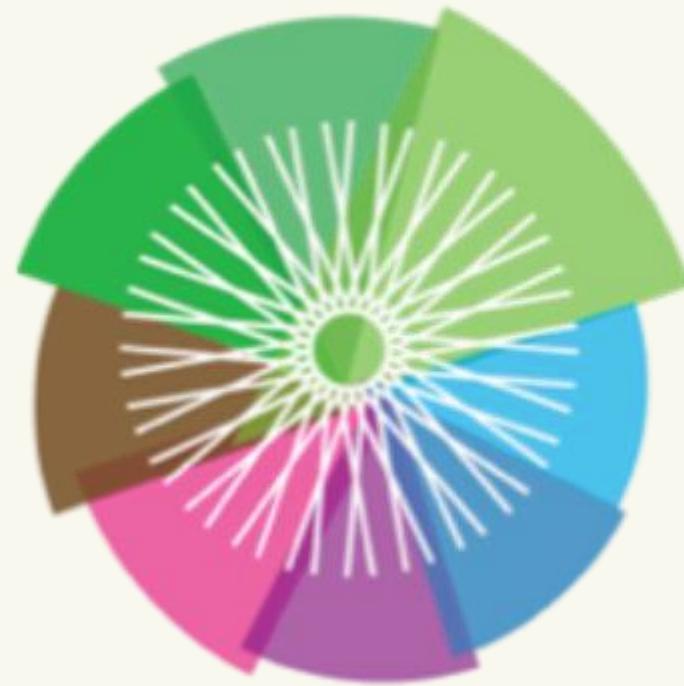


**HEALTHY
AUCKLAND
TOGETHER**

**EXPOSING JUNK
FOOD ADS**

How to complain about advertising targeting children
Sally Mackay, Janell Dymus, Angela Culpin





HEALTHY AUCKLAND TOGETHER

Our Partners



Auckland Regional Public Health Service
Rātonga Hauora ā Iwi o Tamaki Makaurau



THE UNIVERSITY
OF AUCKLAND
NEW ZEALAND
Te Whare Wānanga o Tāmaki Makaurau



ProCARE



We also have a partner representing disability interest

Healthy Auckland Together Framework

Vision

A social and physical environment that supports people living in Auckland to eat well, live physically active lives, and maintain a healthy body weight within their communities



Goal 1

Improve nutrition



Goal 2

Increase physical activity



Goal 3

Reduce obesity

APPROACHES

Collaboration
(what we do together)

