a jungle of junk food ads targeted to children and teens

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THE PROBLEM

Noncommunicable diseases (NCDs) represent a leading threat to human health and socioeconomic development. Cardiovascular diseases, cancers, chronic respiratory diseases and diabetes cause an estimated 7.5 million deaths each year.

Unhealthy diet is a risk factor for noncommunicable diseases. The risk presented by unhealthy diet start in childhood and build up throughout life.

39% of children in Canada are obese or overweight.

Direct health care costs for obesity and indirect costs due to lost productivity associated with obesity is estimated between 4.6 billion to 7.1 billion in Canada annually.

Children 11–14 youths spend approximately 28 to 42 hours per week in front of a screen.

It is estimated that on a yearly basis, the average child sees 25 million food and beverage ads which are available through their favorite websites and 90% of these ads are for unhealthy foods.

Most used social media platforms used by children and teens are Facebook, YouTube, Instagram, Snapchat and Twitter.

DIGITAL MARKETING PRACTICES

| Influencers | Offer interventions marketed through blogs, blogs, 
| FAM-ICT | 90% of advertisements will be shared suggested by an influencer or online and 90% of those ads are for unhealthy 
| Digital advertising | Peer-to-peer network through social networks. |
| User-generated advertising | Real-world content created by users (peer-to-peer content) with a low level of awareness may be positive or negative. |
| Conversation targeting | Social interactions and relationships. |
| Real-time streaming | Real-time social content and influencers represent across platforms and websites, including social media. |
| Social marketing | Real-time content and influencer content (user-generated content on social networks). |
| Location targeting | Follow consumers through their mobile devices and provide location-specific advertising. |
| NeuroMarketing | Repurpose methods to develop digital marketing techniques designed to trigger subconscious emotion arousal. |

SOLUTIONS

Healthy eating marketing: Counter industry’s campaigns by using vloggers, bloggers and influencers to promote healthy lifestyle

Appropriate sanctions and penalties: Sanctions should be applied to content creators, digital platforms as well as affiliated companies

FEDERAL GOVERNMENT

Bill S-228: Act to amend the Food and Drugs Act (prohibiting food and beverage marketing directed at children) - September 28, 2017

7.1 Subject to the regulations, no person shall advertise unhealthy food in a manner that is directed primarily at children.

Coming into force two years after royal assent

PROVINCIAL GOVERNMENT

Consumer protection act, chapter P-601

6. Subject to what is provided in the regulations, no person may make an advertisement in printed matter or on any electronic display which- 
| (a) is directed at or intended to be broadcast or displayed to persons under thirteen years of age, account must be taken of the context in which the content is publicized, and in particular of- |
| (b) the nature and intended purpose of the goods advertised; |
| (c) the source of promoting such advertisement; |
| (d) the time and context is shown. |

The fact that such advertisement may be contained in printed matter is not a presumption that it is not directed at persons under thirteen years of age.

INTERNATIONAL COOPERATION

Coordinating efforts between national and international to eliminate marketing to children of foods high in fat, salt and sugar

ENFORCEMENT ISSUES

Social media platforms age requirement can be easily overturned

Undisclosed brand affiliation

User-generated content

Traceability of content source

Jurisdiction of the internet

Using artificial intelligence: To optimize healthy eating habit ads, smart content curation, web and app personalisation, multimodal analysis.