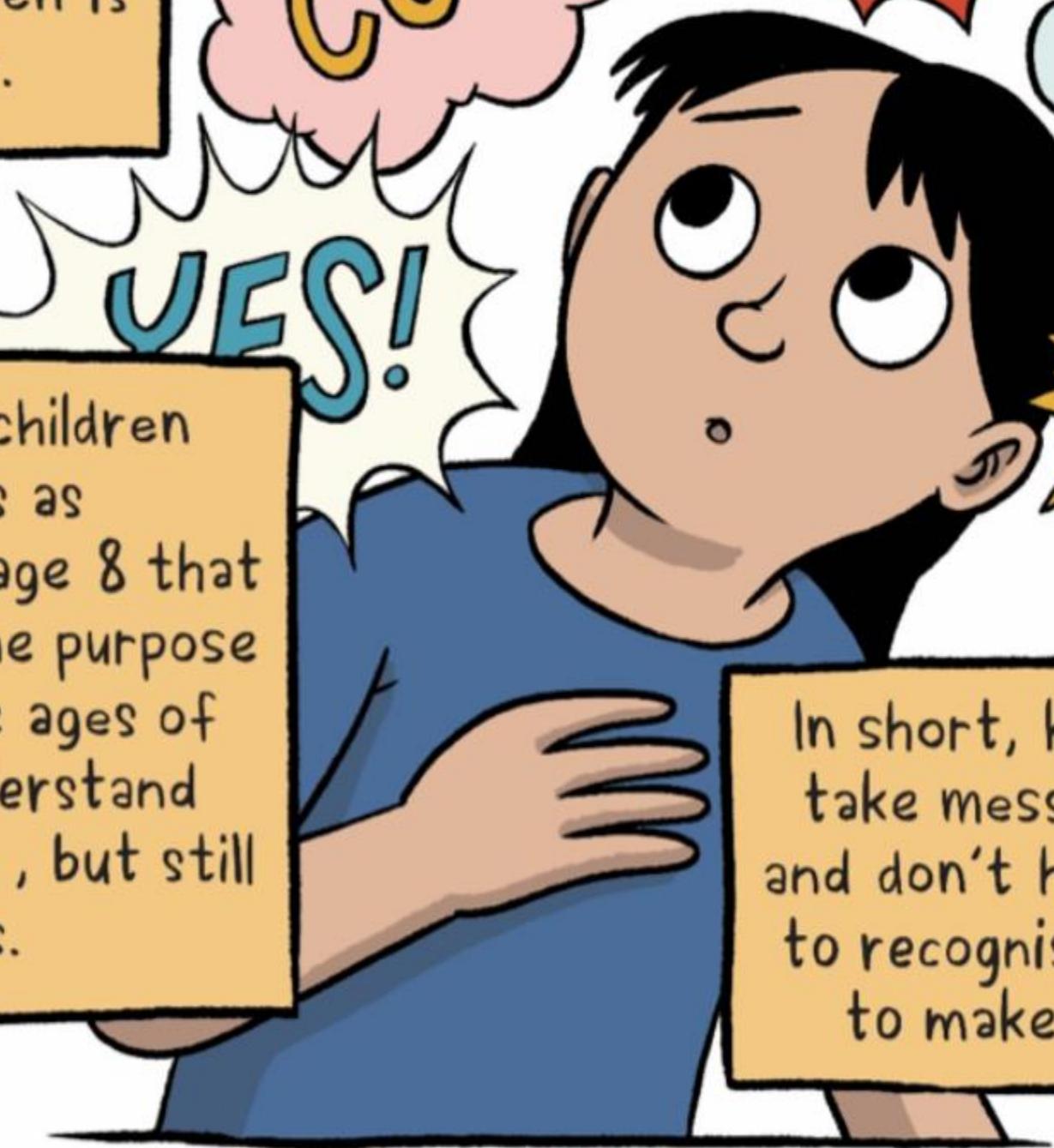
Advocacy & Profile Raising
(what we say together)

Monitoring Progress
(what we measure together)

This advertising aimed at children is persuasive and exploitative.

Research has proven that children younger than 4 see ads as entertainment. It's not until age 8 that children begin to recognise the purpose of advertising. Between the ages of 10 and 12 they begin to understand they're being sold something , but still not the sales tactics.

In short, kids believe it. They take messaging at face value and don't have the critical skills to recognise someone is trying to make money off them.



Food marketing to children

8 ads per hour for unhealthy foods on TV during children's peak viewing times

**8 ADS
PER HOUR**
for unhealthy foods



72% of less healthy breakfast cereals for kids displayed a promotional character appealing to children

9 ads for unhealthy foods per km² around schools with more around schools in most deprived areas (10) than least deprived areas (8.3)

Most deprived schools

10 unhealthy food ads within 500 m



Least deprived schools

8.3 unhealthy food ads within 500 m



HOW TO MAKE A COMPLAINT

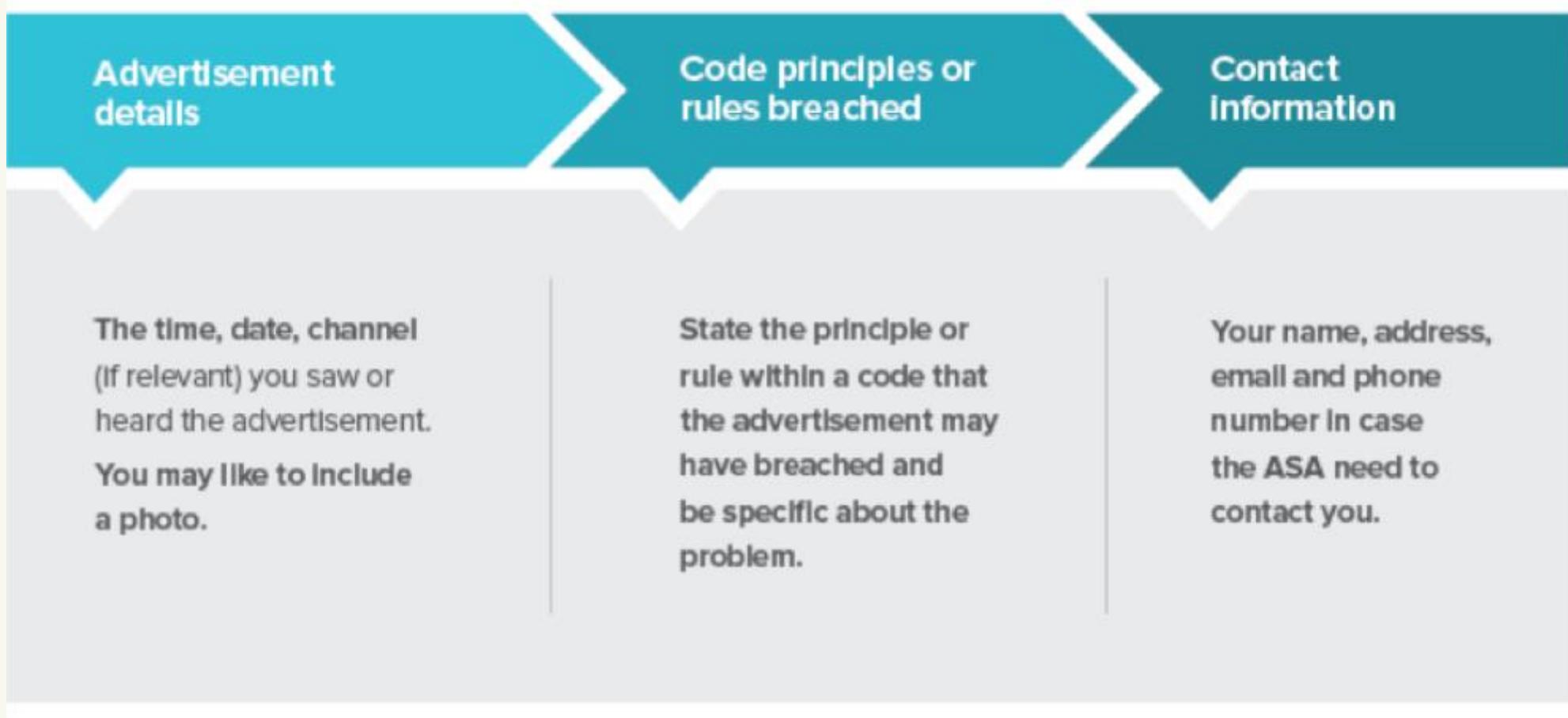
If you think an advertisement is marketing unhealthy food to children you can complain to the **Advertising Standards Authority (ASA)**.

Go to www.asa.co.nz and you will be guided through the process. You can submit a written complaint via the online complaints form:

<http://www.asa.co.nz/complaints/make-a-complaint/>

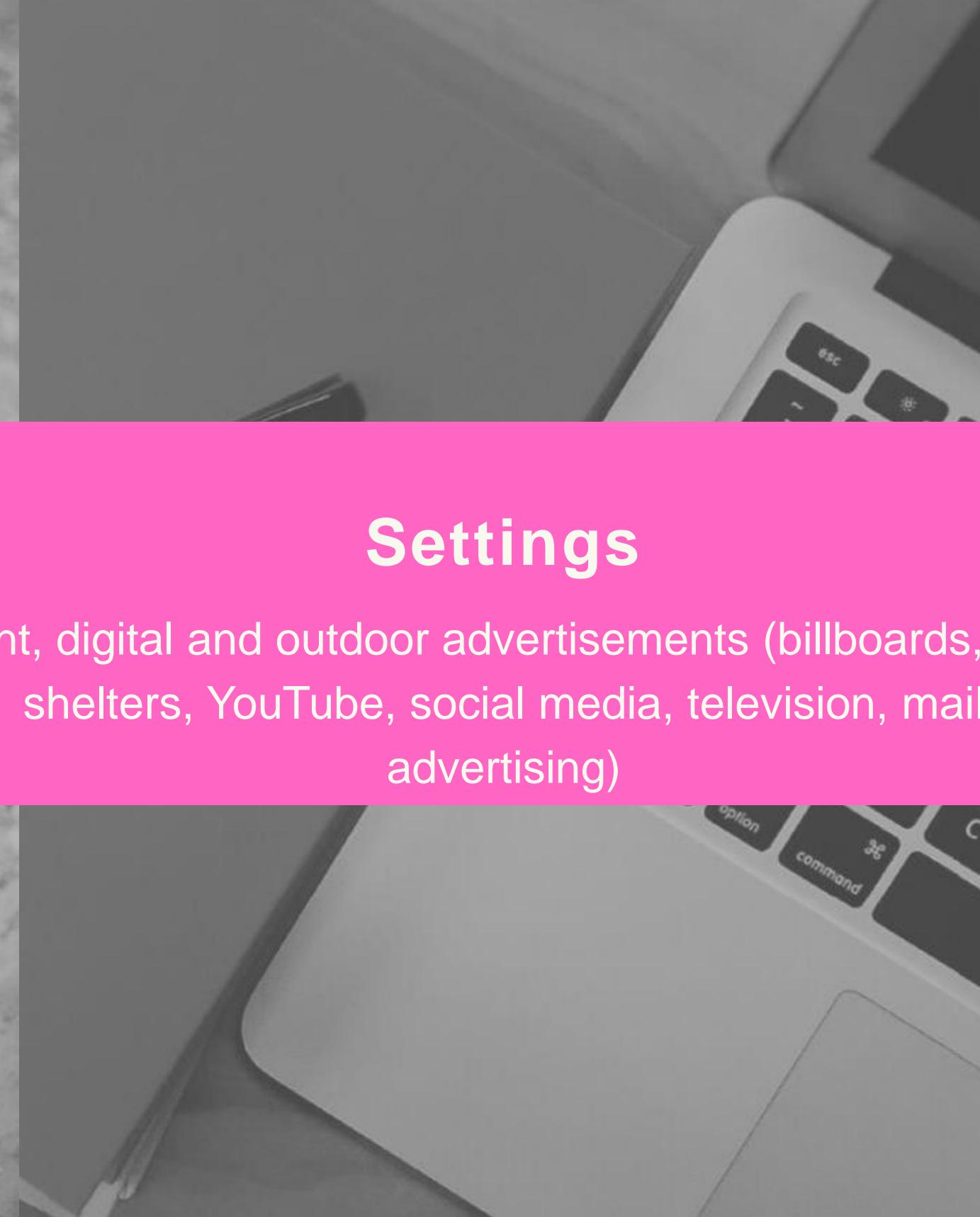


You will need the following details:

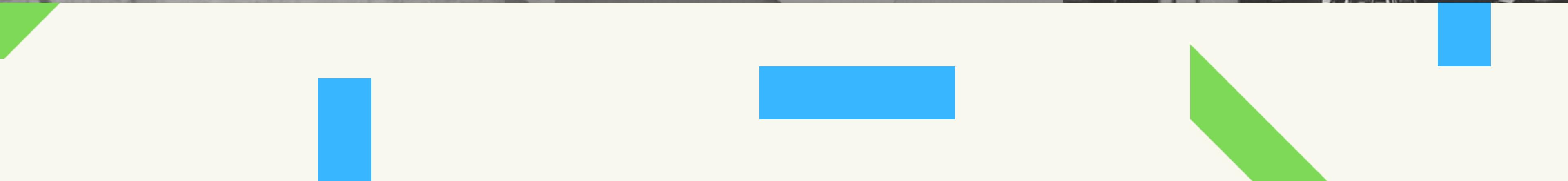




Settings



Print, digital and outdoor advertisements (billboards, bus shelters, YouTube, social media, television, mail advertising)



ASA Codes

Children and Young People's Code Advertising Standards Code

Children means all persons below the age of 14 years.

Young people means all persons who are at least 14 years but under 18 years

Take note of the principles, rules, guidelines, spirit and intention of the codes.

Best interests of the child shall be a primary consideration





Children and Young People's Code

**Social Responsibility
Truthful Presentation
Sponsorship Advertising**

Social responsibility: Advertisements targeted at children or young people must not contain anything that is likely to result in their physical, mental or moral harm and must observe a high standard of social responsibility.

Truthful presentation: Advertisements must not by implication, omission, ambiguity or exaggerated claim mislead or deceive or be likely to mislead or deceive children or young people, abuse their trust or exploit their lack of knowledge

Sponsorship advertising: A special duty of care must be exercised for Occasional Food and Beverage Product sponsorship advertising targeted to young people

Food and Beverage Classification System

Occasional Food and Beverage Products

Food and beverage products which are high in fat, salt or sugar and classified under the Food and Beverage Classification System (FBCS) as being intended for occasional consumption.

Separate criteria for Schools and Early Childhood Centres



Product Category	Classification		
Beverages#	Everyday	Sometimes	Occasional
Water	All plain water with nothing added	Not applicable	Not applicable

Product Category	Classification		
Mixed meal dishes	Everyday	Sometimes	Occasional
Mixed meal items Items that are a combination of foods from one or more food groups. These are promoted as standalone items that are consumed on their own or as the main item of a meal. Examples include pizza, pasta dishes including filled pasta, lasagne and macaroni cheese, sushi, calzones, hotdogs and hamburgers.	<i>Primary</i> Energy ≤ 800kJ/100g Energy ≤ 1500kJ/serve Saturated fat ≤ 3g/100g Sodium ≤ 350mg/100g Sodium ≤ 700mg/serve <i>Secondary</i> Energy ≤ 800kJ/100g Energy ≤ 2000kJ/serve Saturated fat ≤ 3g/100g Sodium ≤ 350mg/100g Sodium ≤ 700mg/serve	<i>Primary</i> Energy ≤ 1200kJ/100g Energy ≤ 1800kJ/serve Saturated fat ≤ 5g/100g Sodium ≤ 450mg/100g Sodium ≤ 800mg/serve <i>Secondary</i> Energy ≤ 1200kJ/100g Energy ≤ 2200kJ/serve Saturated fat ≤ 5g/100g Sodium ≤ 450mg/100g Sodium ≤ 800mg/serve	<i>Primary</i> Energy > 1200kJ/100g Energy > 1800kJ/serve Saturated fat > 5g/100g Sodium > 450mg/100g Sodium > 800mg/serve <i>Secondary</i> Energy > 1200kJ/100g Energy > 2200kJ/serve Saturated fat > 5g/100g Sodium > 450mg/100g Sodium > 800mg/serve

Healthy Food Cruncher

[Home](#) / Healthy Food Cruncher

Is it everyday or sometimes?

Use this calculator to check if a specific product meets the Food and Beverage Classification System Nutrient Criteria. [Learn more](#) about this calculator.



Select Type



Select Food



Select Nutrients

Select Type

Select Food

<http://www.fuelled4life.org.nz/healthy-food-cruncher>

Targeting

PRODUCT

Nature and intended purpose of the product or service being promoted is principally or generally appealing to children or young people.

PRESENTATION

Presentation of the advertisement content (e.g. theme, images, colours, wording, music and language used) is appealing to children or young people

AUDIENCE

Expected average audience at the time or place the advertisement appears includes a significant proportion of children or young people





CRITERIA

Occasional food/beverage ads must not target children
Must not encourage acting promptly to purchase or buying excessive amounts
Ads must show appropriate food portion size for age and for one eating occasion



CRITERIA

Must not imply it is acceptable to eat/drink occasional food

Popular characters must not be used irresponsibly in ads for occasional foods

Sponsorship ads targeted to young people must not show drinking or eating occasional foods/beverages

Must not misinform the viewer of the health benefits of a food or beverage



ACTIVITY: MAKE A COMPLAINT- 3 ADS

THE AD	OCCASSIONAL	BREACHES	WHY
Describe the advertisement and the product.	Using the tools described is it an occasional food or beverage?	Does the ad breach any of the 7 criteria or the general principles?	Which rules/principles does the ad breach and why?





INDUSTRY ARGUMENTS

- A small serving size does not make it a promotion for an occassional food or beverage
- Targeting and appealing to adult or family audiences
- There are rules around placement – 250m from main school entrances
- Promotes corporate brand, not a promotion for the product

ACTIONS YOU CAN TAKE

Talk to your local sports club about replacing junk food marketing within the grounds.

Talk to your local school board about reducing exposure to food marketing at school.

Make a complaint to the Advertising Standards Authority (ASA) when you see ads for junk food that are aimed at children.

Speak with your Councillor and Local Board members about outdoor signs and council properties such as parks and recreation centres.

Other countries regulate this type of marketing – the UK, Ireland and South Korea. Contact your MP about regulatory changes.

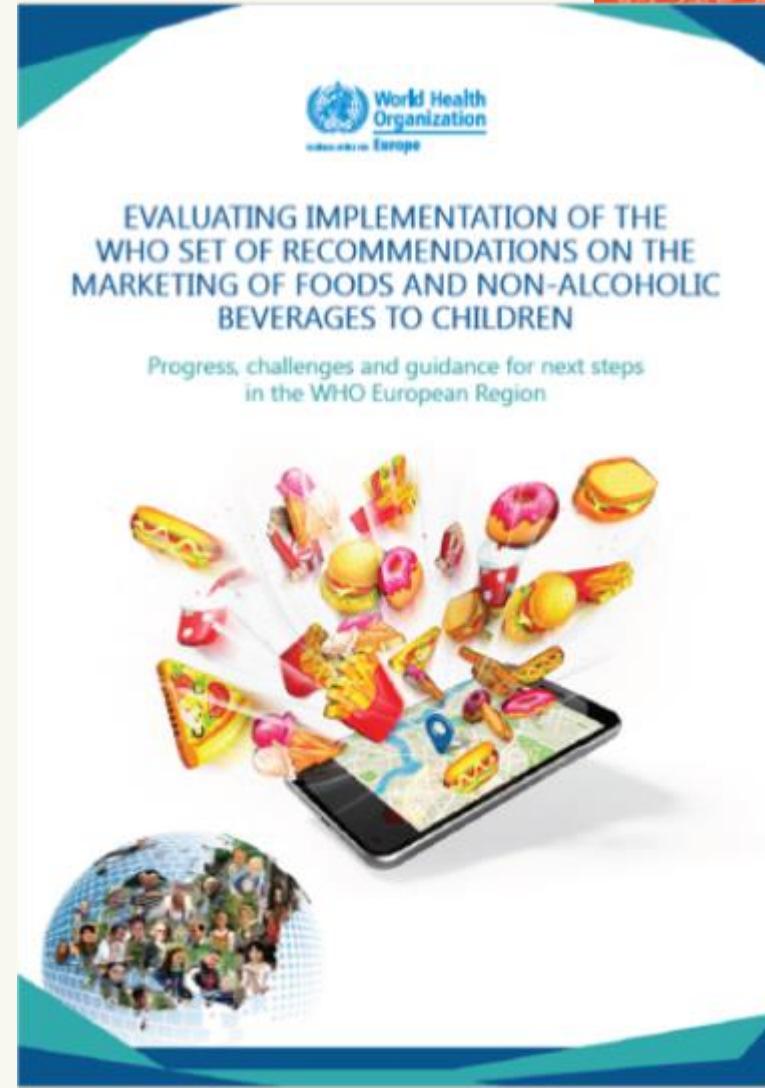
Join the conversation on Twitter and Instagram and post ads aimed at children using the hashtag #dumpthejunknz..

#dumpthejunknz

Each person to commit to posting an inappropriate ad on Instagram or send though to:

healthyaucklandtogether@adhb.govt.nz





Contact Information

For information or to get involved

TWITTER

@HealthyAuckland

EMAIL ADDRESS

aculpin@adhb.govt.nz

healthyaucklandtogether@adhb.govt.nz

PHONE NUMBER

(021) 519 483